



Press Release

### **Autentic takes full control of Autentic Distribution**

**Cannes, 16 October 2017.** The Munich-based Autentic GmbH will take full control of the international factual distribution company Autentic Distribution, formerly a joint-venture of Autentic and the WDR mediagroup. Effective 1/1/2018, Autentic Distribution, headquartered in Cologne, becomes the wholly owned subsidiary of Autentic, which in turn is possessed by Patrick Hoerl and Jan Mojto's Beta Film group. Autentic Distribution maintains its close relationship with WDR as exclusive distribution partner of all WDR documentaries.

“Throughout recent years, Autentic and the WDR mediagroup have built up a fast-growing distribution entity. Autentic will hold on to its strategy to invest in high-quality content to allow managing director Anne Hufnagel and her team to pursue this growth course,” says Autentic CEO Patrick Hoerl. “Investigative journalism by WDR has set an international standard. We are delighted to be able to keep on offering this content as well as productions from other public broadcasters in the future.”

Michael Loeb, WDR Mediagroup: "As part of the realignment of the WDR mediagroup, the investment portfolio is also being reviewed. In this connection, the decision has been made to sell the shares in Autentic Distribution as the common strategic objective of Autentic and WDR mediagroup has been achieved: the development of internationally successful sales for factual program. Therefore, the time has now come for the WDR mediagroup to withdraw. However, nothing changes when it comes to the good collaboration. The WDR mediagroup will continue to distribute the high-quality WDR factual productions on an international basis exclusively by means of Autentic Distribution. This successful partnership will continue."

Autentic Distribution is heading to MIPCOM in Cannes with 150 hours of new factual programs, among them the remarkable documentary about live in the future “2077 – 10 Seconds to the Future” (4 x 60’) and “Secrets of Arabia” (4 x 52’) which gives a fascinating inside into one of the richest regions in the world.

#### **For further information:**

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