

**ZDF presents its strategy for telemedia - Director-General Schächter:
The moving image on the internet is our core competence**

ZDF has drawn up its proposed strategy for online and teletext services. This document was submitted to the broadcaster's governing body (ZDF Television Council) as well as to the Länder governments on 29 May 2009. It forms the basis for the legally prescribed three-stage public-value test to be applied to ZDF's existing telemedia services. ZDF's Director-General, Markus Schächter, sees the telemedia strategy as "an important step towards achieving a secure future for ZDF on the web for the decisive period that lies ahead." He said that ZDF had carefully and comprehensively prepared this new definition of its online activities. The new approach, he explained, meant that ZDF's internet offerings would be considerably streamlined over the coming months and given a more consistent focus on video content. Schächter: "The moving image on the internet is our core competence. So we will be significantly reducing the share of text input and putting video at the centre of our services."

The telemedia strategy document sets out the content and direction envisaged for the internet platforms zdf.de, heute.de, sport.zdf.de, ZDFmediathek, tivi.de, theaterkanal.de, unternehmen.zdf.de and ZDFtext. It also contains a proposal for differential online availability times to determine what content is to be accessible for how long after TV transmission. The Director-General noted that the idea of removing content according to a set calendar ran counter to the nature of the internet, but it was required under government policy. So ZDF had, he said, put forward a coherent plan for leaving valuable media content on the internet for fixed periods. However, it remained difficult to understand why, for instance, it should only be possible to make use of valuable rights for sporting events for just 24 hours on the internet: "That is something Brussels has never demanded and not even wanted."

All online services provided by ZDF are, as a general legal requirement, to remain free of advertising and sponsoring. Feature films and serials that have been purchased rather than commissioned will not be offered for online viewing. ZDF presents its strategy for telemedia - Director-General Schächter: The moving image on the internet is our core competence

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In collaboration with the ARD regional networks, ZDF runs the online platforms for the channels 3sat.de, phoenix.de and kika.de. Since ZDF has lead responsibility for 3sat.de and phoenix.de, it is also presenting separate telemedia strategies for these services.

The full texts of the telemedia strategies of ZDF, 3sat and Phoenix are available, along with other information, from the broadcaster's corporate website at www.unternehmen.zdf.de. The ZDF Television Council, which oversees the three-step public-value test, is expected to open the formal procedure at its next session on 26 June 2009 and then agree a 'timetable' that will include deadlines for the submissions of opinions by third parties. This will be announced on the Council's website at www.fernsehrat.zdf.de.

For queries on the above, please contact:
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