

## TVtropolis ups pop culture ante

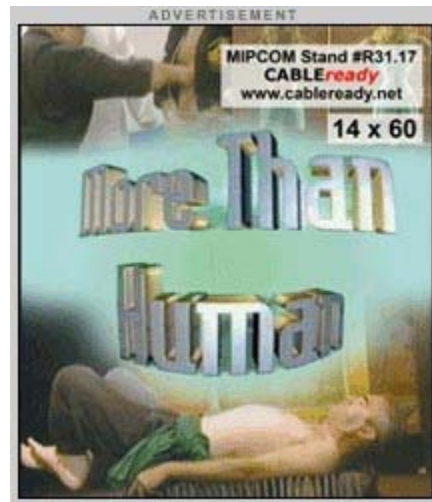
CanWest MediaWorks-owned Canadian digital channel TVtropolis, recently rebranded from Prime, has unveiled a roster of original programming to complement its line-up of US hits from the 80s and 90s.

There are a total of nine series in the pipeline, with five currently in production and the remaining four in "active development." All are on the slate for the 2006/07 season.

The Canadian-produced programming focuses mainly on celebrity and pop culture, supporting the channel's goal of being a "destination for pop culture enthusiasts," according to Christine Shipton, VP original programming at CanWest MediaWorks.

In production at the moment are:

- Ad Persuasion (26x30', Tricon Films and Television), spotlighting the world's most inventive and bizarre TV commercials.
- FANatical (26x30', Peace Point Entertainment), following obsessive TV fans.
- Inside the Box (26x30', Lone Eagle Entertainment), described as the ultimate gameshow for TV junkies.
- Propaganda (26x30', The Nimble Company), a pop culture talk/magazine show geared to the internet generation.
- Whatever Happened To? (working title, 26x30', Pyramid Productions), which catches up with iconic stars from the 80s and 90s.



On the development slate, meanwhile, are:

- And Finally, from Arcadia Entertainment, which looks at the slice-of-life stories news programmes use to end their shows.
- TV critic show Don't Touch That Dial, produced by Patti Poskitt.
- Unscripted series Starring In... With JR Riggs, produced by Mountain Road Productions, in which the eponymous lead gives random people the chance to have their own TV show for a day.

- TeleVintage Cartoons, from Hiltz Squared Media, taking a look back at the toons that shaped Saturday mornings and pop culture in general.

The new-look TVtropolis debuts on June 1 with hits from the last 15 years, as well as a host of celeb-reality series such as Celebrity fit Club and My Fair Brady.

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