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GoTV, CESD ink partnership

Combine production facility with talent to create content

By Siya Kapur

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NEW YORK -- GoTV Networks has struck a strategic partnership with talent agency CESD to combine GoTV's production studio with CESD's talent roster, the firms said Wednesday.

"CESD's client base enhances GoTV's ability to package brands and top-tier talent in compelling multiepisode content that entertains consumers and inures positive benefits to leading brands," said GoTV executive vp and studio chief Daniel Tibbets, who also is co-creator of the mobisode.

CESD's talent includes Hayden Panettiere ("Heroes"), Jon Cryer ("Two and a Half Men"), Ed Helms ("The Office"), Jorge Garcia ("Lost"), Becki Newton ("Ugly Betty"), Steve Schirripa ("The Sopranos"), musicians Gavin DeGraw and Jesse McCartney.

"CESD is always looking to make strides forward in new media for its valuable celebrity clients," CESD partner Ken Slevin said.

GoTV Prods. produces and syndicates original and partner programming via mobile and broadband technologies. Its content is available online and through a range of wireless mobile devices in the U.S.