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Rel Big makes Hollywood splash

First Day, First Show: Ties Up With Clooney, Cage, Hanks & Pitt



SCRIPTING BIG DEALS

Co hopes to generate 30 scripts, of which at least 10 will go into production

Our Bureau
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RELIANCE Big Entertainment, the entertainment arm of the Anil Ambani-controlled ADA Group, on Sunday took a giant step into Hollywood by entering into a slew of development deals with eight Hollywood-based production houses promoted by leading Hollywood actors like George Clooney, Nicholas Cage, Tom Hanks, Brad Pitt, Chris Columbus, Jim Carrey and Jay Roach. ET had first reported the group's plans in its May 12 edition.

The move is in line with the company's vision of being one of the world's

largest entertainment conglomerates. The Hollywood entities involved in the development deals, brokered by Los Angeles-based Creative Artists Agency, are Cage's Saturn Productions, Carrey's JC 23 Entertainment, Clooney's Smokehouse Productions, Columbus' 1492 Pictures, Hanks' Playtone Productions, Pitt's B Entertainment and Roach's Everyman Pictures.

Speaking to ET from Cannes, where the announcement was made, Reliance Big Entertainment chairman Amit Khanna said: "Each of the eight deals are individual development silos. Between the eight studios, a total of 30 scripts will be generated,

of which we are confident of 10 scripts going into production. The structure for each script will be different in terms of the financial model."

Mr Khanna explained that in some cases, the actors are attached to the major Hollywood studios such as Universal and Paramount, and the first right of refusal for some of the scripts would have to be given to these studios for the purpose of distribution and release of the film. "In other cases, we may be co-producers, part producers or distributors. It will be a different financial model for each film."

► Big eyes 10 films by 2010: P 12

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► From Page 1

Reliance Big Entertainment is hoping to have a slate of 10 films ready for release by 2010. The value of the ten films is estimated at around \$1 billion. The above mentioned actors will be responsible for the creative aspects of the film in terms of the script, casting and production.

Reliance Big Entertainment president Rajesh Sawhney added: "We respect the first-look deals that each of our partners enjoys with Hollywood majors, and we are confident that the respective studios will welcome our development silos and our subsequent co-financing ability."

The company sees the development deals as the first major investments in Hollywood and as a building block in the creation of a virtual studio or a new generation media company. It is also a part of the company's long-term strategy for media investments in Hollywood to become a fully integrated movie company with substantial holdings in production, distribution and exhibition.

The deals also ensure that the company will have the complete Indian rights for the films, which Reliance Big Entertainment will co-finance.

