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## Sony eyes Gogglebox

### Hunt for U.K. shingles hots up

By STEVE CLARKE

LONDON – Sony Pictures Television International (SPTI) has taken another stake in a U.K. shingle.

The company's latest investment, for an undisclosed sum, is in start-up indie Gogglebox, formed by two former execs at entertainment format specialists Lion TV, Mat Steiner and Adam Wood.

In return for the stake SPTI will gain international rights to Gogglebox formats.

The upstarts will specialize in entertainment and factual entertainment fare for the U.K. market.

Said SPTI senior VP, European production Antony Root: "As we expand our non-scripted business in Europe, we are delighted to invest in Mat and Adam's new company."

SPTI, which last week announced it was acquiring "Who Wants To Be A Millionaire?" owner 2waytraffic for \$232.7 million, already owns a 15% stake in Shine, the British 'super-indie' run by Elisabeth Murdoch.

British shingles are increasingly being eyed by global entertainment players.

NBC Universal has made no secret of its desire to invest in U.K. indies as part of its strategy to beef up production activities outside the U.S.