



## **KILIAEN VAN RENSSELAER TO LAUNCH INSURRECTION MEDIA INDEPENDENT DIGITAL TV STUDIO TARGETING OVER-THE-TOP PLATFORMS**

Allen DeBevoise and Third Wave Capital Partners among First Equity Investors.

Los Angeles, July 15th – Insurrection Media, Inc. launched today as an independent, talent friendly digital TV studio with a mission to more efficiently develop and produce future TV hits by streamlining the development process and empowering creatives with resources to produce bold original content. The focus will be on over-the-top video platforms as the first window of distribution. Insurrection Media intends to gestate compelling television series at a faster pace and a better yield than the mainstream process.

Allen DeBevoise's Third Wave Capital Partners has made an equity capital investment in Insurrection Media and he now serves on the board of advisors.

Van Rensselaer will exit his position as Senior Vice President, Multi-Platform Programming at FOX Television Group on August 1<sup>st</sup> to run Insurrection Media. He has served in executive roles of increasing responsibility at News Corporation and 21<sup>st</sup> Century Fox for the last five years, following News Corp's acquisition in 2010 of Skiff, a digital media platform company that he had co-founded.

"Our approach is based on my strong belief that enabling stories to be told as the creators intended, in a light-touch environment will generate better, more compelling shows," said Van Rensselaer, CEO of Insurrection Media "We're fired up to be able to empower talented creators, writers, directors, actors, producers and crew to unleash their full potential. With the worldwide proliferation of new video platforms, there is tremendous unmet demand for quality scripted original content and we are uniquely positioned to serve those needs."

"I'm incredibly thankful for the fantastic and fulfilling experience I had at News Corp and Fox and am grateful for their support," Van Rensselaer added.

"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 IP in original content," said Allen DeBevoise, Managing Partner, Third Wave Capital.

Over the past three years at News Corp and FOX, Van Rensselaer has been launching and growing a series of digital "micro-studios," incubating IP in original scripted content. He has P&L responsibility for these initiatives, overseeing development and production, supervising the commercial operations, negotiating sponsorship and ad sales deals while leading distribution and exploitation of the content.

Van Rensselaer structured, launched, and looked after a live action comedy incubation unit at FOX with The Lonely Island's Andy Samberg, Akiva Schaffer, and Jorma Taccone called Party Over Here, that has generated series orders including *The Tyler Zone*, which will premiere on Conde Nast Entertainment's *The Scene* and other shows to be announced in coming months.

"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. "He always keeps a tidy appearance with frequent expensive looking haircuts which he never expensed to FOX to my knowledge."

Separately, Van Rensselaer set up and managed an additional unit with Keith Quinn and Jonathan Stern of Abominable Pictures, that resulted in a series order for the show *Filthy Sexy Teen\$*, by Fullscreen as well as a significant slate of projects that will be revealed soon.

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

Van Rensselaer also launched and oversaw the digital studio WIGS, with Jon Avnet (*Black Swan*, *Risky Business*), Rodrigo Garcia (*Albert Nobbs*, *In Treatment*), and Jake Avnet that developed and produced over 35 hours of scripted content including the breakout hit *Blue*, starring Julia Stiles currently available on Hulu and airing on Lifetime in the UK.

"Kiliaen has been an invaluable asset for WIGS (now Indigenous Media) at both News Corp and Fox," said Jon Avnet and Rodrigo Garcia. "He was with us in our precedent setting ad sales effort at YouTube, nurtured our relationships with Hulu, and helped facilitate the roll out of *Blue* as a cable series internationally. Indigenous Media looks forward to collaborating with Kiliaen in his new endeavors."

#### About Insurrection Media, Inc.

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### **INSURRECTION MEDIA INKS COMEDY POD DEAL WITH JONATHAN STERN OF ABOMINABLE PICTURES AND KEITH QUINN**

LOS ANGELES, September 25, 2015 – Insurrection Media, Inc. has signed a multi-year, exclusive comedy pod deal with producer Jonathan Stern (“Wet Hot American Summer,” “Childrens Hospital”) founder of Abominable Pictures, and senior entertainment executive and producer Keith Quinn (Paramount Digital, Live Planet). In this partnership, Insurrection will provide the resources and support for Stern and Quinn to identify, develop, and produce world-class comedy series to be owned and distributed by Insurrection in the U.S. and overseas on a variety of over-the-top and linear video platforms.

Insurrection will have exclusive first-look rights to comedy projects identified and developed by Stern and Quinn. Additionally, Stern and Quinn will provide production services via Stern’s Abominable Pictures.

“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,” said Kiliaen Van Rensselaer, CEO of Insurrection Media. “They possess the rare quality of understanding what pleases both linear and digital video network buyers and consumers across all formats.”

While at FOX, Van Rensselaer structured, launched, and oversaw a live-action comedy incubation unit with Stern and Quinn that resulted in a series order for “Filthy Sexy Teen\$” by Fullscreen. Additional projects they recently developed together are in active negotiations with several distribution platforms.

