

PRESS RELEASE

International Sales

"Focus on Germany" at MIPTV 2016: WDR mediagroup brings innovative German formats to the international market

Cologne, 21 March 2016. Original TV formats from Germany: WDR mediagroup (WDRmg) is taking advantage of this year's "Focus on Germany" at MIPTV (4th to 7th April in Cannes) and will be presenting a selection of unusual formats at the world's largest trade fair for TV programmes and digital content. Recent additions to the sales catalogue include "Moral Springs" and "The Laugh of Others", two WDR productions which were created last year as part of the public broadcaster's innovation initiative. For the first time, the underlying format ideas are now available on the international market for country-specific remakes or adaptations.

Black humour and a very special, subliminally morbid atmosphere – with these stylistic devices, "Moral Springs" sets itself apart from any other fictional mini-series. The story revolves around a man who returns to his home village after 20 years in the big city and has bizarre encounters with the odd village inhabitants. The concept makes it possible for international remakes to be aligned with specific local characteristics, and the serial structure makes "Moral Springs" flexible for various timeslots and production budgets.

"The Laugh of Others" is an intelligent comedy format which tackles social taboos. Two comedians meet members of a fringe group and try to laugh with them about their situation. By this, they explore authentic ways of using humour to laugh in the face of difficult circumstances.

Another addition to WDRmg's format catalogue is "Couples' Retreat", a WDR production commissioned by ARD. In this improvisation format from the creators of the award-winning TV event "Autumn Tingles", a group of actors spends a weekend in a spa hotel. Equipped only with the biographies of their characters, but without any script, the spontaneous interactions between the fictional couples result in both humorous and critical moments. With relationship issues as a focal topic, "Couples' Retreat" surely has international relevance.

"Each of our new formats is unique in its own way, yet tackles universal topics and is therefore highly attractive for the global market," says Stefanie Fischer, Head of Content at WDRmg. "From series to entertainment shows – the decisive factor for us is that they are based on original concepts and can be easily adapted. As the commercial subsidiary of WDR we have exclusive access to its productions, and last year's innovation initiative has turned out to be an amazing source that we can now fully exploit."

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Next to formats, WDRmg's content team will also be distributing numerous attractive programmes at MIPTV. The focus here is on children's shows. "Additionally, the co-production and co-financing of new, innovative kids' programmes continues to be an exciting business sector in which we see great potential for future growth," says Fischer.

In order to support MIPTV's spotlight on Germany, the Cologne-based company is acting as sponsor for several events. This includes the official conference programme on "Focus on Germany" as well as the ceremony for the International Format Awards at ClubC21 on 2nd April. WDRmg is also on board once again for the International Emmy Kids Awards at Intercontinental Carlton Hotel on 5th April and will be sending the Maus (the protagonist of the German cult programme "The Show with the Mouse") to the award ceremony as a brand ambassador of its home country.

As a partner of the **German Pavilion**, WDRmg will be present at MIPTV 2016 in **Palais 1, stand number: P-1.J24 - P-1.K23.**

Images are available for download at:

<http://www.wdr-mediagroup.com/en/unternehmen/presse/aktuelles>

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