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Burnett takes stake in No Good TV

Carrie Keagan webseries to be made into pilot

By [DANIEL FRANKEL](#)

Mark Burnett Prods. has entered into a partnership with No Good TV, with plans for developing the popular, privately funded online video producer's content into traditional television series.

The partnership's first project is a half-hour talkshow pilot starring Carrie Keagan, whose raunchy celebrity gab series for NGTV.com has become one of YouTube's most popular offerings of late. Burnett said his company is in the process of presenting that pilot to cable networks and other traditional outlets with the aim of making it an edgy latenight series.

"In my job, it behooves you to be on YouTube a lot and be aware of what's doing well, and incubating stuff on the Web is a real good indicator of what young people are interested in," said Burnett, who began researching the collaboration while working with Kiss frontman Gene Simmons -- No Good TV's chairman -- while shooting upcoming CBS reality skein "Jingles."

Under terms of the agreement, Burnett is now an equity partner in No Good TV, which will continue to shoot all of its content out of its robustly equipped Beverly Hills studio.

"I have been very impressed with the fiscal responsibility exhibited by NGTV," Burnett added. "It becomes very profitable for them to shoot a show for network or cable because the costs are low enough, even in a low ad market like this one."

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