

## Small World Thais up new partnerships

LA-based format broker Small World IFT is en route to MipTV with a raft of formats from Thailand, which it is touting as the next big untapped territory.

The company, which has previously had success with formats from Scandinavia and Japan, has partnered with Thailand's Workpoint Entertainment to represent three new formats.

<http://c21screenings.net/banijay>The Fan (Fan Pan Tae) sees devotees putting their obsessions, devotions and fanatic knowledge to the test in a series of challenges, such as being able to tell the make and model of a motorcycle just from hearing the revving of its engine.

In Chasing The Crown (SME Tee Tak), meanwhile, medium-sized business owners are given investment if they can convince a panel of judges and business experts that they deserve the cash.

Finally, One Night Genius sees eight experts from different walks of life, such as lawyers, cab drivers and fashion designers, spending one night together in an extraordinary place.

Talking to C21, Small World founder Tim Crescenti said Thailand represented a big opportunity for formats.

"Why no-one else has been there beats me, it's not like it's a small country," he said. Of Workpoint, he added: "The format area was just not on their radar screen - they were making money from movies and publishing ventures."

In addition to the new shows, Small World has successfully optioned Finnish format Hide The Smile to Endemol in France and Germany.

Other new deals include Big In Japan, which has been optioned by Graham Norton's prodco So TV in the UK and Coyote in France; Australian format 2 Strangers & A Wedding, which has been optioned by BNE Productions in the US; and cookery format Stir, which has been optioned by Kallissa Productions in the US.

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**9 Apr 2010**

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