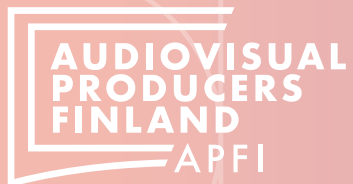


FOCUS  **on FINLAND**

FINNISH DRAMA SERIES AT CONTENT LONDON 2024



Film in Finland

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CONTENT LONDON 2024 EXPERIENCE FINNISH DRAMA WITH **FOCUS ON FINLAND 2024**

IN THIS CATALOGUE, you'll discover a curated collection of Finnish series that demonstrate the creativity and storytelling excellence of Finland's top creatives. We invite you to explore these projects and connect with the Finnish producers in attendance—our APFI team is here to facilitate introductions.

We are also absolutely delighted to see two Finnish series selected for the **Content London Drama Series Pitch**, further underscoring that compelling content comes from Finland. In addition, we highly recommend to attend the world premiere of **Queen of Fucking Everything** on Tuesday, December 3rd, 1:15–2:15 pm in Hall 2 at Kings Place.

To round off the day, join us for **Drinks with the Finns**—an informal evening offering a fantastic opportunity to network with producers and industry professionals, just around the corner from Kings Place.

When: Tuesday, December 3rd, 5–8 PM

RSVP: For more details rsvp@apfi.fi



Laura Kuulasmaa
Executive Director



Vera Ruokonen
Project Manager

Focus on Finland is an export initiative promoting Finnish content at international events, in collaboration with Yle – The Finnish Broadcasting Company, Finnish Film Foundation and Film in Finland.

DRAMA

WORLD PREMIERE SCREENING: WED 4TH DEC. 1:15–2:15 PM, HALL 2

QUEEN OF FUCKING EVERYTHING

High society fixture Linda Saarniluoto wakes up one morning to find her husband missing, and her owing millions of dollars of debt on his behalf. Unwilling to give up her lifestyle, she is drawn deep into Helsinki's criminal underworld.

LEADING HELSINKI REAL ESTATE AGENT and high society fixture Linda Saarniluoto (Laura Malmivaara, *Helsinki Syndrome*, *Mobile 101*) wakes up one morning to find her husband missing, probably dead, and her owing millions of dollars of debt on his behalf. Unwilling to give up her lifestyle, Linda is determined to keep up appearances. Forced to steal to survive, she starts from small-time theft, but is then drawn deeper into Helsinki's criminal underworld. There, she uses her

business expertise to thrive in everything from money laundering to corrupt business deals and in the end... murder. And all of this while keeping up the façade of her other life selling luxury properties. A woman who loses everything, but fights hard -and sometimes dirty- to regain success in two opposing worlds, Linda has to balance her moral limits and relationships. Eventually she rises to become... the Queen of Fucking Everything.



Jonathan Tuovinen
Senior Vice President,
International



Minna Haapkylä
Head of Scripted
Content

ENGLISH TITLE QUEEN OF FUCKING EVERYTHING
ORIGINAL TITLE QUEEN OF FUCKING EVERYTHING
GENRE DRAMA
DURATION 6 X 50'
STATUS OF PRODUCTION IN POST-PRODUCTION
LOOKING FOR INTERNATIONAL SALES
BUDGET PER EPISODE 600,000€
LANGUAGE FINNISH
ESTIMATED DELIVERY Q1/2025
WRITER TIINA LYMI
DIRECTOR TIINA LYMI
PRODUCERS MINNA HAAPKYLÄ, OLLI SUOMINEN
PRODUCTION COMPANY RABBIT FILMS
CONTACT JONATHAN.TUOVINEN@RABBITFILMS.COM
WORLD SALES RABBIT FILMS
FINNISH BROADCASTER YLE
INTERNATIONAL BROADCASTERS ZDF, NPO, VRT, NRK, RUV

rabbit films

C21PITCH
 CONTENT LONDON DRAMA SERIES 2024
FINALIST

AFTERSHAVE

A glittery drama series of Helsinki's underground nightlife in the '90s. Four drag queens are trying to survive the grips of biggest depression in Finland. They navigate with passion through life, friendship and hangovers.

