

## Reveille acquires Funky format

LA SCREENINGS: The Office producer Reveille is continuing its third-party distribution drive by picking up rights to a new reality format from UK creative boutique Funky Formats.

Funky Formats has devised School for Scandal, a reality show set in the world of tabloid journalism. The show takes four newly qualified journalism graduates, plus four wannabe tabloid hacks and throws them into the deep end of the tabloid world.

The show will air live from the offices of a prominent tabloid newspaper each week, with participants facing challenges set by the paper's editor, such as getting celeb scandal stories. It will offer "a backstage pass to the world of cheque-book journalism," after which one of the eight will get a job on the paper.



As well as taking US rights to the format, Reveille has acquired most international rights, and will distribute finished tape and local production rights as part of its new international distribution operation, headed up by vp of international distribution and creative affairs, Chris Grant (left).

The UK is out of the frame since Funky Formats has already sold School for Scandal to former Virgin Radio DJ and Don't Forget Your Toothbrush host Chris Evans' prodco UMTV, with early deals also struck in France, Germany, Benelux and Australia.

"School for Scandal was our number one show at MipTV, where we had interest from as many as 30 territories," said Funky's creative director, Richard Martin, who set up the company with ex-GMTV producer Susanna Howard in 2003.

"It's great to have Reveille as a partner. Not only have they demonstrated phenomenal production savvy in recent shows like The Office and The Biggest Loser, but they truly understand the importance of local diversity in the global marketplace."

Reveille's Grant said that he would wait until a US commission was on the cards before taking the new format out to the international market. "You tend to get production commitments rather than just options that way," he explained.

For its own mini Screenings on the NBC Universal studio lot next week,

Reveille is lining up a slew of its own shows and other third-party properties to shop to buyers doing the studio circuit at this year's LA Screenings.

These include the new season of *Biggest Loser*, which NBC announced on Monday, as well as the network's upcoming summer reality format *Meet Mister Mom*, a six-part series looking at how husbands cope when their wives take a break and leave them to cope alone.

Reveille will also be pushing Morgan Spurlock's FX show *30 Days*; MTV's *Date My Mom*; a WB show from US-based Renegade Productions called *Mobile Home Disasters*; as well as another third-party series and format called *Office Temps*, from Canada's Lone Eagle Entertainment.

With *Loser* being Reveille's best-selling format (amassing production deals in Brazil, Sweden, Norway, Denmark, Finland, the UK, Middle East, Philippines and Indonesia), Grant was untroubled by the plethora of other weight loss formats now doing the rounds.

"We are certainly not hurt by them. Nobody can question the importance of having a US hit behind you," he said. "We are now in production on a second run of *Biggest Loser* as well as standalone episodes - 23 new hours in total."

Though Reveille made its debut as an independent distributor at MipTV in March and is screening its new unscripted product in LA next week, Grant said that the selling period would soon move into a buying phase over the summer, as the company sought new formats for launch at Mipcom in October.

Reveille was okayed to produce another season of *The Office* at NBC's Upfronts on Monday, based on the BBC sitcom of the same name. However, under the production company's deal with the network, NBC Universal handles international rights to the show.

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19 May 2005  
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