

PLAYBACK

Casting Workbook crosses the pond



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UK talent and casting agents now have greater access to the Canadian pool of talent – and vice versa – as casting software Casting Workbook makes its London debut.

It's the first major launch outside of North America for the Vancouver-based company and president Susan Fox says that it will help the industry find more talent, especially given the number of coproductions between Canada and European production companies.

"We really have always viewed what we do as a global tool," Fox tells *Playback Daily*. "That's why we feel it's important to connect with the major talent pools in all parts of the world. Our intent is that we will become the North American conduit to the UK."

While casting directory Spotlight has existed in the UK since 1927, Fox says that Casting Workbook is not looking to replace, but rather complement it with geo-targeted content. For example, the CW homepage features localized information, such as homepage info (film posters, etc) from projects shot in locations near the user's city.

CW also houses video auditions, a feature that Spotlight doesn't have, as well as its recently launched [Smart Script service](#).

At the moment, Fox and her team are working with the top 50-100 casting agents in London as part of the initial roll out, and the software will eventually be made available to actors and producers in the city, as it is in North America.

Tags: [Casting Workbook](#), [Susan Fox](#)