IN THE EARLY 90S, Finland is struggling through its worst recession. Businesses are failing, suicide rates are up, and the welfare state is falling apart. PANTHER (29) and RICKY (25), two of Helsinki's coolest underground drag queens, are best friends and roommates. They perform a quirky, campy drag show in a small gay bar, earning little money and living happily in their own bubble. Their friendship is tested when Ricky falls for MIKKO (20), a young charmer he meets at karaoke. Ricky convinces Panther to let Mikko join their act, and he's an instant hit. Panther reluctantly expands the show, adding bartender friend CANDY (27) as manager and Ricky's ex-boyfriend JAKE (25) as a dancer. To Panther's

surprise, the act thrives, even drawing mainstream audiences. But tensions mount: arguments over money, creative control, and romantic entanglements. When Mikko and Jake start dating, a heartbroken Ricky quits, blaming himself for the chaos. Desperate to mend their bond, Panther opens up about his own heartbreak and family trauma, and they reconnect, vowing honesty. Ricky encourages Panther to confront his past, and they attend Panther's mother's funeral in full drag, stunning the crowd. Afterwards, Mikko and Jake form a rival drag group, sparking Panther and Ricky's competitive spirit. They vow to make a triumphant comeback as Finland's most dazzling drag duo.



Minna Haapkylä
 Head of Scripted
 Content



Tiina Pesonen
 Producer

ENGLISH TITLE AFTERSHAVE
ORIGINAL TITLE AFTERSHAVE
TYPE OF PROGRAM DRAMA SERIES
GENRE LBTQ+ DRAMA
DURATION 6 X 45'
STATUS OF PRODUCTION IN DEVELOPMENT
LOOKING FOR INTERNATIONAL CO-PRODUCER, SALES AND DISTRIBUTION
BUDGET PER EPISODE 500,000€
LANGUAGE FINNISH, ENGLISH
ESTIMATED DELIVERY 2026
WRITER ANNA BROTKIN
DIRECTOR TBA
PRODUCERS MINNA HAAPKYLÄ, TIINA PESONEN
PRODUCTION COMPANY RABBIT FILMS
PRODUCER'S EMAIL
 TIINA.PESONEN@RABBITFILMS.COM
FINNISH BROADCASTER YLE

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DRAMA, THRILLER

L/OVER

What if 'the one' is the one who could destroy you?

L/OVER is a thriller drama, where the antagonist is the toxicity of the relationship itself. The series explores how and why abusive control – sometimes mistaken for love, can be

the greatest danger in a relationship – and what if 'the one' is the one who could destroy you?



Marika Makaroff
CCO & Founder

ENGLISH TITLE L/OVER
ORIGINAL TITLE L/OVER - IKUISESTI MINUN
GENRE DRAMA, THRILLER
DURATION 6 X 41'
STATUS OF PRODUCTION IN POST-PRODUCTION
LOOKING FOR FINANCIERS
LANGUAGE FINNISH
ESTIMATED DELIVERY Q4/2024
WRITERS FROG STONE, KEVIN RUNDLE,
SOPHIE SWITHINBANK
DIRECTOR ALEKSI SALMENPERÄ
PRODUCER KRISTINA RYTKÖLÄ
PRODUCTION COMPANY GUTSY ANIMATIONS
CONTACT MARIKA.MAKAROFF@GUTSY.FI
CO-PRODUCTION COMPANY LUMIÈRE
WORLD SALES / INTERNATIONAL DISTRIBUTOR
REINVENT INTERNATIONAL SALES
FINNISH BROADCASTER MTV
INTERNATIONAL BROADCASTER TV4



MOOMINVALLEY

MOOMINVALLEY, an animated drama fantasy series created by Gutsy Animations, is a brand new adaptation of the much-loved Moomin stories of Tove Jansson.

MOOMINVALLEY is a brand new adaptation of the much-loved Moomin stories of Tove Jansson, a Finnish-Swedish writer and artist whose books have been translated into over 50 languages.

