

IDEFIX[®]

AND THE INDOMITABLES

52X11'



LS Distribution
Mediawan

THE PITCH

FORMAT

52X11'

GENRE

Comedy / Action

TARGET

Family + Kids

4-8 y/o

DELIVERY

Q4 2021



IDEFIX[®]
AND THE INDOMITABLES!

PRODUCERS

Les Éditions Albert René

Studio 58

GMT Productions

DIRECTOR

Charles Vaucelle

(Oggy and the cockroaches, Pat the Dog, Osmond, Rolling with the Ronks!, Daltons, A Kind of Magic)

BROADCASTERS



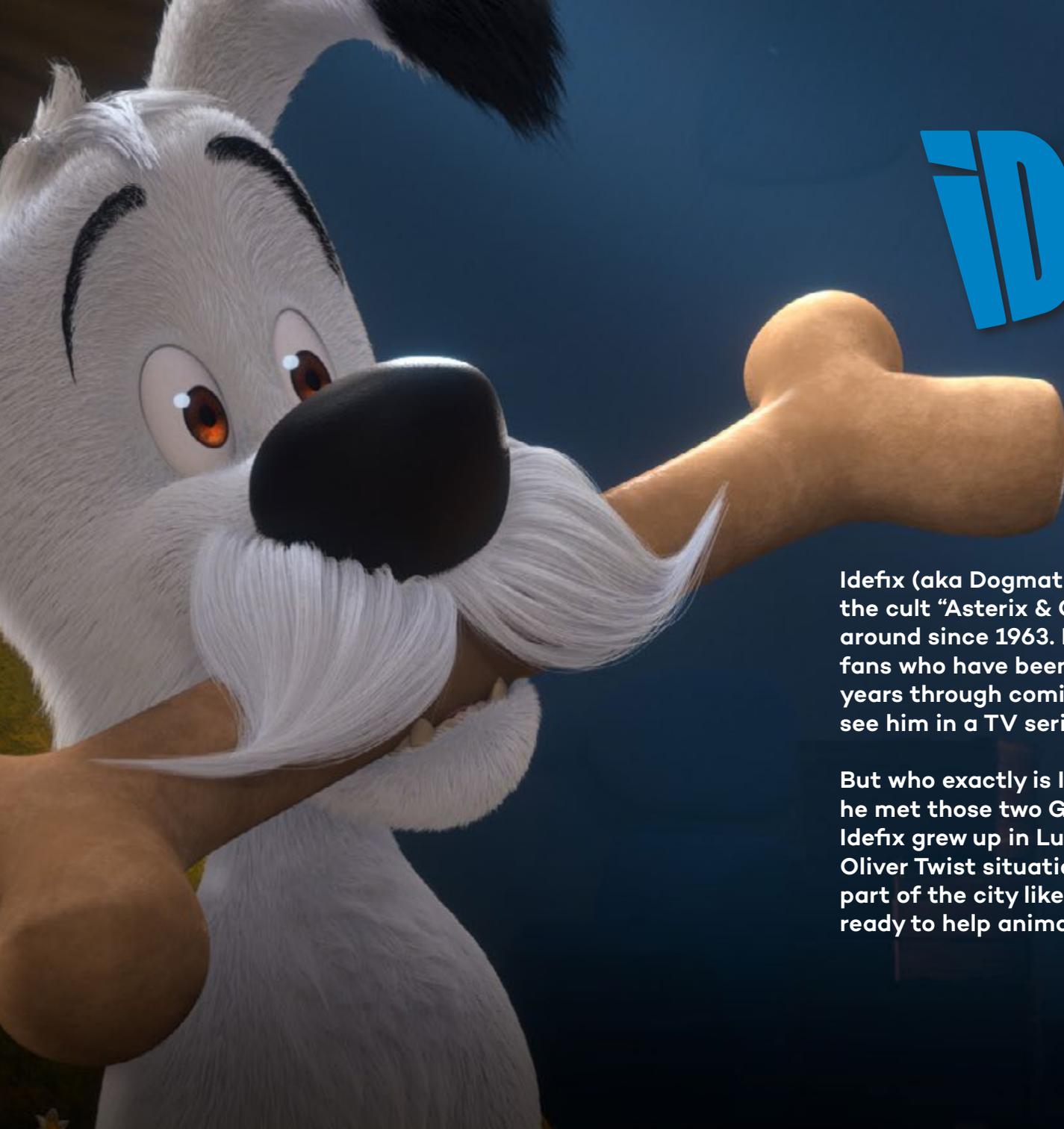
SUPER RTL



RTS Radio Télévision Suisse



IDEFIX
AND THE INDOMITABLES!



