

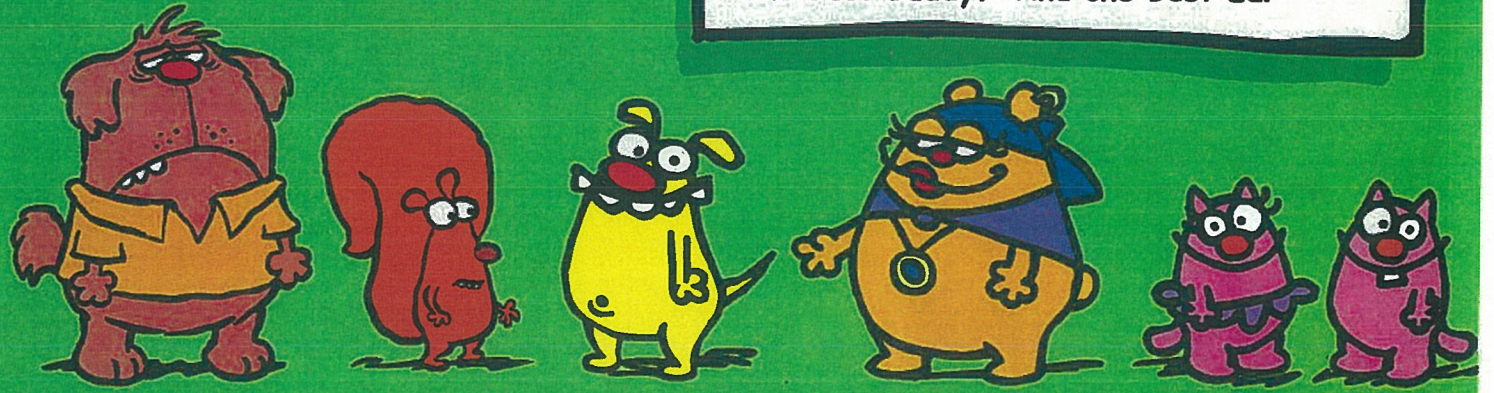
best ed.



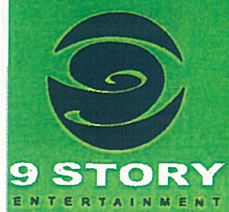
Best Ed is about a dog named Ed and a squirrel named Buddy.

Ed is so helplessly helpful, he drives Buddy nuts. But for every funny skull thumping Buddy suffers, thanks to Ed's cloying good deeds, Buddy knows that...though it's hard to live with Ed...it's harder to live without him. They're not just friends, they're best friends.

One Best Buddy. And one Best Ed!



52 x 11 minutes



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Living large: Nickelodeon has been one of the pioneers of live-action tween series with a string of hits to its credit, most recently *True Jackson, VP*.

as *Doctor Who*, which has become a huge international program brand for BBC Worldwide.

"I'd like to see more shows coming up that are both fun and fantasy-driven," says CAKE's Galton. "Broadcasters are still underlining [the idea] that comedy is very important, but if you look at the success of the *Harry Potter* movie franchise, it's clear that kids still get excited about fantasy. There's an opportunity for more fantasy-based kids' live action."

One of CAKE's latest projects at MIPCOM will be the new series *Cartoon Gene* from Canada's GalaKids, the producer of *The Worst Witch*. *Cartoon Gene* will follow the life of a teenage boy with human and cartoon DNA. The show promises a combination of live action and CG animation.

THE NUMBERS GAME

One reason that so many kids' live-action producers and distributors, such as Shaftesbury, DECODE and E1, are based in Canada is that it's a good place to do business, thanks to the availability of a generous combination of tax breaks and television fund subsidies. A production can obtain up to 70 percent of its financing from Canadian sources. Typically, once a show has backing and a license fee from a local children's channel

such as Family Channel or TELETOON, it becomes eligible for tax breaks and "soft money" subsidies from organizations such as the Canadian Television Fund, provided that most of the show's production is carried out in a Canadian province by a Canadian producer. That, says CAKE's Galton—who aims to complete the financing on *Cartoon Gene* this fall—leaves just 30 percent to 35 percent of the budget to be picked up through international presales.

With the Canadian funding mechanisms, the show needs to be worth at least C\$80,000



Wild at heart: DECODE is a prolific producer of live-action tween fare, rolling out hits like *Naturally, Sadie*.