

FX TRIES WINNING OVER ADVERTISERS FOR NEW CHARLIE SHEEN TV SHOW



FX seems to be having some trouble selling advertising spots for its newest show. And the reason: Charlie Sheen. The new FX show “Anger Management” which is set to premiere in fall stars Sheen and is his comeback vehicle after he was fired from CBS’s hit sitcom “Two and a Half Men” in March 2011. This came after weeks of publicly lambasting show creator Chuck Lorre. Advertisers are reluctant to sponsor the show because of the widely held perception that Sheen is unstable and could end up jeopardizing the show. But there is one company that seems to have full faith in the formerly highest paid TV star – Fiat. It has already signed on to be a season long sponsor for the show. The Italian automaker hired him for its Fiat 500 Abarth ad this year, one of his acting gigs since his firing last year. “Anger Management” seems to be yet another chance for Sheen to prove his critics wrong and make a comeback, just as he did with “Two and a Half Men” in 2003. “Anger Management” is based on the 2003 Adam Sandler and Jack Nicholson movie of the same name and FX is already committed to running 10 episodes. If the show does well, FX will pick up the show for another 90 episodes. FX will also have exclusive rights to it until 2014. FX has already showed the pilot in meetings with companies interested in advertising on the show and says that the response so far has been good. FX also started hawking the show after it had already sold ad spots on its other shows, which meant that the show’s episodes had to be sold on a “scatter” basis. Anger Management debuts on June 28 on FX at 9/8c. The show also has signed on Sheen’s ex-wife Denise Richards, although it is unknown as of now if she will be a series regular. Check out Charlie Sheen on the sets of “Anger Management”.

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