

July 17 & July 24, 2006

DIGITAL DEALMAKERS

The player: Dave Noll, president of City Lights Television, a TV production company that launched a digital division late last year to produce shows for mobile phones, video-on-demand, broadband and other new media forms.

**IN
FOCUS**
**DAVE
NOLL**

The play: The company's new digital unit, City Lights Digital, has snagged deals with VH1, online video site Heavy.com, video-on-demand provider Mag Rack and edgy online video magazine Nerve.com to create new media content. City Lights is the producer behind Heavy's new online show "Heavy News," a daily news spoof slated to premiere online Monday. Fashioned in a Jimmy Kimmel vein, the show will include fresh clips daily with an emphasis on the irreverent. That could include a frog puppet superimposed on President Bush's shoulder or a Cyndi Lauper impersonator reporting on avian flu. The digital division planted its flag with the original mobile series "Dingo Ate My Video" for VH1, which premiered in April and has been seen on Sprint TV, Amp'd Mobile and VH1's broadband site. City Lights recently inked a deal with Collegehumor.com to produce a series.

The pitch: As a company, City Lights hangs its hat on ideas, adhering to a philosophy of throwing as many pitches as possible and see-



ing what sticks. The company's development department for the TV division pitched more than 380 ideas in more than 150 pitch meetings last year. The result: deals to produce 28 shows for 20 networks. Mr. Noll believes production houses need to produce shows for new media to succeed. "We don't just see this as something extra to make revenue from," he said. "We see this as a potential leading revenue-maker in the upcoming years, so we want to get in early."

—DAISY WHITNEY

Visit TVWeek.com for the complete interview with Mr. Noll