

P R E S S R E L E A S E

International Sales

Diverse Portfolio: WDR mediagroup Presents TV Programmes and Formats as well as Digital Services at MIPCOM 2016

Cologne, 14th October 2016. WDR mediagroup (WDRmg) will be represented by sales teams from various business sectors at this year's MIPCOM (17th to 20th of October in Cannes). The Cologne-based company will not only be marketing programmes and formats across a range of genres but also offer digital services. International producers and content providers will be able to purchase smart solutions for the digital distribution of their programmes or enhance them with accessibility features to make them suitable for people with hearing or visual impairments. The main point of contact for interested trade visitors will be the German Pavilion (**stand P-1.J24-K23**), which WDRmg is partnering with again this year.

At the German Pavilion, WDRmg will exhibit its **portfolio of high-quality children's programmes**, which is now offering content for all age groups and areas of interest, thanks to a number of new additions, such as the live-action series "Hayden's Dream", as well as classics like "The Maus". Other key areas will be the marketing of innovative TV formats available for international adaptation, and the recruitment of (co-)production partners for the realization of future projects in children's television.

RC Release Company, WDRmg's in-house label and video-on-demand sales unit, will also be presenting its portfolio. The company specializes in DVD, Blu-ray and video-on-demand releases, and has recently expanded its programme catalogue. In addition to films, series and documentaries, it now includes a larger number of anime productions. Besides sales meetings with potential buyers from major video-on-demand platforms, the company will be focusing on the acquisition of new programmes to further expand its catalogue.

Autentic Distribution, a joint venture between WDRmg and the Munich-based label Autentic, will be presenting at the Beta Film stand (**R7.F2**). Here, the focus is on the international marketing of documentaries. A vast variety of topics will be covered, ranging from politics to society, nature and (motor) sports. This year's highlights include "Russia's Horses", which examines the economic and cultural role horses play in Russia, and "Heights of Delights", a culinary journey through the Alps.

Next to buying and selling programmes, WDRmg will also be showcasing an extensive range of **digital services** at the German Pavilion. These include efficient technical solutions for transcoding programmes, as well as filing and automatically delivering them to video-on-demand platforms. Moreover, content providers can have their programmes enhanced by audio descriptions, sign language translations and multilingual subtitling, to make them accessible to people with visual or hearing impairments.

Michael Loeb, CEO at WDRmg: *“Ever since we successfully started marketing content on the global stage, the diversity of our portfolio has been expanding continually. That is why the next logical step for us is to make the best use of the technical infrastructure and the partnerships that we have built with key players in the market, positioning ourselves as a versatile provider of digital services for companies from all over the world. We have experts from a variety of business sectors present at MIPCOM, and thus we will be able to offer a comprehensive range of services from a single source.”*

Images can be downloaded at: <http://www.wdr-mediagroup.com/en>

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