



Kiliaen Van Rensselaer Leaving Fox Broadcasting to Launch Digital TV Studio (Exclusive)

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Startup Insurrection Media is backed by Allen DeBevoise's Third Wave Capital Partners

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[Kiliaen Van Rensselaer](#), head of [Fox Broadcasting](#)'s original digital programming, is nailing up his own shingle with [Insurrection Media](#), a studio aiming to produce TV series for digital-first distribution.

L.A.-based Insurrection Media will be a "talent friendly" studio targeted to over-the-top video platforms as well as broadcast and cable networks internationally. Focus will be scripted, live-action comedy and drama projects with relatively low budgets, but Van Rensselaer said showrunners will have much more creative freedom than in traditional TV.

"We're trying to more efficiently experiment and launch TV hits, using the Internet approach where you've got more efficiency and ability to move a little faster through the development process so there are more shots on goal," he said. "There's a great funnel of up-and-coming talent that haven't gone through the traditional TV business," Van Rensselaer added.

Allen DeBevoise's Third Wave Capital Partners has made an equity capital investment in Insurrection Media; Van Rensselaer declined to disclose the amount of the funding. DeBevoise, chairman of Machinima who has stakes in several other digital-media companies, will serve on Insurrection's board of advisers.

"We invested in Kiliaen's vision because we believe strongly in his leadership and ability to create and grow a new kind of pipeline that will uninhibitedly harness the imagination of talent to build a library of world-class (intellectual property) in original content," DeBevoise said in a statement.

Van Rensselaer will exit his position as Fox's senior VP multiplatform programming at the end of July. A Fox rep said the network remains committed to multiplatform content and expects to name a replacement for him shortly. Before running Fox's digital content efforts, Van Rensselaer served in marketing and business development roles at News Corp., which in 2010 acquired Skiff, an e-reader platform company he co-founded.

At Fox, Van Rensselaer oversaw several digital "micro-studios" to incubate original scripted content. That includes Party Over Here, a live-action comedy unit in partnership with the Lonely Island's Andy Samberg, Akiva Schaffer and Jorma Taccone; and one with [Keith Quinn and Jonathan Stern of Abominable Pictures](#), which resulted in a series order for the show "Filthy Sexy Teen\$" from Fullscreen with additional shows in the pipeline.

"It's been a very fulfilling year of making shows through Kiliaen's lab at Fox," Stern and Quinn said in a statement. "His empowering philosophy and agile approach to developing, shooting and selling projects has huge advantages creatively and commercially."

In addition, Van Rensselaer led Fox's deal with WIGS, the digital [production company](#) formed by director-producers Jon Avnet ("Black Swan"), Rodrigo Garcia ("In Treatment") and Jake Avnet that produced scripted content including [drama series "Blue," starring Julia Stiles](#). "Blue," which first ran on YouTube, is currently available on Hulu and is airing on Lifetime in the U.K. The WIGS team has since launched a new venture, [Indigenous Media](#) with backing from ITV and WPP. "Indigenous Media looks forward to collaborating with Kiliaen in his new endeavors," Jon Avnet and Garcia said in a statement.

For Insurrection, Van Rensselaer has secured office space in Century City, and expects to make several hires in the next few months — while maintaining a lean operation.

"It is going to be a very agile, small company at the [corporate](#)-overhead level," he said. "The idea is to put as many dollars as possible onto the screen."



Insurrection Media Courts Hollywood Big Wigs

Jocelyn Johnson | @Prjoc / Jul 17, 2015



It's a seller's market and Kiliaen Van Rensselaer is banking that the hunger for high television-quality content produced at a lower cost will give his new **talent-friendly production studio**, Insurrection Media, "a running start," he said.

To accomplish that, he's recruiting big name Hollywood and digital video-savvy showrunner and executive producer types to build the starts of what he calls a "factory cranking out experiments in scripted video". The studio would then encourage that talent to engage a "writer's room" approach in addition to acquiring rights to projects from within the talents' established networks.

