

KMW 2013: Lithuanian format optioned in China

The original Lithuanian format 2 Minutes of Fame has been optioned in China, UK distributor New Media Vision, announced yesterday during the Format Show at Kiev Media Week 2013.

The original format from TV Play saw two seasons on LNK in Lithuania between 2010 and 2011. It gives contestants a chance to showcase their talent in just two minutes. The deal marks the first ever export of a Lithuanian format in China.

New Media Vision is distributing another format from TV Play, Top of the Class (Millennium Children), which airs on LRT Television and was adapted in Belarus. The distributor is also representing Bulgarian format Star Machine from Art Winner Production which aired on TV7 Bulgaria in 2011.

Another Bulgarian format, Hidalgo Productions' Condominium, was presented during the event by Sparks Network. The two companies have not confirmed if their cooperation will be extended to other formats, or whether Hidalgo has joined Sparks.

Nearly 100 mostly unscripted formats were featured during the special Format Show presentations which lasted the whole day yesterday. Both old and new formats were presented in the entertainment and reality genres. The most interesting new titles included That Awkward Moment from CAN'T STOP Media, Mentor (whose performance is widely covered by TVBIZZ) from Banijay International, The Million Second Quiz from All3Media International, Perfect Score from FremantleMedia, Talent Hunters from Global Agency, Tricked from ITV Studios Global Entertainment, Sure or Insure from Keshet International and Don't Lose the Money from Shine International.

The scripted section focused mainly on telenovela, drama and comedy. Allenby and The Arbitrator from Armoza Formats and Mammon and Deep Cover from DRG were the newest titles in the list.

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