How Germany's market leader exploits business opportunities and conquers new markets

1.1 ZDF + ZDF Enterprises

- ZDF: Zweites Deutsches Fernsehen (Second German Television Network)
- Public Television: mission oriented
- Founded 1963
- One of Europe’s largest and most respected broadcasters
- Based in Mainz (Frankfurt area)

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1.2 ZDF + **ZDF Enterprises**

ZDF Enterprises GmbH

- Wholly-owned subsidiary and commercial arm of ZDF
- Launched in 1993

Mission Statement:

- Excellent services for ZDF
- Profit oriented: Identifying investment and revenue opportunities in the market place
- Management and coaching of our subsidiaries and affiliated companies

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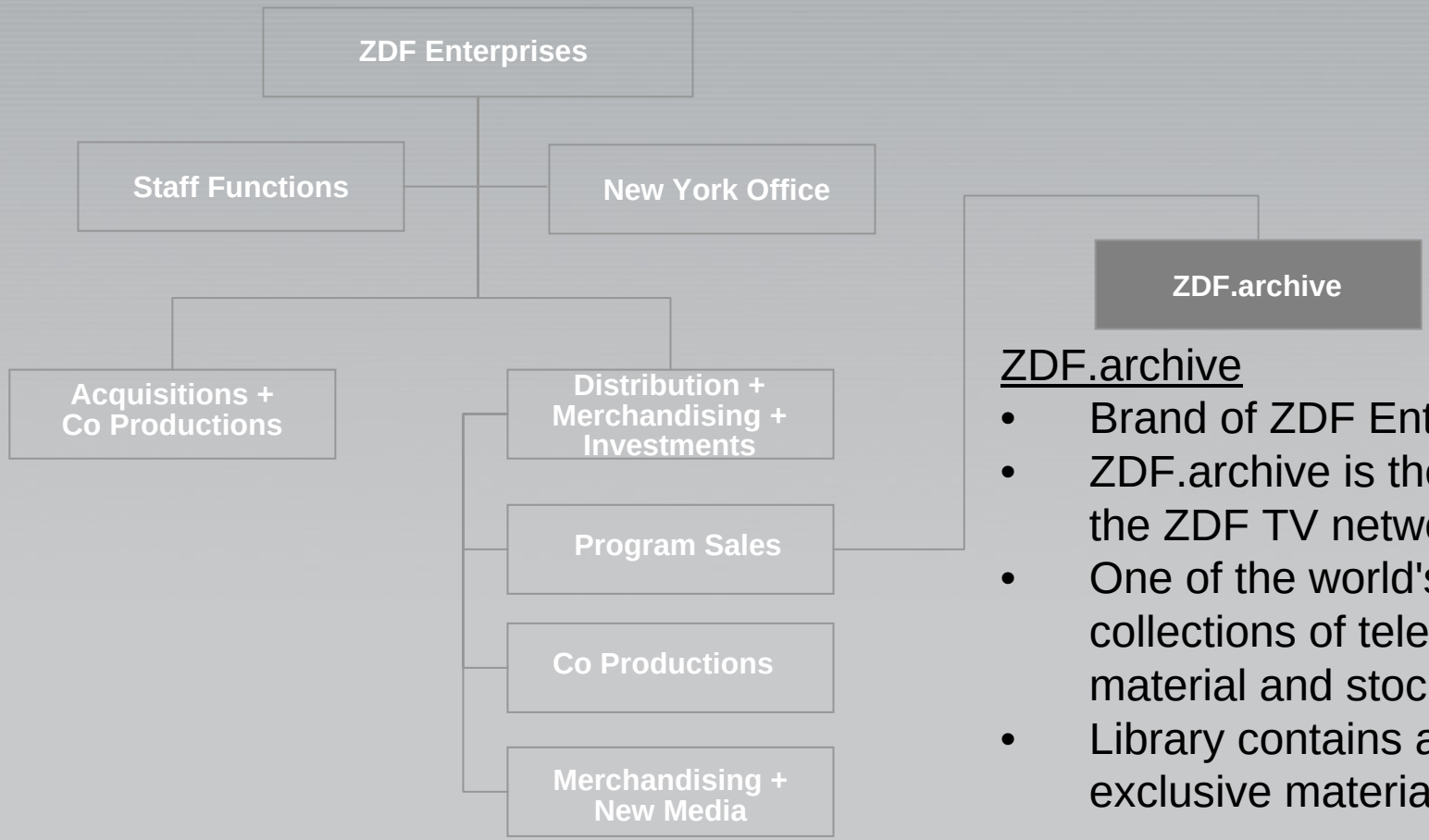
1.3 ZDF Enterprises + ZDF.archive



