

WAZ Media Group and ZDF agree online cooperation

DerWesten.de to take - with immediate effect – ZDF clips on medicine, history, travel, science and entertainment.

The WAZ Media Group and ZDF have agreed an online partnership. WAZ Managing Director Bodo Hombach and ZDF Director-General Markus Schächter signed the cooperation deal in Essen today. The WAZ Media Group can, with immediate effect, draw on ZDF videos and integrate them into its new portal, DerWesten.de.

ZDF Director-General Markus Schächter comments that, "This collaboration shows how the technical and content-producing expertise of two successful media corporations can be brought together in ways that build excellence."

"We have made cooperation between TV companies, including public service broadcasters, and independent newspaper publishers a part of our routine, and this helps to assure high quality in online journalism," explains Bodo Hombach, Managing Director of the WAZ Media Group. "We are therefore particularly pleased about the new partnership with ZDF."

Through this arrangement with ZDF, the WAZ Media Group is further expanding its online services in terms of both quantity and quality. The video clips and programmes are to be drawn from the commercial stock supplied by ZDF Enterprises. On its website, ZDF.archive, the ZDF subsidiary offers programmes and items from every programme genre on a wide range of topics, including travel, medicine, science, high tech, history, health and entertainment. The ZDF subsidiary produces more than 400 high quality video clips in German and English language versions and is responsible for marketing them on all digital platforms. Run by specialist journalists, this media offering concentrates on short documentaries in clip format that run for one-and-a-half to five minutes.

Under the agreement, the North Rhine-Westphalia-based regional broadcaster NRW.TV, a company in which the WAZ Group has taken a stake, may also air ZDF videos. However, these feeds require separate authorization by ZDF. The items used on DerWesten.de and NRW.TV are licensed on standard commercial terms. The agreement between the WAZ Media Group and ZDF shall initially hold for six months.

Photos are available from the ZDF's picture service, telephone: 06131-706100, or online at <http://bilderdienst.zdf.de/presse/wazzdfkooperation>

Mainz, 24. September 2009
ZDF Press Office