

# German drama is on the move

EXPORTING content globally is the “next big leap” for German drama producers, a leading broadcaster has said.

Speaking at a MIPTV conference session yesterday, Susanne Mueller, executive director for feature films at German public broadcaster ZDF, said that drama makers are becoming more outward-looking and their content is reaching audiences overseas.

Addressing delegates at Beyond The Hype: German Drama Series Going Global, part of the Focus On Germany series of events, Mueller said: “The next step is to

take productions outside of Germany. Our creators have developed a lot and learned a lot from the international market; they’ve learned how to work in teams and work in modern ways.”

Mueller said that German companies are increasingly involved in international co-productions, including a number of successful dramas in Scandinavia and elsewhere in Europe, and over time more broadcasters are asking for German drama content.

“We’re in a new position now,” she said. “Countries have been reluctant to take German con-

tent in the past but now with the fragmentation of channels it is becoming more possible.”

She was joined on stage by UFA Fiction CEO Benjamin Benedict, who praised the German TV and film industry’s progress over the past decade and said that a “highly developed and professional” wave of dramas was emerging.

Also addressing delegates were ZDF Enterprises’ executive vice-president and chief operating officer Fred Burcksen and Guido Pugnetti, head of marketing and TV product management at Italy’s Rai Cinema.



ZDF’s Susanne Muller, speaking at the Beyond the Hype session