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**Three-step test concluded for ZDF online services**  
**Director-General Schächter: Restrictions for users**

ZDF Director-General Markus Schächter has welcomed the outcome of a review of the telemedia strategy for ZDF, 3sat and Phoenix by the broadcaster's governing body, the ZDF Television Council. Speaking in Mainz after the Council's meeting, Schächter said, "With the three-step test concluded, the legal position is now clear and we have the certainty needed to plan the future of ZDF's online and teletext services."

Schächter nevertheless pointed to restrictions for website users. "The stipulations of the 12th Amendment to the Interstate Broadcasting Agreement and the outcome of the three-step test result in major restrictions for users. Contrary to what is really standard practice on the web, a lot of ZDF content quickly goes offline again and is then no longer available for people to do research and find out more."

Coverage of top sporting events like World Cup football has to be taken offline after 24 hours. Bought-in series from abroad like Britain's popular 'Midsomer Murders' (screened in Germany as 'Inspector Barnaby') are not allowed to be placed online at all. Even news programmes can no longer be found once a year has passed. Schächter: "This goes a very long way towards meeting publishers' and commercial TV broadcasters' interests. At the same time, the review has shown the effects of our services on commercial broadcasters' business models to be marginal. I hope it puts an end to the long-lasting dispute about the admissibility of public-service online content."

The telemedia strategies for ZDF, 3Sat and Phoenix are published online at [www.unternehmen.zdf.de](http://www.unternehmen.zdf.de). The expert report on the market impacts of telemedia content is available for viewing on the same website.

*Note for the press:*

*Please see also the press release on the same topic published on behalf of Television Council Chairman Ruprecht Polenz.*

Mainz, 25 June 2010  
ZDF Press Office