



# CREATIVE INDUSTRIES IN THE CAPITAL REGION

Media. IT. Communications

**medienboard**  
Berlin-Brandenburg GmbH

THE GERMAN CAPITAL REGION  
MORE VALUE FOR YOUR INVESTMENT

## CONTENT

Greeting	1
Foreword	3
Creative Capital Region	4
Film	6
Television	10
Radio	13
Games	14
Web & Social Media	16
Mobile Entertainment	18
Publishing	20
Music	23
Communications   Design	25
IT   Telecommunications	27
Education   Young Talent	31
Financing   Funding	34
Investing in Berlin and Brandenburg	35
Business Locations	37
Media Networks	40
Associations	41
Contacts	42
Imprint	45



Klaus Wowereit

»And the winner is... Berlin-Brandenburg!« These words are being heard more and more at film award ceremonies all over the world. Indeed, in the past several years, the capital region has emerged as the number one location for German film and a prime address for international productions. And it is not just the film business that is enjoying increasing success: the entire media industry in the capital region has experienced outstanding development.

Berlin-Brandenburg is Germany's leading location for TV productions. In addition to a diverse publishing industry and a vibrant and trend-setting music business as one of our key creative core industries, the capital region is now also a major hot spot for the digital scene, which includes a vibrant games cluster and a unique Web 2.0 community that has pushed Berlin-Brandenburg to the center of the blogger scene. And that's not all: Berlin is also the cinema capital. No other region in Germany has as many movie theaters, and nowhere else can you experience such a variety of cinema programming. This is why we will be supporting our local art-house cinemas in the coming phase of digitalisation.



Matthias Platzeck

Top events such as the Berlinale, the ECHO and BAMBI awards, the medienwoche@IFA, the German Games Days and the blogger congress re:publica have made the capital region an internationally recognised »place to be for media«.

Flexible, mostly small and medium-sized companies, an enormous potential for innovation, unrelenting creative energy, a growing international profile and excellent cost structures: these are the foremost structural strengths of the capital region's media industry, and they are also proving of value in today's difficult economic environment. Although the global economic and financial crisis has also hit the media and creative industries, the sector's decrease in earnings lies well below the national average. In other words, there is reason to believe that the media industry in the capital region will emerge from the crisis even stronger.

Especially in hard times like these, the strategy pursued by Berlin and Brandenburg – the idea of bringing together media expertise and creating a joint media location – has proven to be well-guided. Our formula for success is: creativity plus a perfect infrastructure plus fast and wide-ranging support from industry networks and the administration.

Creative industries such as film and media have long since become engines of economic growth and employment. In this vein, the targeted financial support provided by the Medienboard Berlin-Brandenburg is an investment that has proven to be very worthwhile.

The Medienboard's balance sheet is proof positive of this. In 2010, it handed out funds totaling € 28.5 million to 299 films and business-development marketing projects. These funds led to sales of € 120 million in the capital region – a regional effect of 422 percent.

The track record is also impressive: 5 Oscars® in 4 years, 72 German Film Awards since 2004, 18 European Film Awards, 1 Silver and 1 Glass Bear at the 2010 Berlinale, currently 16 Lolas, 6 Golden Globes and in 2009 1 Palme d'Or for »The White Ribbon«. These achievements have attracted well-deserved attention worldwide.

The Berlin-Brandenburg media region represents a major success story. At this point, we have very good reason to look confidently towards the future.

