



## News

### PREMIERE WORLD to be Major Partner 2002

Daily Berlinale programme / "Premiere First Movie Award" for debut films

PREMIERE WORLD will be covering the 52nd Berlin International Film Festival with a full range of specials. Daily reporting will be centred around the one-hour show "PREMIERE WORLD Berlinale 2002", to be broadcast without encoding during prime time. The programme will be hosted by PREMIERE WORLD presenter Nova Meierhenrich.

For the first time in the history of the Berlinale, the opening and closing events, including the presentation of the Berlinale bears and the "PREMIERE First Movie Award", will be transmitted live and uncoded. During the twelve days of festival, special programming related to the Berlinale will be shown on several channels. The entire project will also be supported by extensive online coverage at [www.premiereworld.de](http://www.premiereworld.de). Dieter Kosslick, Director of the Berlinale, said, "I am delighted that we have gained a creative and competent partner in PREMIERE WORLD, a partner that loves the cinema and will help us make the Berlinale a marketplace for ideas and talent. Our idea of developing new projects for up-and-coming film-makers has been received with great enthusiasm by PREMIERE WORLD. During the 2002 Film Festival, we shall be jointly initiating a new young director's prize for the best first film."

The "PREMIERE First Movie Award" is to be given to the best debut film by a jury of five well-known international personalities. Films competing for the award will come from sections *Competition*, *Panorama*, *Forum*, *Kinderfilm* und *Perspektive Deutsches Kino*. Hans Seger, Chief Product Officer at PREMIERE WORLD, commented, "We offer the largest range of movies in Germany. It is therefore only logical that this award is aimed at offering up-and-coming national and international film directors an opportunity for high-profile promotion on a long-term basis. We hope that as a result of the "PREMIERE First Movie Award", young filmmakers and their works will be given the public attention they need, today more than ever before, in order to realise their film projects."

Dec. 5, 2001

**Internationale  
Filmfestspiele  
Berlin**

Potsdamer Platz 11  
10785 Berlin

[www.berlinale.de](http://www.berlinale.de)

Ein Geschäftsbereich der  
Kulturveranstaltungen des  
Bundes in Berlin (KBB) GmbH