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[NBC Taps 60Frames for Original Web Series](#)

October 7, 2008 8:12 pm by Drew Baldwin in [60Frames](#), [Four Corners](#), [Infamous](#), [Loving Larry](#), [Men With Guns](#), [Mr. Miss Teen U.S.A.](#), [NBC Universal Digital Studio](#), [News](#), [The Remnants](#), [True Story](#), [Web Series](#)



[NBC Universal Digital Studio](#), which recently [got its feet wet](#) in web television with the online original *Gemini Division* last August (and a few web-spinoffs of [Heroes](#) and [The Office](#)), has now decided to take the plunge with a slate of new original web series to be produced with [60 Frames Entertainment](#). NBC promises to bring the “most talented writers and producers in entertainment” in efforts to “create a much higher-quality production value than what is normally associated with digital production.”

The Studio’s “innovative new business model” will bring advertisers and content producers together “from the start,” which may require some careful diplomacy when brand managers start telling the likes of [Scott Z. Burns](#) (*The Bourne Ultimatum*), [Tom Fontana](#) (*OZ*, *Homicide*) and [John August](#) (*Charlie and the Chocolate Factory*, *Big Fish*) what to do. Not to mention the possible compromises that may befall these series when the slate is presented to brands for integration and sponsorship opportunities—the shows will only be produced with partners on board.

Nevertheless we at Tubefilter are excited to see what 60Frames will pull off with some real studio backing, especially in light of their new high-production web series *Infamous* which [just premiered September 18](#).

Let’s take a look at the latest crop and try to pair each series with a brand (sound off in the comments):

- ***Loving Larry*** - a group of guys fake their own *Bachelor*-esque reality show to get girls. (60 Frames