

## **Finnish deal for The Day Before I Die**

Channel Four Finland has struck a deal to license Aito Media's *The Day Before I Die* format, in which celebrities discuss what they would do if they knew they were to die the following day.

While Channel Four picked up the format from Aito, Tim Crescenti's distribution outfit Small World International will be taking the pilot episode to next month's Mipcom market.

"This format is a unique way of producing a revealing celebrity biography with big emotions," said Channel Four's head of programming Mikko Silvennoinen. "It is a show about the last day before you die, but the tone is a positive and stories concentrate on love, family and friendships."

Small World also partners with Aito on another format, *The Night Patrol*, which is a reality series about police work.

Adam Benzine

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