

MTV Joins Nordisk Film & TV Fond

Nordisk Film & TV Fond is proud to welcome Finland's largest commercial television group MTV and its flagship channel MTV3 among its group of Partners.

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MTV's partnership brings the number of broadcasting members to 12 and overall Nordisk Film & TV Fond partners to 18. The long-established television company part of the Bonnier media group, was Partner of the fund already in 2011-2015.

Marko Karvo, Chief Content Officer for MTV said: "We are extremely happy to re-join Nordisk Film & TV Fond. Being part of the Nordisk Film & Fond gives us a great opportunity to create something very special to our audiences. We will invest more and more in quality drama, comedy and feature."

Petri Kemppinen, CEO at Nordisk Film & TV Fond said: "We are welcoming MTV as our second TV partner from Finland with Yle. MTV is one of the oldest commercial broadcasters in Europe with a long track record of commissioning drama and feature films from our region. I believe their membership will provide more funding opportunities for Finnish and Nordic producers alike and boost the creative community in the Nordics."

In 2017, MTV was the most popular commercial broadcaster in Finland. The channels total viewing share was 23.2% and weekly reach was 80%.

Recent Finnish series shown on MTV and C More include *Welcome to Texas (Aallonmurtaja)*, for which Maria Ylipää won a Television Venla award – Best Actress 2018, by Warner Bros. International Television Production Finland, Dionysos Film's *Living with my Ex (Ex-onnelliset)* season 1, and Zodiak Finland's comedy *Onnela*, local remake of the Swedish hit *Solsidan* for which Eero Ritala won a Television Venla Award-Best Actor 2018.

In 2018, local dramas set to air first on C More, then on MTV3 include the comedy *Sunday Lunch (Sunnuntailounas)* by Yellow Film & TV, the second seasons of *Onnela* and *Living with My Ex*, and the thriller *Ratamo* (Fire Monkey/Moskito). Upcoming feature films include *Storage 2* (Kinosto), and *The Grump 2* (Solar Films).

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MTV was founded in 1957, making it the third oldest commercial TV company in Europe. Finland's largest commercial television company is part of Stockholm-based Bonnier media giant. The group's free channels are MTV3, Sub and AVA and the free online service is MTV Katsomo. The subscription service C More focuses on films and series. The group's annual turnover in 2016 was 230 Million euros.

***Nordisk Film & TV Fond** was established in Stockholm in 1990. The Fund is funded by 18 partners: The Nordic Council of Ministers, five national film institutes and 12 public and private television groups within the region. The annual funding budget for 2018 is NOK 97,75 Million (10,1 Million euros).*

The primary purpose of Nordisk Film & TV Fond is to promote film and drama series of high quality from Denmark, Finland, Iceland, Norway and Sweden, within the Nordic region and internationally, by providing top-up financing. The Fund also supports cross-border distribution, as well as cultural initiatives.

Nordisk Film & TV Fond is the administrator of the Nordic Council Film Prize, co-hosts the annual Nordic Talents event at the National Film School of Denmark, and presents the Nordisk Film & TV Fond Prize jointly with the Göteborg Film Festival.