



Press Release

ZDF Extends Its Contract as Principal Partner of the Berlinale until 2016

The ZDF, which has supported the Berlinale as its main media partner since 2005, has just extended its engagement for another three years, up through the 66th Berlin International Film Festival.

"We are very pleased that it will be possible for us to continue our successful cooperation with ZDF and develop it further. We are a great functioning, creative team, and as ZDF always says: For better viewing watch ZDF - especially when it comes to the Berlinale," comments Festival Director Dieter Kosslick.

In the next years, ZDF will again produce all the events staged at the Berlinale Palast - from the Festival's Opening Gala and the Shooting Stars Award, to the presentation of the Honorary Golden Bears and the closing Award Ceremony of the International Jury.

Besides broadcasting the opening of the Berlinale and the Award Ceremony on 3sat, ZDF's partner station, ZDF also equips the Berlinale Palast with the technology required for everything from stage design, sound, lighting and camera.

ZDF is also responsible for making TV footage of the Festival available to many national and international television networks.

Last not least, with its multifaceted and competent coverage, ZDF contributes to the Berlinale's presence in the media, and brings international cinematic art and the action on the red carpet directly to viewers in their homes.

Dr. Gottfried Langenstein, who as Director of the European Satellite Programme at ZDF is responsible for the partnership, says about extending ZDF's commitment: "The Berlinale is one of the world's largest film festivals for the public and so a special event for ZDF. The Festival not only features huge box office hits, but also more demanding films that take a stance on important socio-political issues and contemporary history. This is what distinguishes the Berlinale and why we are so delighted about extending our engagement."

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