Directed to a family primetime audience, the drama fantasy series is full of life and laughter for lifelong Moomin fans and complete newcomers alike.



Marika Makaroff
CCO & Founder

ENGLISH TITLE MOOMINVALLEY
ORIGINAL TITLE MOOMINVALLEY
GENRE ANIMATED SERIES
DURATION 52 X 22'
STATUS OF PRODUCTION IN POST-PRODUCTION
LOOKING FOR FINANCIERS
LANGUAGE ENGLISH
ESTIMATED DELIVERY Q4 / 2024
WRITERS ZAHARA ANDREWS, ANDREW BRENNER, TONY COOKE, JOSIE DAY, HANNAH GEORGE
DIRECTOR NIGEL DAVIES
PRODUCER STEPHEN DORRANCE
PRODUCTION COMPANY GUTSY ANIMATIONS
CONTACT MARIKA.MAKAROFF@GUTSY.FI
WORLD SALES / INTERNATIONAL DISTRIBUTOR BANIJAY KIDS & FAMILY DISTRIBUTION
FINNISH BROADCASTER YLE
INTERNATIONAL BROADCASTER SKY



C21PITCH
CONTENT LONDON DRAMA SERIES 2024
FINALIST

DEAD WOMEN TALKING

Two young and ambitious reporters, OLIVIA and NOORA, host a podcast focused on crimes against women. Covering the case of 80's small-town murders they risk their own lives to give a voice to the silenced.

LATE 1980'S. The summer of beauty queens and power ballads. Two young women are murdered: a small-town beauty queen and her best friend. The suspected killer is tracked down: A young man nicknamed The Lumberjack.

2020's. Noora, a fiery podcast host, and Olivia, an idealistic journalist, take on the women's case in their true crime podcast. Noora has a secret connection to the case – the victims were from her small hometown. The podcast hosts receive a strange package: A cassette tape suggesting that the 1980's case wasn't as clear as it seems. They track down The Lumberjack, who reveals he was paid to confess the second murder. The real killer

is still at large. Noora and Olivia manage to track down the real killer – and risk their own lives while exposing the murderer. The threat from the past becomes a threat in the present.

DEAD WOMEN TALKING approaches violence against women in an empowering way. The series literally gives a voice to the silenced, as old radio interviews, audio recordings and police tapes are used in the podcast. The series doesn't exploit female victims, and it avoids familiar tropes of graphic, exploitative depictions of violence against women. The driving idea is: If we want to stop violence against women, we need to change how we tell stories about it.



Mia Ylönen
Producer



Anniina Leppänen
Producer

ENGLISH TITLE DEAD WOMEN TALKING
ORIGINAL TITLE KUOLLUT NAINEN PUHUU
GENRE CRIME
DURATION 6 X 52'
STATUS OF PRODUCTION IN DEVELOPMENT
LOOKING FOR SALES
LANGUAGE FINNISH
ESTIMATED DELIVERY Q4/2026
WRITERS TUA HARNO, JOHANNA HOLVIKALLIO
DIRECTOR JOJO ERHOLTZ
PRODUCERS MIA YLÖNEN, ANNIINA LEPPÄNEN
PRODUCTION COMPANY HELSINKI-FILMI
PRODUCER'S EMAIL MIA.YLONEN@HELSINKIFILMI.FI
FINNISH BROADCASTER YLE

HELSINKI
FILMI

DRAMA, CRIME

WALTA

After a metro shooting rocks Helsinki, relentless crime reporter Suuna Walta suspects an even darker truth behind the headlines.