Van Rensselaer also indicated that early creative talent likely to be on board include many who have worked with Van Rensselaer and his former employer, Fox Broadcasting Group, both on traditional and digital projects.

Van Rensselaer worked with Hollywood Director/Producer Jon Avnet on launching digital-focused studio WIGS, which was funded by YouTube in 2011.

While Van Rensselaer was tight-lipped on the talent who is already on board, **Keith Quinn and Jonathan Stern** (Abominable Pictures), Jon Avnet and Rodrigo Garcia (WIGS, Insidious Media), and **Akiva Shaffer** (SNL), each had multi-platform projects picked up by Van Rensselaer and his team at Fox Broadcasting Group.

"Kiliaen always tried to protect what we were doing creatively and prevent the business side from slowing down a project's momentum," said Akiva Shaffer in a release, announcing Insurrection Media.

"It's been a very fulfilling year of making shows through Kiliaen's lab at Fox," added Stern and Quinn. "His empowering philosophy and agile approach to developing, shooting, and selling projects has huge advantages creatively and commercially."

Agility and rapid-piloting of content is exactly what Van Rensselaer hopes to achieve with Insurrection Media. In many ways, he's replicating an Old Hollywood studio model much in the way Vessel has adapted Old Hollywood windowing principles, which begs the question, should Old Hollywood models die hard or can they be relevant for the future of over the top?

With buyers like **Verizon, Fullscreen, Facebook, YouTube, Samsung**, and **Dish Sling**, among others, driving competition for licensing and minimum guarantees, Insurrection Media's collective of seasoned executive producers will look to option, produce and shop single pilot episodes shot on spec to these buyers for digital-first windows both domestically and internationally.

"Once we shoot episode one, we're going to be able to take it anywhere we want and negotiate any kind of deal we want, whether **SVOD, AVOD**, EST, traditional broadcast or premium and basic cable," Van Rensselaer made sure to note. "And, there are a lot of avid buyers that we can please because there's not a lot of inventory; there's a lot of demand but not a lot of inventory in affordable high end scripted content."

As far as formats, sky is the limit for Insurrection Media, but the talent being recruited is said to be vertically focused in the scripted genres over the top buyers are most wanting. "Buyers are shopping heavily for scripted formats as well as cable quality, talent driven and internationally appealing formats" says **Canvas Media's** David Tochtermann. Based on the trends we saw at Newfronts, lifestyle and docu-reality formats could also be at the forefront for Insurrection Media though the company intends for comedy and drama to be the first genres of focus.

"We have a bright future ahead of pleasing customers, who, in this case, are these emerging buyers," said Van Rensselaer.

by Natalie Jarvey

9/25/2015 10:00am PDT

'Burning Love' Duo Ink Pod Deal With Insurrection Media (Exclusive)



Jonathan Stern and Keith Quinn will develop and produce comedy projects for digital and linear distribution.

Digital producers **Jonathan Stern** and **Keith Quinn** have set up a multi-year exclusive pod deal at newly established digital TV studio Insurrection Media.

As part of the deal, the duo that brought *Burning Love* to Paramount will develop and produce comedy series that Insurrection will own and distribute on both digital and linear platforms. Insurrection will have the exclusive first-look at any comedy projects developed by Stern (*Childrens Hospital*, *Hotwives of Orlando*) and Quinn, who will produce the shows through Stern's Abominable Pictures.

This is the first big deal for Insurrection since Fox veteran **Kiliaen Van Rensselaer** launched the studio in August. Van Rensselaer spent two-and-a-half years at Fox as Senior VP multi-platform programming. While he was there, he inked a similar deal with Stern and Quinn, who first collaborated on *Burning Love* while Quinn oversaw digital content at Paramount, that resulted in digital series *Filthy Sexy Teen\$*, which Fullscreen recently ordered to series.

"The collaboration with Jon and Keith this past year reinforced my conviction that they are truly exceptional executive producers who have incredible instincts for finding daring hilarious projects and nurturing creators, writers, directors, actors and crew to produce world class shows," he said. "They possess the rare quality of understanding what pleases both linear and digital video network buyers and consumers across all formats."

