

CBC adds The One to format line-up

BANFF NEWS: Endemol's *The One: Making a Music Star*, which is slated for a US premiere on ABC this summer, has been picked up for syndication by Canada's public broadcaster, which will also be rolling out its own domestic version of the reality singing format.

This will be the first US show shown in syndication on CBC in years, with the local Canuck format to be produced by Lone Eagle Entertainment (*You Bet Your Ass*, *Inside the Box*).

Kirstine Layfield, the pubcaster's director of network programming, was quick to head off any controversy that might be stirred up if it were suggested that CBC was simply taking on a US show and reversioning it, by pointing out that the show originated from Canada. "We are not basing it on an American show. It is actually a format called *Star Academy* that was created in Quebec," she told a packed room of Banff delegates during a C21-sponsored Broadcaster Briefing session.

"When ABC picked up the US format rights, it made no sense to us that CTV or Global or one of our competitors might pick up the American show (for simulcast), while we were developing the Canadian version," Layfield said. However, she was quick to point out that this scenario should not be viewed as a model wherein CBC might want to launch more Canadian formats on the back of US simulcasts.

In the past CBC had greenlit Canuck versions of various international fact-ent formats, including the BBC's *Great Britons* and *Back to the Floor*. Local versions of *Who Do you Think You Are* and *Test the Nation* are also reportedly in development.

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