

Warner Bros Sets 'Aim High' As First Facebook Series From Hollywood Studio

By MIKE FLEMING JR | Thursday September 29, 2011 @ 6:26am PDT



Is it a gimmick or a true interactive programming innovation? Warner Bros Digital Distribution has launched what it claims to be the first “social series” from a Hollywood studio in *Aim High*. It’s an action comedy series that has McG among its producers, is directed by *Diary Of A Wimpy Kid* helmer Thor Freudenthal, and stars *Twilight Saga*’s Jackson Rathbone, *Friday Night Lights*’ Aimee Teegarden and *Ally McBeal*’s Greg Germann. It launches October 18. The plot: A handsome high school junior

moonlights as a highly trained teenage government operative. The social networking innovation: Viewers can supply their Facebook profile information, with photos and text, and see it worked into scenes, from a photo appearing on a student body election poster to a name scrawled in graffiti on a wall. “Facebook is an increasingly influential destination for discovering and acquiring movie and television content,” Warner Bros Digital Distribution president Thomas Gewecke said in a statement. “This effort takes video distribution to a whole new level by making the actual viewing experience personal and social in a truly innovative and entertainment way.” The series is created and written by Heath Corson and Richie Keen.



Freudenthal is repped by Gersh, The Gotham Group, and attorney Rob Szymanski.