In a joint statement, the duo said that the deal with Insurrection "will provide a unique opportunity for us to incubate projects in an environment that gives our collaborators the chance to present their vision more fully and quickly than traditional development."



Robert Kirkman's Skybound Entertainment Sets Series Pact With Insurrection Media

NOVEMBER 9, 2015 | 11:00AM PT

Cynthia Littleton

Managing Editor: Television

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[Skybound Entertainment](#), the production banner of "The Walking Dead" creator [Robert Kirkman](#), has set a deal to develop genre series for distribution by Los Angeles-based [Insurrection Media](#).

Deal calls for Insurrection, headed by former Fox Broadcasting digital exec Kiliaen Van Rensselaer, to provide funding and support for Skybound to develop projects for TV and digital platforms. Skybound will oversee production and collaborate with Insurrection on ancillary projects with an emphasis on video games.

"We're exhilarated to be partnering with Robert Kirkman and [David Alpert](#)," said Van Rensselaer. "They are visionaries and entrepreneurs who understand science fiction storytelling and multi-platform content development better than anyone else."

Van Rensselaer launched Insurrection in July with backing from Allen DeBevoise's Third Wave Capital Partners. Alpert said the promise of creative freedom was a lure for the Skybound partners.

"Kiliaen's philosophy around empowering creators to experiment with resources in a *laissez-faire* environment is very appealing to the team here at Skybound," said Alpert. "We're excited to work with him to demonstrate that we can hatch some world-class shows with this approach."

Kirkman penned the original "Walking Dead" graphic novel that launched the mega-hit franchise for AMC and spawned the spinoff "Fear the Walking Dead," which bowed to big ratings in August.



HarperCollins, Insurrection Media Strike Deal to Turn Books Into Series

DECEMBER 14, 2015 | 12:30PM PT

Andrew Wallenstein

Co-Editor-in-Chief

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[HarperCollins](#) Publishers has struck a deal with [Insurrection Media](#) to option and develop books for adaptation as TV or digital series, the companies announced Monday.

The first HarperCollins book under consideration by the alliance is the trilogy “Mila 2.0,” written by Debra Driza and published by Katherine Tegen Books.

“The leaders at HarperCollins are an incredibly innovative team who understand the transformational power of digital,” said [Kiliaen Van Rensselaer](#), CEO of Insurrection Media “We look forward to turning many of their exceptional books into captivating video series that will do justice to the original stories and allow the authors’ tremendous work to come alive on screen.”

“Our partnership with Insurrection Media provides a new and innovative path to market for a book or series that we believe has potential to be both a literary and video or television success,” said Chantal Restivo-Alessi, Chief Digital Officer, at HarperCollins.

Van Rensselaer [launched Insurrection in July](#) with backing from Allen DeBevoise’s Third Wave Capital Partners. Last month, Insurrection struck a similar deal [with Skybound Entertainment](#), the production banner of “The Walking Dead” creator [Robert Kirkman](#).



Insurrection Media Adds Deborah Henderson as Head of Production

Todd Longwell | @Toddlongwell1 / Mar 31, 2016



Insurrection Media announced today that it has hired Deborah Henderson, formerly of Zodiak Americas, in the newly created position of general counsel and head of production.

Headquartered in Los Angeles, Insurrection was launched in July 2015, when Kiliaen Van Rensselaer (pictured, below) left his post of as head of original digital programming at Fox to start the company with backing from Allen DeBevoise's Third Wave Capital Partners.

Insurrection's mandate is to produce original TV series for digital-first distribution. It's come fast out of the gate, closing a **multi-year, exclusive comedy pod deal** with Abominable Pictures founder Jonathan Stern ("Wet Hot American Summer," "Childrens Hospital") and producer Keith Quinn (Paramount Digital, Live Planet), and a multi-year production partnership with **"The Walking Dead" creator Robert Kirkman and David Alpert of Skybound Entertainment**.

