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CTV/Lifetime Television Movie Scores High in the U.S.

CTV, the Lifetime Movie Network and Force Four Productions have teamed up on a precedent-setting made-for-TV movie.

In its debut Sunday, January 18, 'What Color is Love?' aired on the Lifetime Movie Network to audience acclaim. The production drew a 1.1 rating among women 18-49 (451,393 viewers) and a 1.2 rating among women 25-42 (462,669 viewers), making it the third-highest-rated original movie in network history.

Due to air later this year on CTV with the title 'Playing for Keeps,' the \$4.7 million movie is inspired by a true story about an interracial love affair that turns into a controversial custody battle. The film is directed by Gary Harvey (Robson Arms, Whistler) and stars Jennifer Finnigan (Close to Home, Crossing Jordan), Doug Savant (Desperate Housewives, Melrose Place) and Roger Cross (24, NCIS).

The movie is developed and produced by Vancouver-based Force Four Entertainment, in association with CTV and Lifetime Television. It is the eleventh original movie from CTV's "Heroes, Champions and Villains" production strand that focuses on remarkable Canadian personalities, characters and stories.

The original teleplay is written by Shelley Eriksen (Shania: A Life In Eight Albums, Cold Squad), developed and Executive Produced by Force Four Entertainment's John Ritchie, Rob Bromley and Gillian Lowrey (Human Cargo, The Love Crimes of Gillian Guess). Producers are Howard Dancyger (Dragon Boys, The Burial Society) and Marsha Newbery. CTV's production executives are Robert Hardy and Samantha Morris Mastai. Susanne Boyce is President, Creative, Content and Channels. Production executive for Lifetime is Elizabeth Wise. Tanya Lopez is Senior VP of Movie Programming at Lifetime Television.

The behind-the-scenes team was led by director of photography Kamal Derkaoui (Robson Arms, Judicial Indiscretion), production designer Grant Pearce (Robson Arms, Cold Squad), costume designer Heather Lee Douglas (Whistler, Robson Arms) and editor Franco Pante (Elijah, Robson Arms).

'Playing For Keeps' is produced with the assistance of the Cogeco Program Development Fund, the Canadian Film or Video Production Tax Credit Program, The Province of British Columbia Film Incentive BC. It is developed with the participation of British Columbia Film and Telefilm Canada.

Based in Vancouver, BC, Force Four Entertainment began operations in 1983, and has grown into one of Canada's most successful and respected Television companies. The company has produced more than 300 hours of primetime broadcast programming, earning the company accolades on the national and international stage. Awards include the prestigious Peabody Award, 10 Gemini Awards and over 25 Gemini nominations. Force Four Entertainment programming includes drama, lifestyle, factual and documentary programs and series for networks such as CBC, Global, CTV, City, Discovery, Slice, W Network, Lifetime, Fox Reality, Oxygen, Discovery Health, Fine Living and Sundance Channel.