



**"Skins" did not draw enough ratings heat to justify a return to MTV.**

3.3 million viewers in January, but the second week saw a dramatic fall to 1.6 million, and the numbers continued to decline after that.

The pressure from the PTC, which labeled the show child pornography, made advertisers feel uneasy, and companies such as Foot Locker, Wrigley, General Motors and Schick eventually pulled their spots.

Original U.K. version of "Skins" has aired for five seasons without much of the controversy that

plagued the version in the States.

Cancellation was not unexpected, and MTV will move forward with its commitment to scripted series. "Teen Wolf" debuted Sunday to 2.2 million viewers, and in July the net will launch "Awkward," about an epic misunderstanding regarding a 15-year-old girl.

Also on tap is another Brit import, "The Inbetweeners," as well as the Doug Liman-exec produced "I Just Want My Pants Back" and toon "Good Vibes."

## DC HAS PLANS FOR TYRANT

By JEFF SNEIDER

DC Comics has acquired global publishing rights to Las Vegas-based antihero the Tyrant and plans to develop a comicbook and other multimedia properties based on the protag of Jon Land's best-selling novel "The Seven Sins: The Tyrant Ascending."

DC made the publishing deal with King Midas World Entertainment in the midst of a recent makeover, having just announced that it will relaunch its entire comics line with 52 first issues. The Tyrant — real name Michael Tiranno — was raised in the Sicilian countryside by a Mafia crime lord. He eventually moves to Vegas, where he harnesses the power of his father's mysterious medallion to build an empire, beginning with the Seven Sins casino resort.

Producer Moritz Borman and exec producer Peter Graves optioned feature film rights in late 2008, and Christopher Kyle adapted a script in early 2010.

Fabrizio Boccardi, founder of King Midas World Entertainment, envisions the Tyrant as the central figure in a franchise that would include feature films and, in the longer term, an actual Seven Sins casino.

"We've been talking to DC since 2009," Boccardi told *Variety*. "They've been through a lot of changes on the management level that delayed the negotiations, but we finally reached an agreement three weeks ago that we're very excited about."

Boccardi told *Variety* that the script is out to "top filmmakers" but declined to name names. "We conceived the character as the Batman of Las Vegas," he said.