“We are thrilled to continue working together with Kiliaen in this new endeavor,” said Stern and Quinn. “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.”

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About Jonathan Stern and Keith Quinn

Stern and Quinn's collaboration began when Stern pitched *Burning Love* to Quinn at Paramount – the series, executive-produced by Stern, ran for three seasons on Yahoo! and then was elevated to air on E! The series marked Stern's fourth digital-to-television success, and a key project on Quinn's successful slate at Paramount Digital. Stern is the Emmy-winning executive producer of TV comedies *Childrens Hospital*, *NTSF:SD:SUV*, *You're Whole*, *Newsreaders*, and *Garfunkel and Oates*. In digital, Stern also executive-produced *Wainy Days*, *Horrible People*, *Hotwives of Orlando & Hotwives of Las Vegas* on Hulu, *Wet Hot American Summer: First Day of Camp* on Netflix, the upcoming series *Beef*, and *Filthy Sexy Teen\$* premiering on Fullscreen. Quinn has held senior roles at Paramount Digital Entertainment, LivePlanet, Agility Studios, and Mark Burnett Productions and acted as an advisor for OTT/digital and original content initiatives to top management of Illumination Entertainment, Fox, Zodiak Media and Redbox. His track-record as producer and executive includes *Project Greenlight* (HBO); *Running the Sahara* (Feature Film); *The Legion of Extraordinary Dancers* (Hulu); *Burning Love* (Yahoo! and E!); *Jackass 3.5* (Paramount); *Fan Club* (MSN); *Race to E3* (XBOX); and *Filthy Sexy Teen\$* (Fullscreen).

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## **INSURRECTION MEDIA INKS SCIFI POD DEAL WITH SKYBOUND ENTERTAINMENT**

LOS ANGELES, November 9, 2015 – Insurrection Media, Inc. has signed a production partnership with Robert Kirkman and David Alpert's Skybound Entertainment. In this partnership, Insurrection will provide the resources and support for Skybound to identify, develop, and produce world-class genre series to be distributed by Insurrection in the U.S. and overseas on a multitude of over-the-top and linear video platforms.

The Skybound team will set up and oversee production services for Insurrection and collaborate on the expansion of the intellectual property from the original series in the context of licensing and merchandise with an emphasis on video games.

"We're exhilarated to be partnering with Robert Kirkman and David Alpert," said Kiliaen Van Rensselaer, CEO of Insurrection Media "They are visionaries and entrepreneurs who understand science fiction storytelling and multi-platform content development better than anyone else."

"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 David Alpert. "We're excited to work with him to demonstrate that we can hatch some world class shows with this approach."

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### About Skybound Entertainment

Founded in 2010, Skybound Entertainment is a multiplatform entertainment company specializing in television, film, digital content, interactive, gaming, and merchandise. The company is led by *The Walking Dead* creator Robert Kirkman and his longtime producing and business partner David Alpert.

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## **INSURRECTION MEDIA AND HARPERCOLLINS ANNOUNCE STRATEGIC RELATIONSHIP**

### **Proprietary Collaboration to Produce Multiple Digital TV Series Based on Books**

#### **Mila 2.0 Artificial Intelligence YA Trilogy to be First Project**

LOS ANGELES, December 14, 2015 – Insurrection Media, Inc. and HarperCollins Publishers have agreed to a strategic framework where key books in SciFi, Drama, and Comedy will be optioned and developed into digital video and linear television series. The arrangement will be collaborative in that Insurrection and HarperCollins will jointly identify key titles that are most compelling and suitable for video series and then co-develop and produce shows to be owned and distributed by Insurrection in the U.S. and overseas on a multitude of over-the-top and linear video platforms.

The first candidate for development is the Mila 2.0 trilogy, written by Debra Driza and published by Katherine Tegen Books, an imprint of HarperCollins Children's Books. The series is a suspenseful drama about a young woman who discovers that she is an artificial intelligence experiment with a dark secret past.

"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 screens."

"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. "Insurrection has the highest creative and professional video production designed for the rapid adoption of the new global video platforms as well as traditional networks. Its model is perfectly suited to our authors and books."

"We're thrilled to see Mila 2.0 on the development slate with Insurrection," said Suzanne Murphy, President and Publisher, HarperCollins Children's Books. "This is a great opportunity to further build the audience for this series, which will see its third book, Mila 2.0: Redemption, published in April 2016."

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#### About HarperCollins Publishers

HarperCollins Publishers is the second largest consumer book publisher in the world, with operations in 18 countries. With nearly two hundred years of history and more than 120 branded imprints around the world, HarperCollins publishes approximately 10,000 new books every year in 17 languages, and has a print and digital catalog of more than 200,000 titles. Writing across dozens of genres, HarperCollins authors include winners of the Nobel Prize, the Pulitzer Prize, the National Book Award, the Newbery and Caldecott Medals and the Man Booker Prize. HarperCollins, headquartered in New York, is a subsidiary of News Corp (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV) and can be visited online at [corporate.HC.com](http://corporate.HC.com).

