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## A New Studio Will Market Short Videos for the Web

By MICHAEL CIEPLY

LOS ANGELES, July 10 — Expanding a hunt for commerce in the burgeoning art of Web video, Hollywood's United Talent Agency and the Internet-based advertising agency Spot Runner have started a ministudio for digital entertainment from established actors, directors and others, the agencies said on Tuesday.

The new company, 60Frames Entertainment, is the latest effort by those versed in old media to tap the power of short videos that have attracted millions to portals like [MySpace](#), YouTube and elsewhere.

As one of Hollywood's largest talent agencies, United Talent represents stars and filmmakers as prominent as [Vince Vaughn](#), [Johnny Depp](#) and [Ben Stiller](#). Spot Runner, which is partly owned by the [WPP Group](#) advertising conglomerate, has helped smaller advertisers make and place television ads with a Web-based system. It expects initially to sell ads for 60Frames through a sales force rather than through its site, a spokesman said.

"We can solve problems advertisers are facing, and we can solve problems artists are facing," said Brent Weinstein, chief executive of 60Frames.

Mr. Weinstein, 32, was previously head of United Talent's eight-month-old online division. 60Frames, he said, was organized over the last several weeks with \$3.5 million in initial backing from the Tudor Investment Corporation and the Pilot Group. United Talent and Spot Runner, Mr. Weinstein said, will each own a minority stake in the new company.

60Frames, said Mr. Weinstein, will operate independently of United Talent, and expected to do business with clients of other agencies and management companies. According to the executive, the company, which will be based in Beverly Hills, was born of a growing frustration among artists and their representatives at the complexities of doing any online business without an established model for financing and organizing projects.

"We were finding it could be as difficult to make deals for a Web production as for a TV series," said Mr. Weinstein. "It shouldn't be that way."

To clear the path, 60Frames expects to provide capital for Web productions that typically run for a few minutes and cost "in the thousands, not hundreds of thousands" of dollars to produce, said the executive.

It will then try to distribute the videos on a variety of Web sites and cellphone services, while placing ads wherever possible, and leaving a major stake in ownership to the creators.

The filmmakers [Joel](#) and [Ethan Coen](#), the brothers behind movies like “Fargo” and “The Big Lebowski,” have agreed to produce programming for the venture and will serve on an advisory board.

A Web site called funnyordie.com, started this year by the comic actor [Will Ferrell](#) and his production partner, Adam McKay, with support from their representatives at the Creative Artists Agency, follows a more narrowly focused approach to the same business. Sequoia Capital, a Silicon Valley venture firm, provided financing for the site.

In yet another effort, [Michael D. Eisner](#), formerly chief executive of the [Walt Disney Company](#), provided financing through his Vuguru production firm for a Web series called “Prom Queen,” whose makers were helped along by Mr. Weinstein’s online unit at United Talent.

“The market is quite large,” Nick Grouf, chief executive of Spot Runner, said of a growing pool of Web video advertising dollars that is expected to reach about \$775 million this year, up nearly 90 percent from 2006, according to figures compiled by the research company eMarketer.

Mr. Grouf said organizers of the new company, had become convinced that advertisers would spend even more as they became assured of the ownership and legal status of Web postings.

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