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MySpace buddies up to 'BFF' Poster, Rubin pair with site for gameshow

By MARC GRASER

MySpace has made friends with its first gameshow, pairing up with former Miramax Films exec Meryl Poster and casting director David Rubin to launch "BFF."

Weekly series, hosted by Amy Schumer, a finalist on NBC's "Last Comic Standing," tests how well best friends know each other through a series of trivia and challenges. Project's being targeted at 18- to 24-year-olds.

Gameshow, which bows April 2 and runs through June 30, is the first Web project for Poster.

Poster had considered setting up the show at a network; she has a first-look deal for TV fare at NBC Universal, where she has "Fashionality" waiting in the wings at Bravo and a pilot at NBC.

"I felt it was more exciting to go the route of the Web because it gets so many more eyeballs for this demo," she told *Daily Variety*.

Poster also sparked to the speed of being able to turn around the installments, which run nearly four minutes. "We get to shoot it and get it on the air," she said.

Given that it lives online, series will integrate interactive elements such as the ability for viewers to create their own quizzes for friends.

"BFF" is the latest example of how MySpace Video is looking to pair up with Hollywood producers and produce programming that appeals not only to its young demo of users but can also attract major sponsors.

Ortho Women's Health & Urology, a division of Ortho-McNeil-Janssen Pharmaceuticals, sponsors "BFF." Previously, series like "Prom Queen," "Roommates," "Quarterlife" and "Special Delivery" brought aboard New Line's "Hairspray," Ford, Fresh Look, Toyota and Cheetos.

Poster, former co-prexy of production at Miramax, is currently adapting the Broadway show "In the Heights" at Universal.