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## INTERNATIONAL

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### Film exec, producer launch Spain brand Nicoll and Calvo get behind Admits 6 Billion

By JOHN HOPEWELL, MARIA ALVAREZ RILLA

SAN SEBASTIAN -- Well-known film exec Margaret Nicoll has teamed with producer Leslie Calvo and marketing specialist Jorge Lopez to launch Spain-based Internet brand Admits 6 Billion.

Admits has inked an exclusive agreement with Wysiwyg Films to supply product from Spain for Wysiwyg's international Internet distribution operations.

Nicoll, Calvo and Lopez arrived in San Sebastian Friday to talk to potential content suppliers at the festival.

With its head offices in London, Wysiwyg provides content - feature films, documentaries, TV series and back catalogue product - to major Internet portals such as the U.K.'s LoveFilm.com, AOL United Kingdom, Jaman, Joost, Raketu in China. Japan's CinemaNow and Australia's Reel Time.

"People are wary about digital distribution because of piracy problems. We're offering producers and sales agents the possibility of testing this out, with product that hasn't been fully exploited," said Nicoll.

"They can put product on the net, see who's interested in it and access extra income for it," Nicoll added.

With about 800 hours of programming, Wysiwyg operates a revenue share business model. Admits will be offering 50% of returns to product suppliers. Deals will be non-exclusive.

As important, however, Wysiwyg operates a rights management system returning money to individual suppliers, and performs due diligence on potential platform partners including their security and encryption systems.

Web Exclusive

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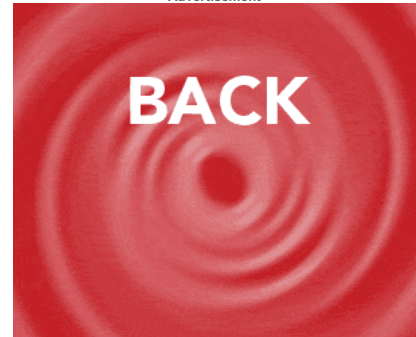
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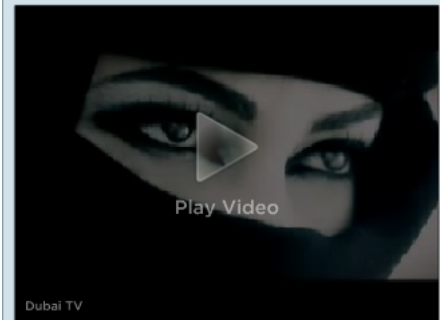
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