

## Is athletes challenged in Freezing Conditions television's next big thing?



*Led by an experienced insider UpToLevel Media Finland will bring tv-audiences around the world a brand new obstacle course format. Sports entertainment show “Master of Ice and Snow” will be take place in Finland that incorporates the notorious cold climate, taking obstacle challenges to the next level.*

UpToLevel Media Finland specializes in entertainment tv-formats that include unique production solutions. With shows like American Ninja Warrior, The Ultimate Beastmaster and

Titan Games being as popular as ever, UpToLevel Media Finland is taking this genre to the next level by giving harsh arctic winter play a major role in this new primetime format. Next generation obstacle course will incorporate ice, snow and freezing cold temperatures to add to the challenges.

One of the most remarkable features of Finland is light. When the endless sunshine of summer gives way to dark winter, the Northern Lights appear like magic and lighten up the sky.

”Being tough is being re-defined and heroes are being made under Northern lights in 2020 in Finland. This whole genre is a celebration of human athleticism and perseverance, and this time even more so because everything is just so much harder below in zero temperatures. Of course, long fall to icy waters awaits those who don’t have what it takes to become Master of Ice and snow.” commented local Emmys Award-winning Anssi Rimpelä, Founder of UpToLevel Media Finland with over two decades experience prime time tv-formats. “We are building one of a kind 360 outdoor arena. Finland is known for high quality and cost-effective television production. This production hub will make epic scale entertainment affordable to territories of all sizes. It’s time for the nations of the world to find out who is the Master of Ice snow.”

Seasoned director, producer, and operational head of departments like sales and development, Anssi Rimpela dedicated his career to the betterment of TV and visual media.

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