

Small World, Aito Finnish formats deal

LA-based format broker Small World IFT has completed a deal with production company Aito Media and a Finnish broadcaster to distribute new formats from the Nordic territory.

The two indies have teamed up with Finnish net Suomi TV for a three-way partnership which will see formats developed by Aito, broadcast by Suomi and distributed by Small World. Aito produces Night Patrol, The Day Before I Die and upcoming format Rescuing Santa.

"This contract enables a whole new level of investment in Finnish TV productions," said SuomiTV CEO Jarmo Kalliola. "Until now, our production companies have lacked international distribution channels that truly generate sales. At Mipcom we will release the first of our shared TV programme formats - we plan to release three more formats at three-month intervals."

Small World president Tim Crescenti added: "Finland is the new Japan. For Finland to propel itself into the international format TV business, it takes not only a producer with an original idea but also a broadcaster with cajones to launch a new format."

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