NOVEMBER IN HELSINKI. A young man of Arab descent dressed in all-white shoots three passengers and then himself in a metro car. Crime reporter Suuna Walta, driving along eastern passage, speeds to the scene but sees the police have shut down the entire Fish Harbour area from the Kulosaari bridge. Walta parks her car on the bridge's shoulder and launches the drone she has in her trunk from the cliffs near by. From the drone's screen, Walta sees the young perpetrator lying dead on his stomach at the metro door, with a Glock beside him. The next day, as Finland's media declares it a terrorist attack, Walta suspects an even darker motive behind the metro killings. Suuna Walta is a 42-year-old relentless crime reporter who works for

the evening newspaper Iltauutiset. A well-networked scoop machine and workaholic, she constantly exceeds her own limits and control of her daily life in her pursuit of the truth. Suuna is a divorced single parent, and her boy Joonas, 17, lives with his father. The Iltauutiset newsroom is an interesting assembly of colourful personalities. Walta, a fearless journalist maverick of the newsroom, dives into Helsinki's nightlife to conduct her investigations, navigating the shadows alongside both police detectives and hardened criminals. The series is based on the book Princess Dress by Rebekka Härkönen. Härkönen works crime and law reporter at MTV News in Helsinki.



Maria Kangas
Head of Scripted,
Executive Producer



Pete Paavolainen
MD, Executive
Producer

ENGLISH TITLE WALTA
ORIGINAL TITLE WALTA
GENRE CRIME, DRAMA
DURATION 6 X 45'
STATUS OF PRODUCTION IN DEVELOPMENT
LOOKING FOR INTERNATIONAL BROADCASTER,
FINANCING, DISTRIBUTION
BUDGET PER EPISODE 450,00–500,000€
LANGUAGE FINNISH
ESTIMATED DELIVERY Q1/ 2027
WRITER TBC
DIRECTOR TBC
PRODUCERS MARIA KANGAS, PETE PAAVOLAINEN
PRODUCTION COMPANY ITV STUDIOS FINLAND
PRODUCER'S EMAIL PETE.PAAVOLAINEN@ITV.COM,
MARIA.KANGAS@ITV.COM



CRIME, THRILLER

OPERATION: ARCTIC FOX

When nations clash, the battle for power is the battle for family

BASED ON THE GRIPPING BOOK by Helena Immonen, *Operation: Arctic Fox* is an action thriller fueled by military action, espionage, and geopolitical intrigue in the icy wilderness of the Arctic region. The series is set in a near-future where Russia, weakened by the war in Ukraine, seeks to assert its dominance in the North, and Finland finds itself once again forced to defend its sovereignty. The Finnish special forces are conducting a winter survival exercise in Northern Lapland, when two soldiers stumble upon suspicious

intelligence activities. At the same time, a geopolitical expert travels to Norway's Arctic Archipelago to investigate Russia's operations and discovers a shocking and life-threatening secret in Barentsburg, a small mining village. The tensions rise when a Finnish lieutenant colonel finds out the horrific plans in the North while interrogating a notorious cyber criminal in Turkey. Who will ultimately dominate the Arctic region, and will Finland survive under the pressure coming from multiple fronts?



Ilkka Hynninen
Creative Director,
Producer



Jarkko Hentula
CCO, Producer



Erna Aalto
CCO, Producer

ENGLISH TITLE OPERATION: ARCTIC FOX

ORIGINAL TITLE NAPAKETTU

GENRE CRIME, THRILLER

DURATION 6 X 60'

STATUS OF PRODUCTION IN DEVELOPMENT

LOOKING FOR FINANCING

LANGUAGES FINNISH, ENGLISH

ESTIMATED DELIVERY Q1/2026

WRITERS HELENA IMMONEN, RIKU SUOKAS,
HEIKKI SYRJÄ

DIRECTOR TOMMI LEPOLA

PRODUCERS JARKKO HENTULA, ERNA AALTO,
ILKKA HYNNINEN

PRODUCTION COMPANY ICS NORDIC

PRODUCER'S EMAIL

ILKKA.HYNNINEN@ICSNORDIC.COM

CO-PRODUCTION COMPANY LEGENDA FILM & TV



HANNA & EMMA

Sometimes the only option is to put it all on the line.