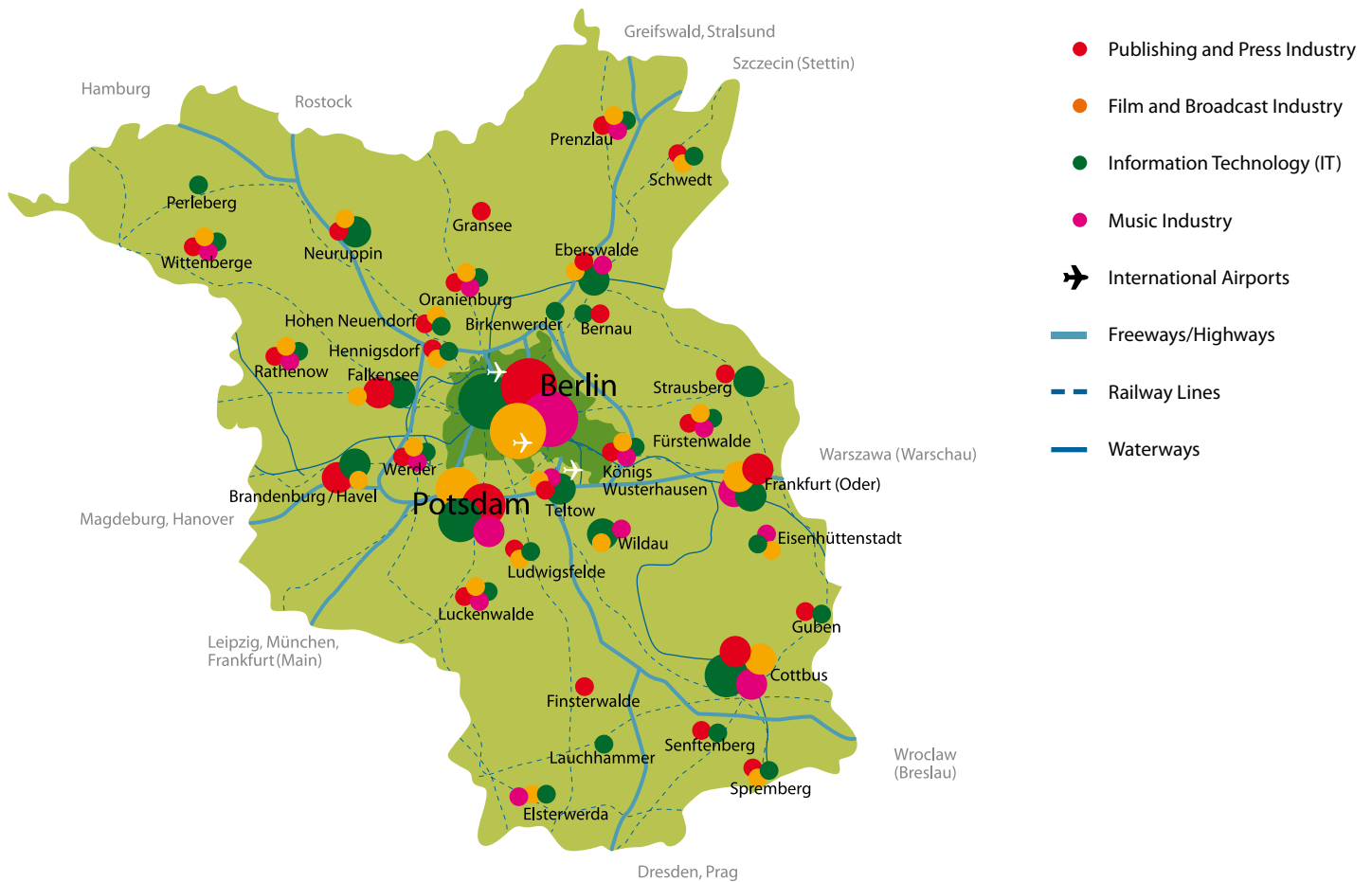
**Klaus Wowereit**  
Governing Mayor of Berlin

**Matthias Platzeck**  
Minister-President of the State of Brandenburg

## Creative Metropolis in the Heart of Europe



## Berlin-Brandenburg Capital Region





Elmar Giglinger

Germany is a prime film and media location and Berlin is its beating heart. The capital is the cloverleaf for trans-European traffic, and it is here that creative content and innovative technology merge with successful business models. Berlin is the junction point of classic media production houses and the newer digital industries, with an international elite of creative talent and an exploding social media community.

The media and creative sector in Berlin-Brandenburg comprises some 30,000 companies and employs more than 220,000 people, notching up an annual turnover of about 20 billion Euro. It is the capital region's most important growth sector and forms the core of policies directed at attracting industry to the area.

