

# The new independents

After undergoing a slump in recent years, the international programme distribution scene among Canadian companies is once again hopping. Jenn Kuzmyk profiles the newest players in the revitalized sector.

Celebrating its one year mark in Cannes this month is Rethink Entertainment, a distribution outfit launched by former Canadmedia sales exec, Paula Hutchinson and partner Susan Boshcoff.

To say the least, Rethink has a diverse catalogue, including both



Red Light Districts

kids fare and edgy, racy adult factual programming. Product includes Canuck broadcaster TVO's children's catalogue, featuring what Hutchinson describes as "motivational, inspirational programming for kids".

On the other end of the spectrum, *Red Light Districts* (13x30'), produced by Alt Routes, is making its international market debut at Mipcom. The factual series takes viewers into the forbidden world of the international sex industry. Locations include Hamburg, Bangkok, New Orleans, Angeles City and Tokyo. It has been sold to Ananey, Israel and Sky New Zealand.

Also with Alt Routes, Rethink is seeking presales for *Gentlemen's*

*Club* (13x30'), a series that invites viewers to experience the high class private realms of the world's most exclusive exotic strip clubs.

Hutchinson is on the lookout to acquire more programmes for distribution. "I would love any new series regarding science or technology. It is such a hot topic that just keeps gaining popularity," she says, noting the company also expects to begin investing in acquiring animation and reality/lifestyle programming as well.

an in-house sales unit designed to exploit proprietary projects, including a slate of developing kids series.