

Germany focus marks growing role in the global TV market

M IPTV 2016 is hosting a special Focus On Germany, which will provide TV professionals from around the world with a unique opportunity to discover new German programming, meet top-level executives from the German TV industry, and forge new alliances with German producers. In addition, lead sponsors ZDF Enterprises and Red Arrow International host conference sessions on the international production and co-production of scripted and non-scripted TV shows. Other leading German media sponsors

include Deutsche Welle, Global Screen and WDR mediagroup. Alexander Coridass, president and CEO, ZDF Enterprises said: "ZDF Enterprises is the largest distributor of German-language programmes, a valued co-production partner of international broadcasters and producers, as well as a major investor in audiovisual content, both domestic and foreign. Being a global player with a German home base, we are delighted to take the opportunity of the Focus On Germany to present the German market's many exciting facets on the international stage."

Henrik Pabst, managing director,

Red Arrow International, added: "It is great to be participating in MIPTV's Focus On Germany. Red Arrow's business now extends far beyond our original home country, with 13 production companies in six countries. Focus On Germany is a great opportunity to celebrate our industry's domestic and international success." Germany is the world's second biggest television market, with more than 40 million TV households. In terms of international profile, German companies have the fourth biggest presence at MIPTV and MIPCOM and this country focus will underline the

international reach of the German TV industry.

One notable recent trend has been the growing success of German-language drama on the international market. Following on from hits such as *Generation War* and *Deutschland 83*, this MIPTV market will see a screening by ZDF Enterprises of *Ku'damm 56 – Rebel With A Cause*.

Beta Film will also be showcasing the mini-series *NSU German History X*.

Other Focus On Germany initiatives include a showcase of innovative media disruptors and a dedicated MIPTV supplement about the German TV industry. An enlarged German Pavilion this year features exhibitors including AG Dok, ARRI Media, German Films, Sola Media, Spiegel TV, and Your Family Entertainment.



MIPTV officially opened yesterday with the help of the mayor of Cannes' office and VIPs from German exhibitors, to mark MIPTV's Focus On Germany. Pictured are: Semec's Claire-Anne Reix (left); Dr Frank Chikli, Cannes deputy mayor for economic development; Telepool/Global Screen's Dr Thomas Weymar; Reed MIDEM's Paul Zilk; ZDF's Fred Burcksen; DW Transtel's Maria Winzen; Reed MIDEM's Jerome Delhaye; WDR mediagroup's Michael Loeb; Red Arrow International's Henrik Pabst; and Reed MIDEM's Laurine Garaude.