IDEFIX[®]

WHO?

Idefix (aka Dogmatix) is a famous little white dog from the cult “Asterix & Obelix” comic books that have been around since 1963. He is cherished by generations of fans who have been following his adventures over the years through comic books and movies, and now get to see him in a TV series for kids aged 4 to 8!

But who exactly is Idefix? What was he doing before he met those two Gaulish heroes Asterix and Obelix? Idefix grew up in Lutetia, the ancient Paris (kind of Oliver Twist situation...but with a dog). He knows every part of the city like the back of his paw and is always ready to help animals and humans alike.

IDEFIX MAY BE SMALL... BUT HE'S A BIG HERO

Apart from being totally adorable, he is VERY smart and can get out of just about any situation pretty quickly. Thanks to his keen sense of smell, he can track anyone and anything.





A FAMILY FRIENDLY **ACTION-COMEDY** TV SHOW

Idefix is surrounded by a fantastic gang of friendly animals with superpowers that would make any superhero proud.



ANCIENT PARIS LUTETIA

Lutetia and its surroundings provide the backdrop for Idefix and the Indomitables. Imagine a picture postcard of antiquity with a touch of modern-day Paris in the shape of famous landmarks like the Eiffel Tower, the Sacré Cœur and the Moulin Rouge...



WHAT HAPPENS IN THE EPISODES?

In each episode, Idefix and his friends have to battle it out with the Romans (who insist on imposing their way of life on the Gaulish people).

It's that centuries-old battle between the strong and the weak, big men vs little guys, bullies vs underdogs!

With its fast-paced high jinks, high-speed chases and a touch of (ani)magic, Idefix and the Indomitables will provide great fun and adventures for all!



CHARACTERS

THE HEROES





IDEFIX

Renowned for his loyalty, courage, love of nature and his aversion to (and love of taking chunks out of) Romans, Idefix embodies the spirit of the gang. Leadership with a soft touch as a result of his emotional intelligence and empathy. Big-hearted and sentimental, he encourages his friends to adopt his empathetic approach to others.

HIS POWER

A KEEN SENSE OF SMELL



IDEFIX
AND THE INDOMITABLES



STAMINA

Stamina is Idefix's best friend. Our hero took Stamina under his wing when the whippet was abandoned by her former masters. This leggy female whippet follows Idefix everywhere he goes. Slender, sporty, full of beans and incapable of sitting still, she would drop everything to run after a stick or a ball!

HER POWER

RUNS AT THE SPEED OF LIGHT...

JUST LIKE FLASH





GLUTTONIX

Gluttonix is the group's muscle man. Originally from Tolosa, this bulldog stands out with his southern accent, his strength and his insatiable appetite! His masters, Bonemarra and Offalix, own the best butcher's shop in Lutetia: Gluttonix is a simple soul, he fell into his masters' shop when he was a little dog and is now something of a sausage friend.