Berlin-Brandenburg is the site of appealing, contemporary professional, lifestyle and corporate cultures created by its wealth of film and television producers, transmedia, games and 3D developers, bloggers, musicians and music companies, publishers, designers, and fashion houses. An abundant supply of consultants, networks, and financing and subsidy possibilities makes the region the right business venue for new projects and business ideas, and start-ups. And it is here that political decision-makers work with the national associations representing all branches of the media to make and implement media and economic policy for all of Germany.

That mixture is unique in all of Germany and it is what makes the capital region so appealing. Berlin is the capital of film, web 2.0, and music; the central venue for academia and publishing; and the city of design. Top-of-the-line national and international awards, trade fairs and special events across all the creative industries feed a world-wide network and make Berlin the center of debate on international creative issues. Among those events are the Berlin International Film Festival, the IFA consumer electronics fair, mediawoche@IFA, the German Games Days and the re:publica, the print summit M100, the ECHO music awards, Berlin Fashion Week and the Bread & Butter fashion trade show. On top of that, the newly-founded Berlin Music Week brings together the international music market Popkomm, as well as the major and independent labels and club events under one roof.

On the pages that follow, we would like to give you a compact overview of the creative and media landscape of Berlin-Brandenburg, its companies and professionals, and its players and networks. We hope this will give you a taste for a closer look at the region, so beginning on page 42, you'll find a list of contacts who are happy to help you in any way they can when it comes to planning your survey or project.

Business success stories are always the result of teamwork, the right entrepreneurial culture and the right environment. One of Medienboard's tasks is to ensure that Berlin-Brandenburg continues to be the right environment for the creative and media industries.

So we bid you a warm welcome to one of the most interesting and influential venues for the creative industries in Europe. We look forward to helping you realize your projects.

A handwritten signature in black ink, appearing to be 'Elmar Giglinger'.

**Elmar Giglinger**  
Managing Director  
Medienboard Berlin-Brandenburg GmbH



The Brandenburg Gate in Berlin – 3D



Sanssouci Palace in Potsdam – 3D

## CREATIVE CAPITAL REGION

### The Largest Companies in the Region

#### Film | TV

Cartoon Film  
Grundy UFA  
MME Moviement  
NFP neue film produktion  
odeon Film  
Phoenix Film  
Senator Entertainment  
Studio Babelsberg  
Studio Hamburg Berlin-Brandenburg  
teamWorx  
UFA Film & TV Produktion  
Universal Pictures  
X Filme  
zero fiction film  
zero one film  
Ziegler Film

#### TV and Radio Stations

DW-TV  
Deutschlandradio Kultur  
MTV  
N24  
rbb  
RTL Radio Deutschland  
VIVA

#### Music

Bechstein  
DEAG  
EuroArts Medien  
Ministry of Sound  
Rolf Budde Musikverlag  
Universal Music Deutschland

#### Publishing | Print

Axel Springer AG  
Berliner Verlag  
Bundesdruckerei  
Cornelsen  
Egmont Ehapa  
Märkische Verlags- und Druckgesellschaft  
Suhrkamp  
Ullstein

### Digital Metropolis and Political Center

The capital region is known both nationally and internationally as meeting point of the creative professionals. Berlin is a member of the premier league of cities that includes New York, Shanghai, London and Barcelona. In the past several years, Berlin-Brandenburg recorded tremendous growth in all sectors of the creative industries, and it currently represents the highest creative potential of all German states. The creative industries play a special role in the capital region, especially in terms of their close linkages with the media industry. As the major location for content production and creative producers, especially those working in the fields of film, TV and digital content, Berlin-Brandenburg is well equipped to deal with the challenges of the new digital age.

Berlin is home to Germany's federal government and, as such, it is also the capital of news and political journalism. Nowhere else in Germany can you get as close to current politics as here. The region's mixture of media and cultural industries also creates a unique environment where professionals work together on a wide array of interconnected projects. Indeed, the work being done today in and among the fields of film, TV,



»Berlin-Brandenburg has special opportunities in the digital age. While the number of new devices, uses and means of communication continues to increase, it is content that will play the central role in this new scenario. This means that the creativity of our region will be in great demand.«

**Dr. Hans Hege | Director |  
Medienanstalt Berlin-Brandenburg |  
www.mabb.de**



»Berlin offers tremendous advantages for a publishing house like ours. The capital city is the focal point of all innovative, creative and political events in Germany. These are great conditions for great journalism.«

