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Duelling celebs to hit the Croisette

Jon Helmrich's LA-based distribution firm International Broadcast Communications (IBC) has picked up the rights to half-hour entertainment series *Celebrity Duel* to take to MipTV in Cannes next month.

Produced by Popular Art Entertainment, the same prodco behind IBC's globe-trotting *Famous* series, *Celebrity Duel* explores the careers of various superstars by setting them in face-offs to determine who is the bigger star in Hollywood.

"Celebrity-focused programming consistently draws a huge audience and has the ability to travel beyond borders," said international television veteran Helmrich, who was previously at HBO and E!, and launched IBC in 2001.

"*Celebrity Duel* offers a fun, new twist on the cult of celebrity by basically putting the biggest stars into a competition. It's almost *American Idol* meets *People Magazine*," Helmrich added.

In each weekly episode the careers of two Hollywood heavyweights are examined by journalists to see who is the bigger star. The first season features Robert De Niro, Julia Roberts, Will Ferrell and Scarlett Johansson, Nicholas Cage, John Travolta, Leonardo DiCaprio and Tobey Maguire.

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