



News ▶ About C21 ▶ Features ▶ Shop ▶ Resources ▶ MediaBase ▶ My account ▶

DAILY NEWS EMAIL

go

Advanced Search ▶



### 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, with viewers putting themselves forward over the internet to guest-star in the second season.



ScheduleWatch

C21Kids

FormatsLab

C21Factual

FutureMedia

C21Features

C21Showcase

RSS

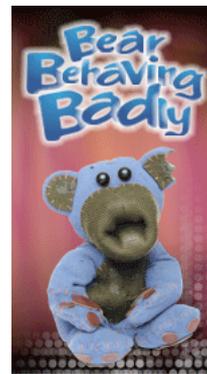
(S) = Subscriber content

(P) = Premium content

Send your news

C21Media.net

The TV world on your desktop for £15 a month. Click here to subscribe



*Moi C Kim* (15x2'), a comedy about what goes on inside the mind of a teenager girl, started broadcasting two months ago on young-adult-targeting channel NRJ12 on Wednesday and Sunday lunchtimes.



Website [www.moickim.com](http://www.moickim.com) (also relayed by the NRJ12 website) launched soon after, with episodes available as catch-up TV. The website also invited teenage viewers to take part in the casting for season two by filming themselves on webcams or mobile phones and sending in the videos, which were shown on the site.

"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, producer and director Karen Perla. "From the start, the goal with *Kim* was to build a multi-platform brand, the internet being very much used by teenagers nowadays. Some mobile phone developments are also planned."

Perla has a marketing and advertising background, having formerly directed many commercials aimed at this age group, "as a result, I am used to directing non-professional teen actors," she explains. "Organising casting via the internet helped create a buzz for the series and built on the website's loyalty."

"We were short of time to cast the second 15x2' series, as we had only 15 days before the start of shooting," Perla said, adding that the second series is now been completed. "Nevertheless, we are very happy with the feedback, as we received 150 videos, and had a total of 8,000 visitors. We have been able to select 18 teenagers aged 16 to 24, coming from all parts of France, who appear in the second series."

"For the next series we will give the online casting two months, starting on March 15," she continued. "The goal is to produce three 15x2' series per year."

Perla is now tackling the international market. After its introduction last Mipcom, the series will launch properly at MipTV in April, when episodes of the first and second seasons will be available.

"We have dubbed the first season into Spanish and English, and already have contacts in Spain, Latin America, Germany, Poland and Italy," said Perla. "We are trying to sell *Kim* either as a completed series or as a format, with producers having the option of shooting in our Paris studios where the set is permanent."

Marie-Agnès Bruneau

4 Mar 2008

© C21 Media 2008

[C21 Home](#) | [FutureMedia Home](#) | [Printer Friendly](#) | [Email a Friend](#)

