

Small World packs in formats for Mip

LA-based format broker [Small World IFT](#) is heading to Mipcom with a raft of new formats, including a spin-off from its internationally successful series [Big in Japan](#).

At Cannes next week international buyers will get their first chance to see Japan Game Show Invasion, which Small World is touting as a reverse of Big in Japan, which airs on US network ABC as I Survived a Japanese Game Show.

Produced by Danish indie Babyfoot (which is also behind Big in Japan), Japan Game Show Invasion sees the Japanese games brought to international countries, instead of teams of contestants travelling to Tokyo.

Although unable to name networks, Small World founder Tim Crescenti told C21 that Invasion had been optioned in Colombia, Chile, Argentina and was in preproduction in Portugal.

"We've had such a great response to Big in Japan that a lot of people wanted a second season idea, or a different approach. So instead of Spain or England going to Japan, Japan comes to them," he said.

The Big in Japan format has been already sold across the world, including Sweden (TV4) and Norway (TV3). In addition, Endemol has renewed the format for eight countries: Italy, Spain, Germany, Belgium, Turkey, France, Holland and Portugal. It has also been optioned by Talent TV in the UK.

The US adaptation of the series also cleaned up at the latest Rose d'Or Festival, winning the Golden Rose trophy for Best Overall Show of 2009 and Best Reality Show.

Crescenti said Small World has had a great year so far and highlighted its relationship with Nippon TV. Having licensed the latter's Silent Library format to US cable network MTV, it's now been renewed for a second 20 episode run.

The show, which sees a group of friends vying for a cash prize who are forced to impose stunts on one another while in a library. The show has also been picked up in France, with M6's DTT channel W9 is to adapt the format.

Small World will also be representing a new format from Nippon TV in Cannes, called Human Arcade. The format sees popular arcade games such as Whack-a-Mole become human-sized replicas, that teams must compete in.

Other Nippon TV formats being repped at Mipcom by Small World include [Old Enough](#), which is set to debut on UK pay-TV channel Watch, and Masquerade.

But while its work with its Japanese client is performing well, Crescenti said he was also beginning to seek formats around the world, with Finland proving to be "a treasure chest of uncovered gems," which it will be offering to buyers in Cannes.

Crescenti said the company will be taking a number of formats from its deals with Finnish company's to Cannes next week, including [Aito Media](#)'s *The Day Before I Die* and [The Night Patrol](#).

Small World has also secured distribution of sketch comedy *Hide The Smile* from another Finnish proco, Story Of... Productions.

Rounding of the company's Mipcom slate and heading back to the fish-out-of-water formats Small World is famous for is *Get You Kicks on Route 66*, which sees teams of non-Americans travel the famous road from Chicago to LA, while taking part in US-themed challenges, such as becoming cowboys, eating a 72oz steak in under an hour or driving a big rig truck.

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