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France gets addicted to Animus format

US-based Animus Entertainment has had its addiction-based format 21 Days (13x60') optioned in France.

French prodcos Editel and Drop Prod have signed an exclusive deal with Animus, gaining rights to re-version the format, while the company will assist in the creative development process of the format for that territory. Production is scheduled to start later in the year.



The format, launched at 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 combine non-traditional techniques, individuals learn how to face their demons and ultimately kick their habits, replacing them with new ones in just 21 days.



Elsewhere, Animus is hitting Mipcom this year with a slate that includes Romancing Your Palate (6x30'), Pulse (13x30') and In Free Keiko: The Next Wave (1x60').



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 21 Sep 2005
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