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News

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Animus Inks French Deal for 21 Days

MIAMI, September 28: Animus Entertainment Group has signed an exclusive agreement with French production companies Editel and Drop Prod for the format *21 Days*.

As part of the agreement, both companies have acquired the exclusive rights to re-version *21 Days* in France, while Animus will assist in the creative development process of the format for that territory. Production is scheduled to start later this year.

The 13x1-hour program, which launched during MIPCOM 2004, follows the lives of people who are struggling to lose weight, quit smoking, control spending or liberate themselves from other forms of addictions. Guided by a team of experts who apply non-traditional techniques, individuals learn how to face their demons and ultimately kick their habits in just 21 days.

In a joint statement Anne Barrère, president of Editel, and Lionel Stan, the co-founder and producer of Drop Prod, commented, "*21 Days* is a very innovative concept, arriving at a perfect time for the French TV market."

Added Damaris Valero, the CEO of Animus "We are pleased to be working with Editel and Drop, as both companies have built a solid reputation for quality documentaries and reality shows over the years."

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