This year, ZDF Enterprises is aiming straight for buyers’ hearts, with its *Spring Feelings* programming slate. Topping the list is *Straight to Your Heart*, which is the new name for the hit daily soap *Forbidden Love*. “With its fresh new faces and stronger accent on glamour, it epitomizes our MIPTV thematic block *Spring Feelings*, which unites top-quality viewing aimed chiefly at female viewers,” says Alexander Coridass, the president and CEO of ZDF Enterprises. “Leading our documentary lineup is the five-part *Holy War* series, which takes a penetrating look at the conflicts between Islam and Christianity, an important program for our time. As for our children’s programs, my special tip is *Figaro Pho*, a whimsical animated series.”

“By cultivating our established program sectors, we give buyers a sense of continuity.”

—Alexander Coridass