

# MediaPost

## Ion To Produce 12 Original Movies

**By David Goetzl--March 25, 2009**

Adding to its growing stable of off-network dramas, the Ion network is beginning to move into the original programming business, promising to eventually develop 12 original movies a year. Only a handful are likely to come in 2009.

In an upfront event Wednesday, the network said the first film would debut in the fourth quarter this year. The network said it would look, in part, to develop content in consultation with advertisers, perhaps offering marketing opportunities for brand integrations.

Ion is pitching advertisers that want "an alternative and expanded way to reach the consumer."

Ion did not offer any further details, saying the movies will span genres from romance to action to holiday.

The network, targeting adults 25 to 54, has a deal to air films from the Warner Bros. library and has been building a stable of off-network dramas that will include new entrants "Criminal Minds" and "Ghost Whisperer." "Boston Legal" and "NCIS" are already on air.

The network recently underwent a re-branding with a blue and orange hue and a "Positively Entertaining" tag.