Beat: Business

ABOUT ASHLEY MADISON SCANDAL ENTERTAINMENT COMPANY IS PITCHING A SERIES

INSPIRED BY HACKED INFIDELITY WEBSITE

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USPA NEWS - Hackers have released what appear to be sensitive and confidential details user accounts on the infidelity website Ashley Madison, including names, addresses, emails and information about their sexual preferences...

Hackers have released what appear to be sensitive and confidential details user accounts on the infidelity website Ashley Madison, including names, addresses, emails and information about their sexual preferences. Accounts appear to come from all over the world, with email adresses from government, the military and large companies, although some of the emails used may be false.

Ashley Madison was set up in 2001 by a Canadian Entrepreneur called Noël Biderman, and courted controversy with its explicity pro-infidelity stance "Life is short. Have an affair".

The leaked data included enough information to enable the easy identification of users. The leaks also appeared to demonstrate that the "full delete" service did not work comprehensively regarding its former customers. A second database leaked also demonstrated that senior staff were raising concerns over its security procedures.

In July, Noël Biderman told a cyberjournalist "We're on the doorstep of (confirming) who we believe is the culprit... I've got their profile right in front of me, all their work credentials. It was definitely a person here who was not an employee, but certainly had touched our technical services.".

According to HR, a TV drama inspired by the affair is currently being pitched to US networks. The series will fictionalise the story of the website's creation, changing the identity of its founder to that of a mother who launches the company in order to support her family. It will also focus on the sex lives of users of the website.

Marblemedia co-CEO Matt Hornburg told HR "We are in the early stages of developing a scripted series inspired by the site which, given the events from the past week, make the themes explored more timely."

OutEast Entertainment partner Courtney Hazlett said "There are a lot of TV shows doing a great job of presenting marriage storylines in new ways, but what we're positing here is : what if there is a third lane to run in and what if you were honest about it ? No shows on television are offering that."

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