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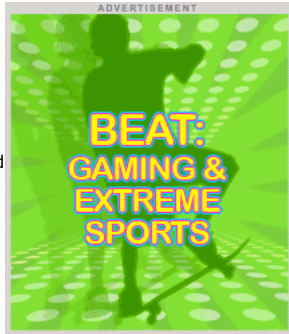


Kim builds into online brand

French shortform teen drama series Moi C Kim, broadcast on DTT channel NRJ12, is building into a multi-platform format...



Moi C Kim (15x2'), a comedy about what goes on inside the mind of a teenager girl, started broadcasting two months ago...



Website www.moickim.com (also relayed by the NRJ12 website) launched soon after, with episodes available as catch-up TV...



"We produced the first season the classic way, as we needed the series to exist prior to the launch of the website," explains the show's creator...

Perla has a marketing and advertising background, having formerly directed many commercials aimed at this age group...

"We were short of time to cast the second 15x2' series, as we had only 15 days before the start of shooting," Perla said...

"For the next series we will give the online casting two months, starting on March 15," she continued.

Perla is now tackling the international market. After its introduction last Mipcom, the series will launch properly at MipTV in April...

"We have dubbed the first season into Spanish and English, and already have contacts in Spain, Latin America, Germany, Poland and Italy," said Perla.

Marie-Agnès Bruneau
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