HIS POWER

**STRONG AS AN OX,
HE CAN KNOCK ROMANS DOWN
LIKE BOWLING PINS**



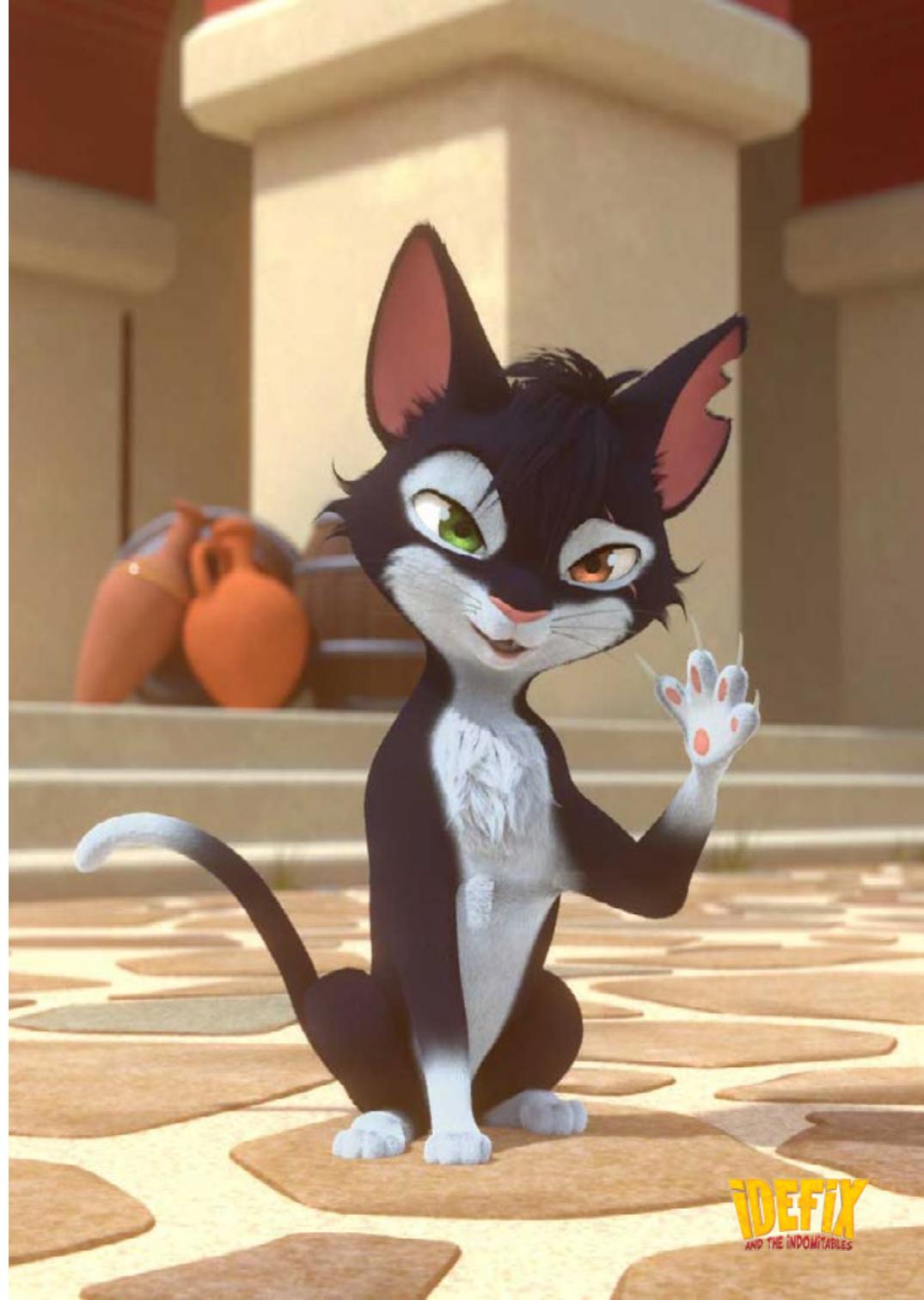


BANDERA

A cocky alley cat with a Parisian accent and a propensity for speaking in slang, Bantera sticks out like a sore thumb in the Indomitables team. Never where you expect to find her, coming and going from the gang's hideout as she pleases, Bantera values her freedom above all. Well-versed in the trials and tribulations of life on Lutetia's streets, she will save them more than once.

HER POWER

**A MIX OF BLACK WIDOW AND WOLVERINE...
WITH HER RAZOR-SHARP CLAWS**





ASMATIX

Asmatix is a very, very old Lutetian pigeon. This Gaulish war veteran was wounded while carrying messages to the front to defeated Gaulish leader Camulogene. He is a fountain of Lutetian knowledge and acts as Dogmatix's mentor.

HIS POWER

**A BOTTOMLESS WELL OF
KNOWLEDGE...
AND HE CAN FLY!**





NOCTURNIX

Nocturnix lives on the banks of the Seine, next to the dilapidated hut where Psychoanalytix, the last druid of Lutetia, moved to escape the Romans. And Nocturnix claims to be a druid himself. Need an invisibility potion for that incognito mission? Instead he turns you glow-in-the-dark right in the middle of a night-time chase!

HIS POWER

A DRUID-IN-TRAINING...

