

**International Emmy Award for ZDF Director-General Markus Schächter  
Tribute by Henry Kissinger**

At the presentation of the 2009 International Emmy Awards in New York, ZDF's Director-General Markus Schächter received this year's "Emmy Directorate Award". Explaining its choice, the jury said that Schächter had shown great vision in preparing ZDF for the challenges of the digital age. He had contributed to positioning his public service broadcaster as a national and international leader in one of the world's most competitive television markets.

Markus Schächter was handed the prize at the gala evening by former US secretary of state Henry Kissinger. "Markus Schächter has led ZDF through a tumultuous past and has positioned it well for a fantastic future," said Kissinger in his tribute to the ZDF Director-General. Schächter's life so far had, he said, run parallel to the development of the Federal Republic of Germany: Born into a Germany that lay in ruins and had to find its identity between the burdens of the past and an uncertain future, Schächter had been a witness to reconstruction and had played a part in strengthening democratic values. Kissinger pointed out that Schächter had now worked for thirty years for ZDF, a broadcaster which had, during the Cold War period, also reached beyond the dividing border to the people in the other part of Germany, thus helping to prepare the downfall of the Wall.

The ZDF Director-General expressed his thanks for what he considered a great honour. It was, he said, also an award for the staff of ZDF and a mark of encouragement in difficult times. He spoke of the great task involved in making a success out of a broadcaster like ZDF, with more than 50 per cent information programming in its daily output. A key challenge for ZDF was to offer information and entertainment on the internet, a distribution channel that made the world both smaller and more complex at the same time. He said he was convinced that, in the television of future, quality and success would go hand in hand and that a national profile and an international presence were not at all mutually exclusive.

The International Emmy Awards was presented this year for the 37<sup>th</sup> time. Previous winners of the Emmy Directorate Award include former ZDF Director-General Dieter Stolte, Patrick Le Lay (TF1) and Greg Dyke (BBC).

Photos are available from Tuesday November 24, 2009, 10.00 am from ZDF's picture service, telephone: 06131 - 706100, or go to <http://bilderdienst.zdf.de/presse/emmyawards2009>

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