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## **Haddock's Intelligence a worldwide commodity**

### Creator's Da Vinci footprint help sales that put his new series in 143 countries

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Intelligence, the Vancouver-shot television series that begins airing its second season Oct. 1 on CBC, has become an international success.

Viewers in Russia, the Maldives, Kazakhstan and Papua New Guinea have been tuning in regularly to find out what's going on with the Reardon crime family and the Vancouver Organized Crime Unit. In total, 143 countries have aired season 1 or will air season 2 in 2008.

It might be easier to count the countries where Intelligence is not shown, France being one.

"We're pretty much all over the world," said Michael Shepard, president of Vancouver-based Thunderbird Films, the show's international distributor, who says his company is negotiating a deal to get Intelligence into France.

Shepard says international deals of this magnitude are not done territory by territory. Most of these countries were covered in a deal with Sparrowhawk Holdings, bought last month by NBC Universal, which has regional cable outlets of the family-oriented Hallmark Channel in 152 countries.

The series, which debuted last fall on CBC Television, stars Ian Tracey as the head of a Vancouver crime family and Klea Scott as the intelligence officer working with him. The series was created by Chris Haddock, the creative force behind Da Vinci's Inquest, which enjoyed international success both in the U.S. and abroad.

"Da Vinci had a very good footprint," said Shepard. "It helped [the international sales of Intelligence] that Chris Haddock is a commodity that is recognized for brilliance internationally."

Thunderbird Films, in partnership with American company Program Partners, distributes Da Vinci's Inquest in the U.S. Alliance Atlantis holds international distribution rights to Da Vinci's Inquest.

"This is a cable deal," Shepard said of the Sparrowhawk venture. "From that, other versions of the show will be created in different languages, which we can then take to broadcast networks. You start with a pay-television or cable deal, and then go to broadcast networks to maximize revenue and exposure."

Dubbing a show properly costs about \$25,000 an hour. Shepard said the cost of dubbing is a negotiation between buyer and seller. And the original broadcaster -- CBC Television for Intelligence, Da Vinci's Inquest and Da Vinci's City Hall -- does not benefit financially from an international sale, having paid show producer Haddock Entertainment a licence fee to broadcast the series in Canada.

Haddock is very pleased with what the distributors have done with his series over the past few years.

"What Thunderbird Films and Program Partners did for Da Vinci was nothing less than astounding," said Haddock, who is putting in 13-hour workdays as the series continues to shoot through the first week in November.

"They really broke the ground. A couple of other [Canadian] shows, like Corner Gas, have followed in our wake and gone down the same road."

Haddock was very pleased at the reception United Kingdom viewers gave the first season of Intelligence.

"I'm such a fan of British crime writing, which has inspired me more than the American style, so it was gratifying that they like it," said Haddock. "Some people have said the series had the feel of [British series] Prime Suspect. Part of that may be due to the female lead being a strong woman."

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