

# MEDIAWEEK

## **Generate Buys, Launches Series**

**Generate has snagged the rights to Pink The Series; and has green-lit two series, Knockers and LaQuisha.**

By Mike Shields  
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Generate, the digital content production company headed by former WB Network CEO Jordan Levin, has announced plans to acquire one Web series and launch two other originals.

The company, which was formed in 2006 behind an exclusive production deal with MTV Networks, is moving towards becoming more of an independent content producer and distributor, one with its own ad sales capabilities, said Levin.

To kick start that endeavor, Generate has snagged the rights to Pink The Series, an adventure/graphical novel series that debuted on the Web last September.

In addition, Generate has green-lit two series that will employ lesser known comedic talents, including Knockers, which features the sketch troupe Good Neighbor (according to Levin, it has recently been building a following on the Internet); and LaQuisha, which features a character based on Los Angeles radio personality Ralph Garman – who has done voice work on Fox's The Family Guy.

To fund these new series, Generate announced that it has secured \$6 million in financing, including an investment from Velocity Interactive Group, a firm headed by former Fox Interactive Media president Ross Levinsohn and AOL CEO Jonathan Miller.

While Levin credited the company's relationship with MTVN – which included the launch of the series The Andy Milonakis Show and Wonder Showzen - for putting Generate on the map, its focus in the near future will be to capitalize on the emerging appetite for original, high production value content on the Web, which allows for a variety of distribution and business models. Plus, Generate will look to create content that travels well across media platforms.

"The MTV deal allowed us to produce diverse content and grow the company," said Levin. "It allowed us to test our theory [that Web distribution was about to catch fire]. Now is the appropriate time to get the right amount of funding and continue to expand....it's our first opportunity to be independent. That's sort of comes pretty close to what we envisioned for Generate."

And now, Levin says more a-list brands are willing to take his calls about sponsoring original Web content. "What I've seen and what we believe is that there is this obvious emergence of professionally produced content," he said. "As professional content emerges, it makes things more acceptable for advertisers."