

Small Wonder

TORONTO: Paula Hutchinson and Susan Boshcoff launched re:think Entertainment last October as an independent distribution

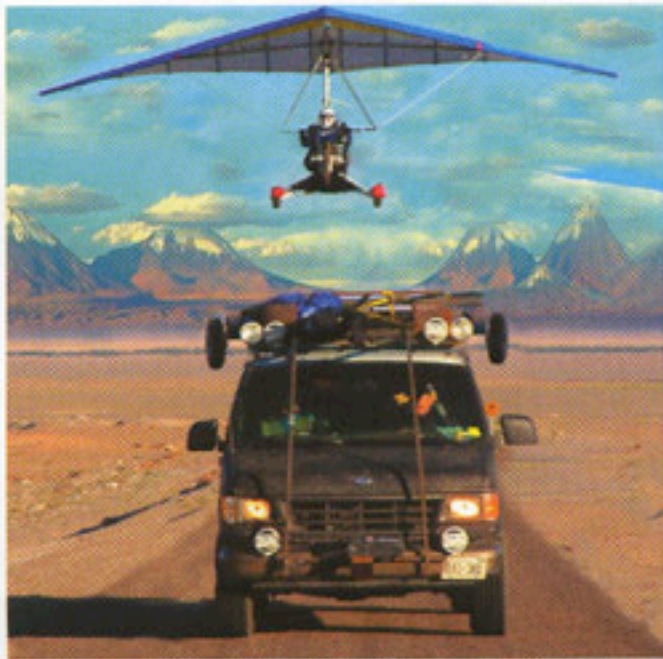
company, offering series such as *Exploring Horizons*. In the last year, the company has picked up many new titles, begun development on several more, and has racked up sales around the world. "It's just gone gangbusters," Hutchinson says.

In a crowded market, Hutchinson partly attributes the company's success in the last year to its size and flexibility. "Because we're smaller and don't have a million different departments, [broadcasters] are discovering that

the flow of information is much better," Hutchinson explains. "Deals are done faster, there's more of a personal connection."

The company is aiming to build on those connections, and develop new ones, with its slate of new titles for MIPCOM, ranging from the slightly edgy, such as *Red Light Districts*—which Hutchinson describes as "lifestyle travel for men"—to the hard hitting, including *The New Great Game: The River of Destiny*, about Afghanistan. "It has some really rare interviews of pre-9/11 Taliban," Hutchinson notes.

At MIPCOM, re:think will also be looking to ink presales on its new development titles, including *West Meets East*, which explores the use of Eastern philosophies in Western life. "It's very dynamic, it's fun, we see it as a product that's going to have strong international legs," Hutchinson says.



Flying high:
re:think
Entertainment
continues its
rollout of
*Exploring
Horizons*.

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