

SONG of my

Life

Studio Entertainment, 10 x 60'

Broadcaster: YLE, Finland | Production: Yellow Film



Uses **universal language** of music to **connect** viewers

Game element keeps viewers **engaged**

Get to know a **variety of celebrities** in a **feel-good** way

Self-contained episodes

Play along on app

What song was playing the first time you fell in love? What was your anthem during that unforgettable summer?

In the studio entertainment format *Song of my Life*, discover the music that has changed the lives of your favorite celebrities. 4 famous contestants will bring their one unforgettable song to the competition. The catch – no one knows whose song is whose. After each song has been performed live, the celebrities must try to uncover which of them is connected to it. As they analyze each other and the reactions to the performance, the players will do everything so as not to be exposed. And when the episode's final notes have been played, the celebrities and the audience will learn the touching, fun and emotional stories behind each star's song of their life.

Behind every song is a story...