FROM THE CREATORS of Lakeside Murders, comes a brand new crime series, which combines family matters, love and betrayal into a touching modern drama. Two women, imprisoned for murder, and one audacious escape from prison send Hanna and Emma on a journey of a lifetime, during which even those closest to them become untrustworthy. Motherly love truly manifests itself in the actions of these two female powerhouses. It all starts when the two convicts meet in prison; during an incident where Hanna saves Emma from a violent stabbing. The attack was not accidental, but organized, and soon the women are forced to escape to get to their children, both of whom are in a great danger. But in order to stay free and alive, they must learn how to act like true criminals. These two

women, so different by nature, join forces and together they find out about a huge fraud; Emma's child Sofia's foster parents actually want to eliminate Emma in order to get access to her inheritance money. Hanna also has her own revengeful motives that are being revealed to Emma. Fugitives become chasers when the women head after the deceitful foster family to get Sofia. They're being hunted down by the police, a motorcycle gang as well as the prison warden. At the same time, Hanna's son Anton betrays his own mother. Hanna and Emma can no longer trust anyone but each other. The series explores the conflict between justice and law and the gray area of crime with strong, relatable women at the center.



Ilkka Hynninen
Creative Director,
Producer



Jarkko Hentula
CCO, Producer



Erna Aalto
COO, Producer

ENGLISH TITLE HANNA & EMMA

ORIGINAL TITLE HANNA & EMMA

GENRE CRIME

DURATION 6 X 45'

STATUS OF PRODUCTION IN DEVELOPMENT

LOOKING FOR FINANCING

LANGUAGE FINNISH, ENGLISH

ESTIMATED DELIVERY Q2/2026

WRITERS RIKU SUOKAS, HEIKKI SYRJÄ
& KATRI MANNINEN

DIRECTOR TOMMI LEPOLA

PRODUCERS JARKKO HENTULA, ERNA AALTO, ILKKA
HYNNINEN

PRODUCTION COMPANY ICS NORDIC

PRODUCER'S EMAIL

ILKKA.HYNNINEN@ICSNORDIC.COM



HILDUR

A female detective races against time to catch a serial killer in Iceland's fjords, while unraveling the mystery of her long-lost sisters.

AS A YOUNG GIRL, Hildur Rúnarsdóttir experienced the heartwrenching disappearance of her two little sisters on their way home from school. Now, 20 years later, she works as a police officer in Ísafjörður, her remote hometown in the western fjords of Iceland. Hildur delves into an investigation involving a perplexing series of crimes, unexpectedly finding support from Finnish trainee officer Jakob Johanson. Jakob comes to Iceland as he wants to keep in contact with his son Mathias, who his ex-wife Leena Pesonen has brought there. Everything gets more complicated and causes friction within

the team, as it appears that due to mix-up there is also another trainee, a German police Florian Herrmann, who has his own reasons for getting into remote Ísafjörður. As they dig deeper, Hildur, Jakob, and Florian uncover long-standing mysteries and realize they are on the trail of a cunning serial killer. In her relentless pursuit of justice, Hildur must confront the immense tragedy that has haunted her for years—the truth behind her sisters' unexplained vanishing two decades ago. Based on the bestselling novel by Satu Rämö.



Eero Hietala
Producer

ENGLISH TITLE HILDUR
ORIGINAL TITLE HILDUR
GENRE CRIME
DURATION 6 X 45'
STATUS OF PRODUCTION IN PRE-PRODUCTION
LOOKING FOR SALES
BUDGET PER EPISODE 950.000€
LANGUAGES ENGLISH, ICELANDIC, FINNISH
ESTIMATED DELIVERY DATE 12/2025
WRITERS MATTI LAINE, MARGRET ÖRNOLFSÐÓTTIR
DIRECTOR TBA
PRODUCERS EERO HIETALA, SARA NORBERG, KJARTAN THOR THORDARSON, TJÖRVI THORSSON
PRODUCTION COMPANY TAKE TWO STUDIOS
PRODUCER'S EMAIL EERO@TAKETWO.FI
CO-PRODUCTION COMPANY SAGAFILM (ICELAND)
FINNISH BROADCASTER NELONEN
INTERNATIONAL BROADCASTER SIMINN

**TAKE
TWO**
STUDIOS





Queen of Fucking
EVERYTHING

DRAMA | 6 x 50 MIN

World Premiere Screening with introduction by series creator Tiina Lymi

Wednesday 4th December, 1:15 PM – 2:15 PM, HALL 2

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