



[Home](#) » [Film](#) »

Brightlight, MVP Entertainment launch joint venture

The two Canadian companies have partnered to build proprietary content. (Robert Frederick, president & CEO of MVP Entertainment, pictured.)

By [Julianna Cummins](#)

February 18, 2016



Vancouver-based Brightlight Pictures and MVP Entertainment have inked a joint venture deal to build proprietary ownership of television, film and interactive media rights.

The deal will see MVP Entertainment CEO Robert Frederick spearhead a capital raise, and co-venture on Brightlight Pictures productions as the funds are raised.

"We are convinced that the future is best served by raising private capital, acquiring quality intellectual properties, and working with the best writers in the business," said Frederick in a statement. "This is a strong partnership that will allow us

to fully service the market from early stage investment to final delivery."

MVP Entertainment has spent the past 15 years raising private equity capital, which Brightlight CEO Shawn Williamson said in his own statement enables the company to build up a larger catalogue of content the company can also retain the rights to.

This latest deal comes about a week after Brightlight announced it had started production in Vancouver on *Scorched Earth*. The post-apocalyptic action film is directed by Peter Howitt and produced by Brightlight in partnership with Lighthouse Pictures, with London-based Great Point Media providing financing for the film. Late last year, Brightlight also signed a five-film sales agency deal with L.A.-based Voltage Pictures.