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"Integration week at ZDF flags up the issues for discussion in society"

ZDF has succeeded in making the question of integration accessible to a broad public by making it a central focus of programming for a whole week. The theme week was entitled "Wohngemeinschaft Deutschland", literally meaning "shared flat Germany" in the sense of a place where former strangers live together. Reviewing the theme week from 5th to 11th November 2007, ZDF's Director-General Markus Schächter concluded that the initiative had been a success. He said that ZDF had made a useful contribution "to the necessary dialogue between cultures" and had "flagged up the issues for discussion in society with an overall response that was remarkable".

Around 31 per cent of all television viewers in Germany, in absolute terms 23.04 million people, came into contact with the programmes broadcast over the theme week. There were 29 participating programmes with an "integration" focus on ZDF's main channel, achieving an average market share of 10.4 per cent (1.68 million viewers).

The public took an overwhelmingly positive view of the theme week. In representative survey conducted by FORSA, 81 per cent of respondents rated ZDF's initiative either "very good" or "rather good". The highest level of appreciation for this programming idea came from the 30-to-59 age group, whose response was 84 positive.

For more information:

Wohngemeinschaft Deutschland: <http://www.zdf.de/ZDFde/inhalt/23/0,1872,7110359,00.html>

Mainz, 7 December 2007
ZDF Press Office

