



**Hans-Juergen Steimer,**  
**senior VP, acquisitions**  
**and coproductions,**  
**ZDF**

While ZDF is known more for its raft of locally produced crime dramas, documentaries and entertainment formats, the public broadcaster has inked some major international agreements including studio deals with Warner Bros and NBC Universal, which gives it access to shows such as teen mystery drama *Veronica Mars* and a number of A-list movies. Steimer says: "Some of the acquisitions that I would rate as very important and that either have been or will be successful in the future include *Lord of the Rings*, *Harry Potter* and *Mamma Mia*."

The channel has also inked long term deals with factual distributor Arts and Entertainment for a range of docs and Jonathan M Shiff for kids content including *The Elephant Princess* and *H2O: Just Add Water*. "ZDF as a public service broadcaster is primarily looking for programmes of high quality that are content driven and leaving the more fun, horror or voyeurism driven programmes to our private competitors," Steimer says.