



SHAFTESBURY CHAIRMAN AND CEO CHRISTINA JENNINGS HONOURED WITH LIFETIME ACHIEVEMENT AWARD AT THE CONTENT INNOVATION AWARDS GALA

CANNES, October 16, 2017 — Christina Jennings, Chairman and CEO of Shaftesbury, was honoured at the Content Innovation Awards gala last night with its inaugural Lifetime Achievement Award. Jennings, who founded the multi-platform content company in 1987, has been an industry leader not only in producing original TV and feature film content, but also for creating groundbreaking series for digital and social media platforms, mobile apps and VR experiences.

Shaftesbury's award-winning television titles have been sold in 120 countries worldwide. One of the company's best-known series, *Murdoch Mysteries*, is now in production on its 11th season. The series, Canada's #1 drama, has been licensed to broadcasters in 110 countries and territories, including the U.S., the U.K., France, China, Australia and the Middle East. The company's current television slate also includes *Frankie Drake Mysteries* for CBC and UKTV, and *Slasher* for Netflix.

As Shaftesbury continues to produce award-winning primetime television series, Jennings' vision and willingness to explore new technologies, platforms and opportunities has led the company to successfully adapt to and address the rise of digital and changing viewership habits. In 2014, Shaftesbury launched the hugely successful digital series *Carmilla* on YouTube, a modern spin on the cult gothic vampire novella by Joseph Sheridan Le Fanu, fully funded by U by Kotex®. *Carmilla* has been viewed in 193 countries, translated in over 20 languages by fans and more than half the views across all its content come from outside North America. The *Carmilla* brand continues to grow – *Carmilla the Movie* is slated for release this fall, licensing deals are in place for publishing, apparel and accessories, and Shaftesbury is in development on a TV adaptation. The company also recently announced a partnership with Walmart Canada and Interac® for a new branded entertainment series *Upstairs Amy*.

Outside of Shaftesbury, Jennings serves as Chair of the Canadian Film Centre (CFC), Canada's premiere training center for content creators. Named to top Canadian newsmagazine Maclean's Power List of Canada's 50 Most Powerful People, Jennings' other recent awards and honors include Playback's Producer of the Decade, the Academy of Canadian Cinema & Television's prestigious Academy Achievement Award and the Innovative Producer Award at the Banff World Television Festival.

The Content Innovation Awards are presented by Digital TV Europe and TBI (Television Business International).

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About [Shaftesbury](#)

Shaftesbury is an award-winning creator and producer of original content for television, film, digital, and brands. Shaftesbury's current slate includes 11 seasons of *Murdoch Mysteries* for CBC, UKTV, and ITV STUDIOS Global Entertainment, detective drama *Frankie Drake Mysteries* for CBC and UKTV,

and two seasons of critically acclaimed thriller series *Slasher* for Netflix. Shaftesbury's digital arm produces original digital, convergent, and branded entertainment projects including the global phenomenon *Carmilla*, scripted comedy *Upstairs Amy* for Walmart and Interac®, supernatural drama *Inhuman Condition*, and the *Slasher VR* app for iOS, Android, and Oculus Rift. Shaftesbury's branded entertainment division drives profitable engagement with millennials using scripted series, turning brands into executive producers. Recent brand partners include Walmart, Interac, U by Kotex®, and RBC.

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