

Press Release



Berlinale Keynotes Go German Game Days!

The Medienboard together with the Berlin International Film Festival will present the *Berlinale Keynotes* for the first time as part of the DGT (German Game Days, May 2-4, 2011, bcc Berlin). Three international lectures under the heading "Film Meets Games: Trends and Tendencies" will focus on the ways in which film, television and computer games continue to grow closer together.

Berlinale director Dieter Kosslick: "Film and games are moving ever closer together in terms of the way in which they are produced. With the *Berlinale Keynotes* the Berlinale wants to launch a discourse about innovations in this area."

Medienboard managing director Elmar Giglinger: "We are delighted to be able to present the *Berlinale Keynotes* as part of this year's DGT. The games industry represents one of the strongest growth sectors in the creative and media industries worldwide and has built up an ever increasing number of links to film, TV and music. Against this global backdrop, the holding of the *Berlinale Keynotes* at the DGT represents an ideal and fitting development."

Anita Ondine is a story architect at Seize the Media in London and also an advisor for innovative narrative models and interactive story worlds. She will speak on transmedial narrative concepts that increasingly dissolve the borders between film, TV and games.

Rupert Ochsner, game director at Beta Film Munich, will use the example of *Borgia* to explain transmedial strategies for global sales and distribution. *Borgia* is Europe's most expensive TV series to date and is also scheduled to appear in game form.

Malte Wagener, director of global business development at Koch Media Munich, will present the console game "Dead Island," which will be released in fall 2011. The game's elaborate trailer has gained much online attention in recent months and a number of internationally renowned studios have shown tremendous interest in producing the film version of the game.

The *Berlinale Keynotes* are an initiative organized by the Medienboard Berlin-Brandenburg together with the Berlin International Film Festival. First launched in 2007 and held most notably in the context of the Berlin International Film Festival each February, they offer global trendsetters and media pioneers a forum for reflection and debate on urgent questions facing

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the film and media industries. The topics covered in previous years include the future of the film industry in the digital age, creative and strategic alliances between films, games and Web 2.0 and the cinema of the future. The *Berlinale Keynotes* 2011 form part of the DGT's Open Forums and are open to the general public.

To see the full programme schedule of the DGT (German Game Days), please visit www.deutsche-gamestage.de.

Press Office
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