ZDF.archive

- Brand of ZDF Enterprises
- ZDF.archive is the library of the ZDF TV network
- One of the world's largest collections of television material and stock footage
- Library contains a lot of exclusive material

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1.4 Introduction ZDF.archive

Universal archive

- Approx. 300.000 different programs, 2 million entries, 40 years

Independent

- ZDF: high production output

Exclusivity & Quality

- unique footage
- superior technical quality
- ZDF know-how

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1.5 What is our business?

We are in the worldwide footage-business!

<u>Factual content</u>

- Entertainment
- Current affairs + News
- Nature + Wildlife
- Travel + Destinations
- Science + History
- Business + Economy

<u>B-to-B</u>

Target groups are TV-Broadcaster, Producers, Advertising industry, Publishers …

Fast paced business: 24/7

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1.6 Our current market position

- Strong growth of market share and gross revenue (20 % per year)
- Partner in internationally dominant network
- Characteristics:
  - pro-active
  - cutting edge
  - customer oriented
  - quickly responding
- Market leader in German speaking territories
- Long term vision: major player in worldwide Factual Footage Business (Top 10)

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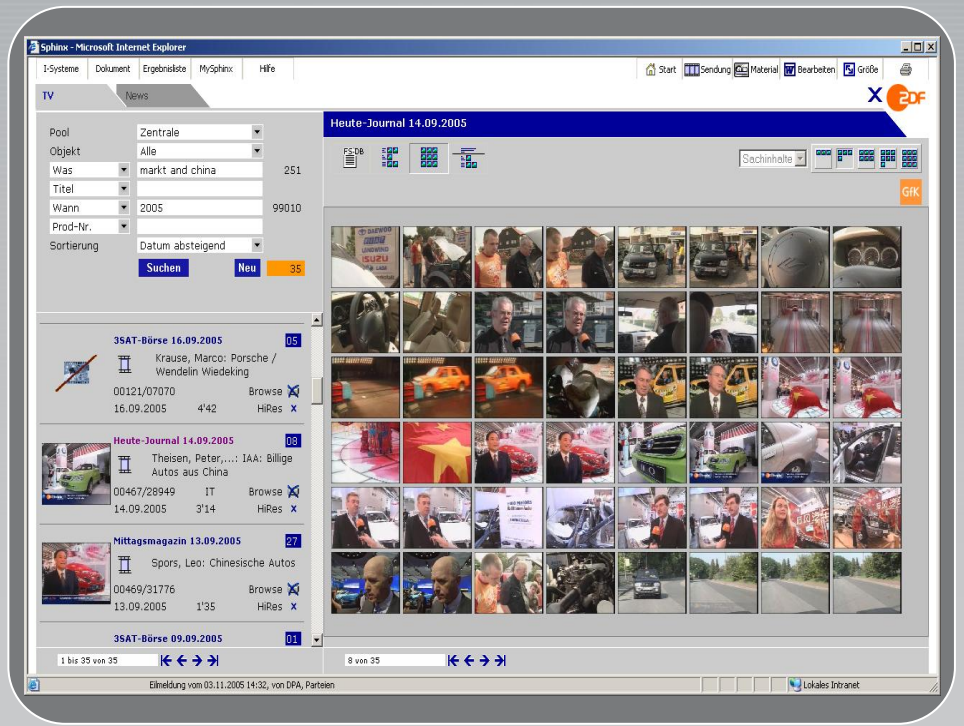
1.7 Technical details / ZDF-Database



ZDF.archive:

- Language keyword based
- Main research facility for ZDF and all ZDF studios worldwide
- Screening by key frame storyboard and clips based
- On request online stream via email or FTP available
- Database includes text (newspaper, anniversary dates), sounds (MP3), biographies, key frames and videos (low-res and high-res)
- Delivery by courier (tape), by satellite or, to save costs, via FTP

1.8 For more information …

… on how to acquire footage from ZDF.archive or cooperate with us, please contact our office.

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