

Sales heat up for IM Global over Madonna's *W.E.*

14 February, 2011 | By Jeremy Kay



Stuart Ford's IM Global was poised last night [13] to close a UK deal with Optimum on Madonna's dual timeline drama *W.E.*

Earlier in the day the LA-based company licensed rights to Village Roadshow in Australia after Ford and president of international sales and distribution Jonathan Deckter worked through the night fielding offers.

Madonna gave a 35-minute presentation to buyers at the 250-seat CineStar 5 on Saturday night and showed several scenes from the film, which intertwines two love affairs: that between Edward VIII and Wallis Simpson and a contemporary storyline.

Multiple offers are in for France, Germany, Italy, Spain, Latin America and Scandinavia and the territories are expected to close imminently.

Abbie Cornish, James D'Arcy, rising UK star Andrea Riseborough, Oscar Isaac and Richard Coyle star.

"We had offers literally as people were leaving so we had a very late night," Ford said.