



PET CLINIC

# Pet Clinic

– *What are you ready to do, if the life of your pet is at stake?*

At *Pet Clinic*, many pet owners are willing to do quite a lot. Modern day pets are family members. In *Pet Clinic* they are treated accordingly. They undergo ambitious operations, which cost fortunes. But who wouldn't want to save their best friend's life?

*Pet Clinic* is a daily prime time docudrama format about pet owners, veterinaries and their furry patients. The series takes place at an animal hospital. It tells interesting, funny and heart-wrenching stories of everyday life at the clinic. It shows the routines and challenges of the vets, both successes and failures. Viewers get to know the whole personnel of the animal hospital during the course of the series. They also experience the emotions of pet owners stretching from joy to grief. *Pet Clinic* shows both the emotional and the professional aspect of animal care. It offers splendid documentary entertainment for the whole family!

*Pet Clinic* is a new format with an efficient engine. It is created by Aito Media and will be broadcast on Channel Four Finland autumn 2009.

Aito Media is a renowned Finnish production company with years of experience in the format field. The company has produced programs for every major television channel in Finland.



FRAPA MEMBER

**Title:**  
*Pet Clinic*

**Format:**  
*Half an hour, 40 episodes*

**Genre:**  
*Daily prime time docudrama format*

**Launch broadcaster:**  
*Channel Four Finland, Nelonen*

**Target audience:**  
*Urban families, 7-45 yrs*

**Originating producer:**  
Aito Media Ltd

**For more information visit:**  
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