**AND HIS MAGIC POTIONS HAVE
UNPREDICTABLE SIDE EFFECTS
THAT PROVIDE FOR PLENTY
OF LAUGHS**



THE ROMANS

Since winning the war against Camulogene's army, the Romans have only had one objective: Romanize this little provincial town as fast as possible so they can return to the capital, the great Rome, and Labienus can have his Triumph!



THE ROMANS

MONALISA



WAKEUSUPUS



MUSKETUS

SPOOKEDTIPUS



THE ROMANS

LABIENUS

PIPEUSDOWNUS

KEEPQUIETUS

SQUAREONTHEHYPOTHENUS

An aerial night view of a medieval town and a large classical building. The town features a prominent church with a large dome and several smaller domes, surrounded by smaller buildings and a river. The classical building is a large, multi-story structure with a prominent portico and columns. The scene is illuminated by warm lights from the buildings, contrasting with the dark night sky. The word "LICENSING" is overlaid in large, bold, yellow letters across the center of the image.

LICENSING

iDEFiX LICENSING

AN AMBITIOUS iDEFiX LICENSING PROGRAM



**A FIRST COMIC BOOK WILL BE
RELEASED IN FRANCE IN JUNE
2021, FOLLOWED BY AN EXTENSIVE
SERIES OF SPIN-OFF EDITIONS IN
THE FIRST HALF OF 2022.**



**THE FIRST LICENSED PRODUCTS
WILL BE AVAILABLE
IN FRANCE BY CHRISTMAS 2021
AND WORLDWIDE EARLY FALL 2022.**



iDEFiX
AND THE INDOMITABLES

ASTERIX & OBELIX A TOTAL SUCCESS AROUND THE WORLD!

385

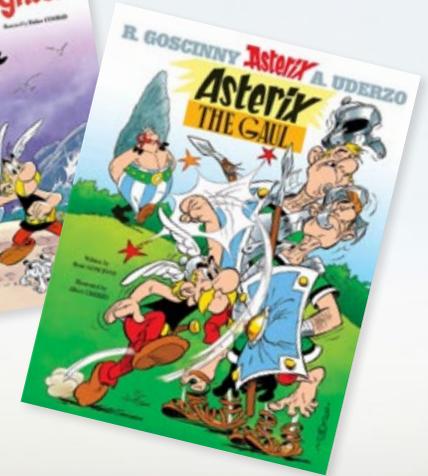
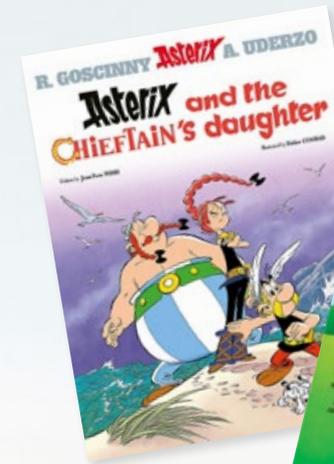
MILLION COPIES SOLD

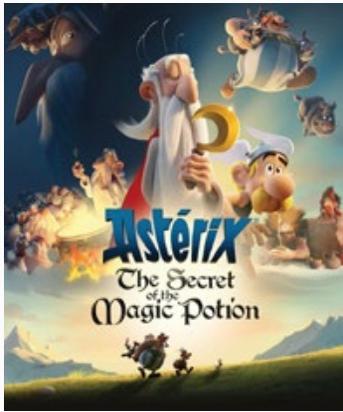
38

ALBUMS SINCE 1961

111

LANGUAGES





**A CINEMATIC
BLOCKBUSTER**

115 MILLION
CINEMA ADMISSIONS

400 MILLION DOLLARS
AT THE BOX OFFICE FOR THE LIVE
ACTION FEATURES

14 MOVIES: 10 ANIMATED
+ 4 LIVE ACTION FEATURES

50 TERRITORIES

**PARC ASTÉRIX
IS EXPANDING**

160
MILLION VISITORS
SINCE THE OPENING

2.5
MILLION VISITORS PER YEAR



**A SUCCESSFUL
WORLDWIDE
VIDEO GAME
FRANCHISE
SINCE THE EARLY 80S**

CONTACTS

Roberto Mitrani —
CEO & Co-Founder
rmitrani@ypsilonfilms.com

WEBSITE
idefix.eu

