

# ZDF is buoyant with healthy sales of H2O

BUYERS have been going with the flow following ZDF Enterprises' launch at MIPCOM of teens' live-action series H2O – Just Add Water.

The German pubcaster has clinched pre-sales for the UK, France, Italy, Austria and German-speaking Switzerland and is in negotiations for French-speaking Canada and Belgium as well as several Asian broadcasters.

"It has been very well received because it works everywhere," said ZDF marketing chief Christine Denilauler. "Girls love it because they all want to be mermaids and the boys love mermaids."

H2O (52 x 26 mins plus 2 x 90 mins) is the fourth collaboration between ZDF

and award-winning children's specialist Jonathan M Shiff and a fifth is in the pipeline. More than 100 buyers and potential co-production partners attended the launch on Sunday.

Christian Massmann, ZDF head of sales, said there had also been a flurry of sales for cop series *The Specialists* and romantic series *Love On Lake Garda*.

On the documentary front, the first two fruits of an exclusive alliance with China's CCTV – China's *Voyages Of Mystery and Tyrant* and *Visionary: China's First Emperor* – attracted particular interest. The ongoing partnership gives ZDF access to places not open to other producers.



Christian Massmann: riding a wave of H2O sales