



## Press Release

### Berlinale Welcomes Another Principal Partner: MagentaTV

MagentaTV, Germany's leading television platform, offers both TV programmes, exclusive series and films as well as streaming services all in one. The television and streaming service by Deutsche Telekom will be supporting the 2020 festival, joining ZDF, Audi and L'Oreal Paris as a Principal Partner of the Berlin International Film Festival.

Among other features planned for the 2020 Berlinale by MagentaTV is its own festival lounge located at Zoo Palast, offering a wide spectrum of events for trade visitors and audiences and creating a new location for exciting encounters and in-depth dialogue. A special focus will be put on the series programme *Berlinale Series*.

"We're pleased to welcome MagentaTV, an innovative player in the audiovisual market, as a new member of the Berlinale's Principal Partners" says Mariette Rissenbeek, Executive Director of the Berlin International Film Festival.

"With its multifaceted programme, its expertise in the area of series and last but not least its enthusiastic film audiences, the Berlinale is the ideal environment for a presentation of the MagentaTV product range," says Michael Schuld, Senior Vice President Business Unit TV & Entertainment at Telekom Deutschland GmbH.

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#### Press Office

Potsdamer Platz 11  
10785 Berlin

Phone +49 · 30 · 259 20 · 707  
Fax +49 · 30 · 259 20 · 799

press@berlinale.de  
www.berlinale.de

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

#### Management:

Mariette Rissenbeek  
(Intendantin Internationale  
Filmfestspiele Berlin),  
Charlotte Sieben  
(Kaufmännische Geschäftsführung),  
Prof. Dr. Bernd M. Scherer,  
Dr. Thomas Oberender

Vorsitzende des Aufsichtsrates:  
Staatsministerin  
Prof. Monika Grütters MdB

Amtsgericht Charlottenburg  
HRG Nr. 96 · HRB 29357  
USt ID DE 136 78 27 46