

Thai format goes stateside

MIPTV: Los Angeles formats boutique Small World IFT is being tight-lipped about precisely which US network it says has ordered a pilot of Thai format The Fan.

All the distributor's boss, Tim Crescenti, would tell C21 is that the format has been greenlit for a pilot by "one of the four major US networks" and that it has been re-named Obsessed.

The pilot will be produced by Banijay Entertainment-backed LA production house Angel City Factory and Smoke & Mirrors execs Darryl Trell and Howard Kitrosser (Mobbed).

The Fan (aka Fan Pan Tae) is a studio-based gameshow that pits five obsessed fanatics against each other in a competition using all five senses. The show, one of Thailand's biggest, is produced there by Workpoint Entertainment and has aired for nine years.

Other deals Crescenti has secured recently include Finnish format Farmers Rally being optioned by ZigZag USA; Romanian format Miss Country Girl going to Endemol France; and Finnish format Hide the Smile being developed by Australian prodco Watercooler Media.

Regarding Miss Country Girl, from Romania's Media Factory, Crescenti said: "The hit format has tripled Prima TV's average primetime rating in season two. Three other deals are expected to be announced during MipTV. The modern-day Cinderella format is now being presented to select US producers."

Ed Waller

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