

Cyn Int'l 8/7/08

A CYNOPSIS MESSAGE FROM CABLEU

*Producers ... Here's your chance to win big!*

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**Announcing CableU's Emerging Producer Non-Fiction TV Competition**

The chance to make a **once-in-a-lifetime** pitch to leading industry executives

Three producers will be selected to make their pitch during a NATPE panel, and these three will get free registration to [NATPE 2009!](#)

The winner receives a one-year subscription to CableU and a potential representation deal with worldwide distributor **CABLE***ready*.

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**Cynopsis: *International***

08/07/08

Good morning. It's **Thursday, August 7, 2008**, and this is your first early morning **International & Multicultural** briefing.

**INTERNATIONAL MARKET:**

In just 4 days, Venezuela's **Cisneros Group** will sign a strategic deal with **China Central Television** (CCTV) in Beijing. This will take their previous collaborations to a more formal level to develop joint ventures and productions as well as distribute the other company's content in their respective home markets, per *Variety*. Cisneros and CCTV have worked together in the past on China Through the Yang Tze River, Rebel Angel, Wanted: Prince Charming and other shows.

Indie TV distributor **ALL3MEDIA International** inked a slew of new agreements for kids factual strand Serious ... from **CBBC Productions**. The new Serious Ocean Series will be the first out of the gate and has already been licensed to **TV Ontario** in Canada, **TV3 New Zealand** and **YLE** in Sweden, with further sales expected before MIPCOM.

**Fox** is doing a 60-minute spin on The Informant, a new Australian show, with Tom Szentgyorgyi creating the U.S. format for 20th TV, Fox and Alchemy TV. The show is a story mix of family and spy undercover life, per *THR*.

**Network Ten** will bring Australian audiences a little Hollywood with the debut of 90210 on September 8 at 830p with a special 2-hour premiere event.

South Africa's Takalani Sesame has added 4 new languages to its program: Sesotho, Xitsonga, isiXhosa, and Afrikaans. Currently in production for its fifth run, it will have an August debut on **SABC**.

The yearling **Lively Media** indie production house is launching two new series this month. First up is The Chef's Domain, an 8-episode travel and food series for the Travel + Escape channel. Breeder of the Pack is the second series about dog breeders destined for **Animal Planet Channel**, premiering August 26.

**CROSS-MARKET:**

ESPN's airing of the 2008/2009 NBA regular season will include 90 games on ABC, ESPN and its other media platforms. Among the broadcasts, **ESPN Deportes** will televise 22 games. **ESPN International** will offer coverage of the NBA regular season to fans in Latin