

Comedy miniseries planned for mobile phone

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An American joint venture is producing an eight-episode comedy series for viewing on cell-phone handsets.

The project is the first in which content is being developed specifically to fill the potential market for entertainment content viewed on increasingly sophisticated mobile phones.

The program will be called "Head and Body" and will involve "the comedic adventures of a character whose head is detached from his body."

Head and Body is the product of an alliance between Motorola and MTV Networks and will be disseminated over the Internet.

"The creation of this first-of-its-kind series has enabled us to pioneer unique ways of storytelling and connecting with young people as they turn to the handset as an every day platform for entertainment," MTV Vice President Gideon Bierer said Thursday.

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