

# RCR Wireless News

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## GoTV aligns with talent agency

By Matt Kapko

### Mobile TV



CESD's clients include pop star Jesse McCartney.

GoTV Networks Inc., a company that has found a considerable amount of success building a multi-platform network of video channels for mobile and online, has partnered with talent agency, CESD, to leverage its production studio with the agency's roster of talent.

It appears talent agencies and digital content producers are determined to strike plans of mutual benefit of late. Last month, William Morris Agency announced a new venture, Agency 3.0, which will be headed by Peter Adderton, who has an extensive background in the wireless industry as a former lead executive at Boost Mobile and Amp'd Mobile Inc.

Through the arrangement, GoTV Networks will have an opportunity to pull from CESD's talent roster as it creates more short-form, serialized, brand-supported content for mobile and online platforms, the companies said.

"Brand partners and their agencies understand that short-form serialized content is well-suited to reach target consumers in today's highly fragmented multi-platform media environment," GoTV Networks CEO Tom Ellsworth said in a prepared statement.

GoTV recently created "Crescent Heights," a series developed to tie-in marketing opportunities and brand association with Tide laundry detergent for The Procter and Gamble Co.

CESD said it's excited about the new media opportunities the deal brings to its clients. The company's roster includes (among others): Hayden Panettierre, Jon Cryer, Ed Helms, Jorge Garcia, Becki Newton, Steve Sherripa, Gavin DeGraw and Jesse McCartney.

"CESD's client base enhances GoTV's ability to package brands and top-tier talent in compelling multi-episode content that entertains consumers and ensures positive benefits to leading brands," said Daniel Tibbets, executive VP and studio chief at GoTV Networks.

GoTV Productions is already planning new programming that it will bring talent into in the coming weeks and months, a GoTV spokesperson said. The company is hoping to release new content from the partnership in the next two to three months, he added.