In December, Insurrection **struck a deal with publisher HarperCollins** to option sci-fi, drama and comedy books and develop them as series for linear and digital television.

Henderson will be responsible for the launch and supervision of Insurrection's production arm. Prior to serving as general counsel at Zodiak Americas, which adapts hit formats for major U.S., Mexican and Colombian broadcasters (e.g., "Mexico's Next Top Model"), she served in senior roles in business affairs and legal for DisneyToon Studios, a division of Walt Disney Animation Studios, and Paramount, where she oversaw digital entertainment, including the shows "Burning Love" and "The LXD."

Before embarking on a legal career, Henderson worked as a producer Viacom, Showtime, Universal, VH-1, Fox Searchlight and Trimark Pictures. She earned a Daytime Emmy Award nomination for Outstanding Children's Special for "Snow in August" (2001).

Insurrection Media Orders Ridesharing Comedy From Rob Huebel & Paul Scheer

by Denise Petski

June 20, 2016 9:00am



Digital TV studio [Insurrection Media](#) has ordered ridesharing comedy *Drive Share*, created by and starring Rob Huebel (*Childrens Hospital*) and Paul Scheer (*The League*) for premiere later this year.

The series will have a U.S. exclusive first window on [Seriously.tv](#), Verizon Hearst Media Partners' new millennial-focused multiplatform digital video channel. *Burning Love* duo Jonathan Stern and Keith Quinn executive produce under their comedy pod deal with Insurrection Media. The 10 half-hour episodes will premiere in Q4 on Seriously.tv in shorter-form chapters and will be distributed internationally as half hours by Insurrection Media.

Drive Share is scripted satire exploring the cultural phenomenon of Uberification, following drivers while they shuttle fascinating people around town as part of this new shared economy.

"Everyone, particularly millennials, can relate to having experienced odd, comedic situations while utilizing a peer-to-peer ridesharing service," said Justin Killion, Head of Premium Programming & Development at Seriously.tv. "This concept, coupled with the smart, comedic sensibilities of this fantastic team, will make for a truly hilarious series with a unique point of view."

Said Scheer, "In this crowded TV landscape I believe this is the only show that will prove to make a difference in the world." Added Huebel, "We've all had hundreds of hilarious, bizarre or awkward rides since these services started up — all we did was write them down."

Insurrection also has a multi-year sci-fi production partnership with *The Walking Dead* creator Robert Kirkman and David Alpert of Skybound Entertainment, and a strategic relationship with HarperCollins to option and develop science fiction, dramatic and comedic literature for scripted series for digital, television and other distribution platforms

Production on *Drive Share* begins in July in Los Angeles.



Insurrection Media Taps Jordanna Fraiberg as Head of Development

OCTOBER 18, 2016 | 11:39AM PT

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Insurrection Media, the digital television studio formed last year by ex-Fox Broadcasting exec Kiliaen Van Rensselaer, has hired veteran executive and young-adult novelist Jordanna Fraiberg to head development for the company.

In the new role, Fraiberg will oversee all aspects of Insurrection's growing production slate as well as its strategic partnerships with Skybound Entertainment, Abominable Pictures and HarperCollins.

Fraiberg has nearly two decades of experience in TV, film, and digital development. Most recently, she helped launch a new original digital content initiative at Amazon's Audible division. Before that, she spent nine years at Village Roadshow Pictures Entertainment where as VP of production and development she oversaw projects such as "The Dukes of Hazzard," "License to Wed," "Nights in Rodanthe," "The Invasion" and "The Reaping."

In addition, Fraiberg is the author of two YA books, "Our Song" and "In Your Room," both published by Razorbill/Penguin. She has also been a TV writer, serving as consulting producer and writing four episodes for the TV series "Duality" developed by Televisa USA.

"Jordanna is our dream creative executive, combining classic storytelling development skills and a passion for our innovative approach," Van Rensselaer, Insurrection's CEO, said in announcing her hire. "Her direct experience as a writer gives her the wisdom and empathy to guide and inspire the talent Insurrection is so fortunate to work with."