

Joint venture puts romance in the air



Signing the MIPTV joint-venture: Mainstream Networks' Gottfried Zmeck (left) and Tim Werner, and ZDF Enterprises' Fred Burcksen, Alexander Coridass and Stephan Adrian

ZDF ENTERPRISES and Mainstream Media have signed a joint-venture agreement focusing on the distribution and marketing of pay-TV channels in international markets outside of German-speaking regions.

The joint international activities will focus on the romance genre. Channel format Romance TV in Germany, with emphasis on German productions, will be offered in the respective markets' language in HD, enriched with local content and tailor-made for the target market.

Through the new partnership, ZDF and Mainstream Networks are also looking to acquire programming from all potential licensors while at MIPTV.