

## **ZDF Television Council approves revised telemedia [online] strategies**

### **Chairman Ruprecht Polenz: Content in accordance with public-service mandate, journalistic value exceeds market impact**

The ZDF Television Council approved at its meeting today in Mainz the telemedia strategies for ZDF, 3sat and Phoenix revised in accordance with its stipulations. Following extensive scrutiny and appraisal, the multi-stakeholder body determined that the telemedia content meets the requirements of the Interstate Broadcasting Agreement and conform with the public-service broadcasting mandate. The content, says Council Chairman Ruprecht Polenz, meets society's democratic, social and cultural needs and adds a high-quality contribution to journalistic competition and opinion forming. "The journalistic value of the content far exceeds the market impact feared by critics", said Polenz, adding that telemedia expenditure was also plausibly explained, with no sign of overcompensation.

The Television Council based its decisions on telemedia strategies updated in May after key revisions made at its recommendation. These notably included the provision of greater detail regarding service quality and cost, and more specific information on subdomains, programming guides and digital channels. Finally, the Council had advocated changes to the lengths of time different types of programming are kept available online. For example, the new rules, which additionally make allowance for producer interests, now set a limit for series that are set to run indefinitely.

"Seldom before has the ZDF Television Council subjected the television broadcaster's plans to such labour, cost and time-intensive scrutiny", said Polenz before journalists in Mainz. The Council set up a Telemedia project group specially to provide it with methodological support in carrying out the three-step test. It incorporated third-party opinions and expert reports on the market impacts of the content in its appraisal of the telemedia strategies. It also convened an extra expert consultation in Berlin that was not required by law.

The expert assessments on market impacts were put out to tender EU-wide before they were commissioned. The experts came to the conclusion that the telemedia services provided by ZDF, 3sat and Phoenix only had a small to very small impact on the investigated markets, Polenz said. Removing the ZDF online content from the market would only benefit advertising-funded providers to the value of 0.4 percent of the market. The figure for the 3sat online content was 0.1 percent and for the Phoenix online content 0.01 percent.



The Television Council will continue to watch market developments and evaluate the ZDF, 3sat and Phoenix telemedia services accordingly with the support of the Telemedia project group.

The updated telemedia strategies, the expert reports and the decisions of the Television Council are published on the Television Council section under [www.unternehmen.zdf.de](http://www.unternehmen.zdf.de) [in German].

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