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**ZDF agrees cooperation with Chinese and Korean broadcasters**  
**Markus Schächter: further steps to consolidate ZDF's global information network**

ZDF continues to strengthen its international information network. On his visit to China the Director-General of the German public-service broadcaster ZDF, Markus Schächter, finalised formal cooperation arrangements with a Chinese and a Korean TV network. On Tuesday, 8 June 2004, a far-reaching cooperation agreement was signed by the head of ZDF and the president of the Shanghai Media and Entertainment Group (SMEG), Ye Zhikang. Founded in 2001 in Shanghai, SMEG is one of China's largest media corporations. Eleven television and radio stations, reaching an audience of a hundred million, belong to this holding company, which also owns film studios, theatres and media technology businesses. While attending the Shanghai Television Festival Markus Schächter also signed a contract with the Korean media group Munhwa TV&Radio Broadcasting Corporation (MBC). MBS has a public-service mission in Korea but is run as a private-law corporation.

Under these agreements each side grants the other access to news footage and archive material. Moreover, the parties have agreed conditions for reciprocal support in production and formulated their interest in working together through their respective studios abroad.

Director-General Markus Schächter describes the agreements as a logical continuation of the process begun with the first agreement signed back in the 1980s and as a further step by ZDF in the process of consolidating its global information network. ZDF, which maintains studios in Beijing and Tokyo, will now have even faster access to news and footage from the southern Chinese business and media hub of Shanghai as well as from the South Korean capital and the regions of Korea.

Another decisive advantage for ZDF is, says Schächter, MBC's good contacts in the northern part of the Korean peninsula. "This agreement gives ZDF direct access to the Democratic People's Republic of Korea. In view of political developments in North Korea and the risk of future military conflicts ZDF needs to be able to draw on current film footage and pictures from this closed country. Our South Korean partners will be able to provide the key support we need," notes ZDF's Director-General.

The agreements also grant favourable conditions to the two Asian broadcasters for gaining preferential access to ZDF footage so that, with German pictures, they can widen the scope of political and cultural reporting from Europe. The agreements just concluded with MBC and KBS extend ZDF's long line of agreements already concluded with foreign networks such as NBC (USA), TBS (Japan), CCTV (China), ITN (Great Britain) and VGTRK (Russia).

Mainz, 8 June 2004  
ZDF Press Office

