

ZDF and EBU promote innovative quality programming

Eurovision Creative Forum meets in Berlin

ZDF has set the stage in Berlin for new ideas in European television. On 17 September 2007, creative minds from Europe's public-service broadcasters came together for the second time in a row in Berlin for the "Eurovision Creative Forum" (ECF) to discuss new television formats and format trends. This gathering of TV experts to foster innovation in television programming was again organised by ZDF in collaboration with the European Broadcasting Union (EBU). The forum was held at the Berlin-Brandenburg Academy of Sciences (BBAW).

ZDF's Programmes Director, Thomas Bellut, said in advance of the event, "We are proud to support the ECF. And Berlin, which is such a vibrant city, certainly provides an ideal setting for creative format developers from all over Europe to develop their ideas on programmes and trends."

Last year's forum proved a great success, drawing considerable interest from television broadcasters around Europe and well beyond. This was reflected in the inclusion of contributions from non-European networks for this year's discussions in Berlin. The Canadian broadcaster CBC, for example, presented its successful new format called "Canada's Next Great Prime Minister". Innovations from Asian countries were also featured.

"This unique event, reserved exclusively for EBU members, draws on the full potential of the EBU to establish a European network for developing novel programmes and formats," explains Bettina Brinkmann, Head of Formats and Special Events at Eurovision TV.

Last year's Eurovision Creative Forum demonstrated that public-service broadcasters have been very active in producing creative formats, with many of their productions succeeding in the highly competitive television market.

Participants at the ECF were again asked to choose their seven favourite programmes. These are to be compiled in a show reel (The best of 2007) and screened at the MIPCOM in Cannes and other events such as the INPUT.

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Mainz, 12 September 2007

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