

Letter To My Baby

Reality



What Would You Write to the Baby You're Expecting?

Synopsis

Letter To My Baby introduces us to a variety of very different families who are about to have a child. While they all are in the same situation with each other, their lives are one of a kind. Each episode begins with a scene showing the mother writing a letter to the baby she is expecting. In the letter she writes of her feelings during pregnancy, what they wish for the baby, and the kind of mother they want to be... The letter is revealed bit by bit as the show progresses.

Letter To My Baby follows the families during pregnancy, as they give birth, and also the first few months of the baby.



Key Selling Points

- The **highest** scoring series in the target demo since 2006 on the female skewing **Liv** channel in **Finland**.
- Quickly **recommissioned** for a **second series** by **Liv** which aired in 2015 and **season 3** which premiered in **September 2016** and maintained the **no. 1 spot** on the channel.
- Ratings **success**, the series averaged **168,000 (Liv)** against competitors 83,000 (**Sub**), 70,000 (**Fox**) and 40,000 (**AVA**) in the same time slot!
- Season 3 in Finland introduced the new format elements of a **male host** and **female family therapist**.
- Low **budget - high return. Easy** to cast and straightforward to produce.