



SHAFTESBURY HONOURED WITH THREE 2018 CONTENT INNOVATION AWARDS NOMINATIONS

TORONTO, August 8, 2018 – Shaftesbury has been honoured with three nominations for the **2018 Content Innovation Awards**, including a best debut nod for new detective drama series **Frankie Drake Mysteries** starring Lauren Lee Smith (*The Shape of Water, The L Word*) and best digital original nom for global phenomenon **Carmilla** starring Elise Bauman and Natasha Negovanlis. The awards will be presented on October 14 in Cannes, France.

Shaftesbury's nominations:

Best Debut Drama Series

Frankie Drake Mysteries

Best Digital Original

The Carmilla Movie

The YouTube Award

KindaTV

About [Frankie Drake Mysteries](#)

Frankie Drake Mysteries is Shaftesbury's latest primetime drama co-produced with CBC and UKTV and distributed by Kew Media Group, which spans the globe with broadcasters in Canada, USA, UK, Spain, Australia, and New Zealand. Season one of the series garnered an audience average of 782,000 on CBC, making it CBC's second-most-watched drama of the current broadcast season*. Currently in production on Season 2, *Frankie Drake Mysteries* is set to return to CBC this fall on Monday, September 24 at 9pm/9:30pm (NT) with international rollout to follow.

About [The Carmilla Movie](#)

Based on *Carmilla*, the 2018 MIP Brand Content of the Year award-winning web series, *The Carmilla Movie* is a digital-first, fan-driven feature for an international audience produced by Shaftesbury starring back-to-back Canadian Screen Awards Audience Choice Award winners Elise Bauman and Natasha Negovanlis. Since its debut, *The Carmilla Movie* has received critical acclaim and enjoyed sold out festival screenings around the world.

About [KindaTV](#)

KindaTV is the largest scripted YouTube channel in Canada with a built-in audience of over 258,000 active and engaged subscribers, more than 119 million views, and over 408.5 million

total minutes watched. Delivering ground-breaking, hit series and an online community for like-minded individuals to connect and share, KindaTV has served as the distribution channels for digital-originals including *Carmilla* - a modern queer-positive retelling of the gothic novel that was embraced and applauded by the LGBTQ+ community; *CLAIREvoyant* – a scripted female and LGBTQ+-positive buddy comedy with a cosmic spin, and *Inhuman Condition* – a thrilling and emotionally charged series about a psychiatrist and her supernatural patients which *The Guardian* listed as “one of the next web series that should move to TV”.

**Source: Numeris TV Meter, Nov. 6, 2017 - Feb. 5, 2018, CBC, A2+, Mon. 9:01-10:00p, Total Canada, AMA, generated by InfoSys+TV*

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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 12 seasons of *Murdoch Mysteries* for CBC, UKTV, and ITV STUDIOS Global Entertainment, two seasons of 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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