



ZDF is the New Media Partner of the Berlinale 2005

The Berlinale and ZDF (Second German Television Channel) finalized and signed a far-reaching media partnership for television today. ZDF is one of the three main partners of the 55th Berlin International Film Festival, which will take place from February 10 to 20, 2005. In addition to providing extensive coverage of the festival, ZDF and its partner channel 3sat will be responsible for organizing and staging the opening gala, the award ceremony and other Berlinale events.

“ZDF will be intensifying its coverage of culture and the arts even further in the coming year”, ZDF director general Markus Schächter commented. “On its main channel, as well as on its partner 3sat, ZDF has promised Germany’s most important international film festival the presence in the media it deserves.” The goal is to improve the public’s perception of filmmaking as represented at the Berlinale. “By highlighting its coverage of the Berlinale, ZDF will enhance its profile as patron of the German film market and as platform for international cinema of indisputable artistic value”, Markus Schächter emphasized.

Berlinale director Dieter Kosslick: “ZDF is the ideal TV partner for us. Being able to rely on the ZDF’s support for our gala premieres and live events makes us confident that the 55th Berlinale’s presentation will be splendid.”

ZDF plans wide up-to-date coverage on its daily news programmes, on “ZDF-Morgenmagazin” and “ZDF-Mittagsmagazin”, “hallo Deutschland”, “drehscheibe Deutschland”, “Leute heute”, “ML Mona Lisa”, “Länderspiegel” and “ZDF.reporter”. The ZDF magazine “aspekte” as well as “Kulturzeit” and “Kennwort Kino” on 3sat will also broadcast in-depth reports on the competition programme, and the films and themes of the other sections and series.

The Berlin International Film Festival and ZDF are looking forward to collaborating successfully at the 55th Berlinale. The festival’s two other main partners are Volkswagen and L’Oréal Paris.

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