



**Christian Massman**

## **CHRISTIAN MASSMANN**

### **Head of international sales ZDF Enterprises**

“THE BIG developments in the media market right now are the economic downturn and digitalisation. Traditional players have been losing market share to new players — digital channels, VOD platforms, the internet, games, etc — as the audience’s needs diversify. This, in turn, is leading to reduced budgets on the customer’s side, as ad spend shifts towards digital media.

“The main protection for us is that ZDF Enterprises has strong and appealing programmes that attract mass audiences. So we are able to offer a wide variety and a big volume.

Besides, we offer more than just television content. From global brand management to additional content for any digital device; from high-end event programming and multimedia applications to short clips — whatever we do, we try to make sure our clients are happy.

“Because of our diversified catalogue and digital strategy, the crisis has not had a perceptible effect on our business so far, and we feel very well prepared for the upcoming challenges. In terms of our headline titles at MIPCOM, we are showcasing the 3D animation series *Jungle Book*,

based on the novel by Rudyard Kipling. We also have the third season of the live-action series *H2O*, which has aired in 120 countries, and a German-Italian co-production based on a Ken Follett novel. In documentary, we have *The Battle Against Rome* and a film about Natascha Kampusch, the girl who was kidnapped as a 10-year-old and spent eight years cut off from the world.

“For companies new to MIPCOM, I’d say: ‘Be passionate about what you do, strive for excellence in products and service, be aware of your strengths and try to eliminate your weaknesses.’”