Daily Brief
a promaxbda publication

Upfronts 2015: Adult Swim Wants More Seth Green

05.07.2015

Adult Swim decided to announce its upfront slate almost a full week early - expanding its programming with 12 pilots.

With plans for a new Robot Chicken special called Robot Chicken DC Comics Special III: Friendship Is Magic, Adult Swim has also ordered two pilots from Green. Hot Street follows FBI Agent Mark Branski and his partner as they investigate supernatural phenomena with his niece and her dog Chubbie Webbers. OMG! Earth is another stop-motion comedy set in the old west.

Also on the lineup is a new 15-minute sketch show called TV Sucks from Brad Neely. The comedy will feature bits, shorts and music.

"Adult Swim has always been known as a place for taking risks and for great talent trying interesting things," said Christina Miller, president and general manager of Cartoon Network, Adult Swim and Boomerang.

Expanding the Tim & Eric brand, Adult Swim also picked up two more editions of Tim & Eric Bedtime Stories. Comedians Adam Scott, Brett Gelman, Jon Daly and Jon Glaser also join the slate with specials throughout the year. Paul Scheer will launch another spoof comedy and Rob Corddry joins Jason Mantzoukas and Brian Huskey in a dark comedy about "children's show host

barely able to contain the suppressed rage boiling underneath his quiet demeanor."

Adult Swim will present the rest of its plans for the year at its upfront pitch on Wednesday, May 13.

Read more at Adweek.

Brief Take: Adult Swim continues to invest in proven comics and creators for its network, like Seth Green, Paul Scheer and Rob Corddry that appeal to its male-skewed millennial audience.