

Small World lands WBC knockout

LA-based distributor Small World has picked up global distribution rights to **World Boxing Council (WBC)** weekly events, plus classics including The Thrilla in Manilla.

The deal gives Small World access to the WBC's 48-year library of classic boxing and championship events, which include the famous 1970s heavyweight title bout between Muhammad Ali and Joe Frazier, dubbed the The Thrilla in Manilla, which saw the former winning by technical knock-out in the 14th round.

Small World, in association with World Boxing Content Distribution, is planning two-hour event packages for live and retransmissioned broadcasts, with each featuring four championship fights. The packages debut at Natpe this week.

Small World is owned by Tim Crescenti and has sold and produced programmes such as *Finds*, *Silent Library* and *I Survived a Japanese Game Show* to the international market.

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