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## **INSURRECTION MEDIA NAMES DEBORAH HENDERSON GENERAL COUNSEL AND HEAD OF PRODUCTION**

### **Launching In-house Production Division**

LOS ANGELES, March 31<sup>st</sup>, 2016 – Insurrection Media, Inc. has hired senior executive Deborah Henderson as General Counsel and Head of Production overseeing all aspects of corporate, legal, business affairs as well as the launch and supervision of the company's production arm specializing in digital video content.

Ms. Henderson is an established Business Affairs and Legal executive with extensive experience in Production and Distribution for Television, Motion Pictures, and New Media, Copyright and Trademark, Licensing, and Entertainment Law. She is widely considered an expert and thought leader in over-the-top video talent and distribution contracts.

Henderson comes to Insurrection Media from Zodiak Americas, where she was General Counsel. Prior to Zodiak, she served in senior roles of increasing responsibility in Business Affairs and Legal for DisneyToon Studios, a division of Walt Disney Animation Studios, and before that at Paramount Pictures overseeing digital entertainment, including the successful shows "Burning Love" and "The LXD."

Prior to becoming a lawyer, Henderson was an Emmy-nominated producer, having produced over a dozen films for television and worked in various capacities on many more.

"We're incredibly fortunate to have Deborah joining," said Kiliaen Van Rensselaer, CEO of Insurrection Media "Her deep experience and judgment in traditional television deal-making and production combined with her leadership in structuring inventive digital agreements make her one of a kind. She's the ideal executive for us at this juncture as we hit our next phase of growth" Van Rensselaer added, "Our production services division is now open for business under her very capable hands."

Deborah has a B.Arch. from Carnegie Mellon University, a J.D. Law degree from Columbia University, and an LL.M. (Master of Laws) in Computer and Communications from University College London (UCL).



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## **INSURRECTION MEDIA ANNOUNCES 'DRIVE SHARE' COMEDY SERIES ORDER AT SERIOUSLY.TV**

**Created by and Starring Rob Huebel & Paul Scheer**

LOS ANGELES, June 20th, 2016 – Insurrection Media has announced the series order of its show 'Drive Share' for a U.S. exclusive first window on Verizon Hearst Media Partners' new millennial-focused multiplatform digital video channel, Seriously.TV. The 10 half-hour episodes will premiere later this year on Seriously.TV in shorter form chapters and will be distributed internationally as half hours by Insurrection Media.

"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."

From creators Rob Huebel ("Childrens Hospital") & Paul Scheer ("The League"), and executive producers Jonathan Stern ("Wet Hot American Summer: First Day of Camp") & Keith Quinn ("Burning Love"), '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.

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

Production begins in Los Angeles this July. The premiere on Seriously.TV will be in Q4.

### About Seriously.TV

Seriously.TV is a comedy based, multiplatform digital video channel aimed at the millennial audience that is distributed across go90™, AOL and other distribution platforms, as well as through third-party networks and licensors.

### About Verizon Hearst Media Partners

Verizon Hearst Media Partners brings Verizon's leading technology together with Hearst's digital video content and production capabilities. The joint venture targets the mobile millennial audience through digital video programming distributed across go90™, AOL and other distribution platforms, as well as through third-party networks and licensors.

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## **INSURRECTION MEDIA NAMES JORDANNA FRAIBERG HEAD OF DEVELOPMENT**

LOS ANGELES, October 18<sup>th</sup>, 2016 – Insurrection Media, Inc. has hired veteran executive Jordanna Fraiberg to head development for the company, overseeing all aspects of its growing slate as well as its strategic partnerships with Skybound Entertainment, Abominable Pictures and HarperCollins.

A senior industry executive, producer and published author, 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 Audible, an Amazon Company. Previously, she was VP, Production & Development for Village Roadshow Pictures Entertainment where she served for nine years helping shepherd projects such as *The Dukes of Hazzard*, *License to Wed*, *Nights in Rodanthe*, *The Invasion* and *The Reaping*.

“Jordanna is our dream creative executive, combining classic storytelling development skills and a passion for our innovative approach,” said Kiliaen Van Rensselaer, CEO of Insurrection Media. Van Rensselaer added, “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.”

Fraiberg has authored two YA books, *Our Song* and *In Your Room*, both published by Razorbill/Penguin. She has also been a television writer, serving as Consulting Producer and writing four episodes for the TV series *Duality* developed by Televisa USA.

“I’m thrilled to be joining Insurrection and am greatly inspired by the company’s unique model, which empowers creators in the expanding digital TV and OTT landscapes,” said Fraiberg. “Working with writers and directors is my passion, and I couldn’t be more excited to develop world class series with Kiliaen and his team.”

Fraiberg graduated Magna Cum Laude with a BA from Harvard and went on to receive an M.Phil in English Studies with Distinction at Oxford.

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