**Dr. Mathias Döpfner | CEO |  
Axel Springer AG |  
www.axelspringer.de**

games, Web 2.0, news, music, communications, PR, fashion, architecture, art and design, as well as in the dynamic radio, newspaper and publishing communities, make the region the most exciting place for media entrepreneurs and creative professionals to live, work and play. A number of innovations in the field of Web-based TV also have their origin in the capital city. Together with the many innovative and often quite young companies working in the creative industries today, politicians from Berlin and Brandenburg have been able to produce a set of basic conditions designed to meet the specific needs of this booming sector. This includes several networks, initiatives and platforms, but also the development of funding support mechanisms and innovative financing tools.

### Leading Media Location

Berlin-Brandenburg is one of the most prominent and internationally appealing media locations in Germany due to its excellent economic conditions, favourable price-performance ratio, highly professional service providers and creative producers, all of whom are capable of effectively developing new content and opening up new digital media markets. The region's



**medienwoche@IFA**  
Trade Show. Congress. Events

Central platform for the media industry  
www.medienwoche.de



IFA: The world's most important consumer electronics trade fair

**deutsche gamestage**

German Games Days: The game industry's most important platform

- Strong creative industries with 30,000 companies, a workforce of over 220,000 and roughly € 20 billion in annual revenues
- Media and IT cluster with 17,000 companies and a workforce of over 170,000
- Nr. 1 film region with major international productions
- Headquarters of Axel Springer AG, Universal Music Germany, MTV Networks, N24, DW-TV and rbb
- Leading games cluster, strongest design cluster
- Capital of innovative new companies in the field of Web 2.0, games and mobile communications
- Germany's music capital with an annual turnover of €1 billion
- Highest concentration of national and international radio stations
- Most varied newspaper region and Germany's strongest publishing location
- International event location: Berlinale, medienwoche@IFA, German Film Awards, German Games Days, German Computer Awards, Bambi, animago AWARD, re:publica, ECHO Awards, Berlin Music Week, Berlin Fashion Week, Bread & Butter
- Reference region for UMTS and DVB-T
- Unique environment for science, research and education in Europe

outstanding infrastructure, excellent educational opportunities and workforce potential are the additional positive factors that play a decisive role for an increasing number of investors, creative professionals and decision-makers in choosing the capital region as a location for business.

**Key Meeting Point for the Creative Industries**

People come together in Berlin. The most important festivals and trade fairs in the media and creative industries take place in Berlin-Brandenburg, including the following: Berlin International Film Festival (Berlinale), German Film Awards, medienwoche@IFA, Bambi, Berlin Music Week, German Games Days, German Computer Awards, Digital Innovator's Summit, re:publica and Berlin Fashion Week. Each year in February, German and international movie stars meet at the Berlinale. In April, Germany's highest endowed cultural prize, the German Film Awards (Deutscher Filmpreis) is handed out in Berlin. As the summer comes to an end, the media industry descends on the region for the medienwoche@IFA, which combines the International Media Congress, the IFA, the M100 Sanssouci Colloquium and several other industry events under one roof. With over 15,000 media professionals attending each year, the Medienwoche in Berlin is now the leading event for the convergent media world.

»The realities of contemporary German life appear in an especially authentic way in Berlin-Brandenburg, an ideal environment for cinematic content. Over 300 film productions are proof of the region's international standing.«



**Dieter Kosslick | Director | Berlin International Film Festival | www.berlinale.de**

The international music industry meets at the Berlin Music Week, which unites the Popkomm, the Berlin Festival and many other events under one roof. The ECHO Award is the second largest music award ceremony in the world and is given out annually in Berlin. The German Computer Awards, which are endowed with €500,000, are handed out every two years as part of the German Games Days.

The international blogger community meets at the re:publica. In the field of design, the Mercedes Benz Fashion Week Berlin, the Bread & Butter fashion fair, the Premium fair and the Designmai attract trendsetters from all over the world. Many other events, such as the interfilm International Short Film Festival, the animago AWARD and the European Film Festival in Cottbus, continue to offer diverse opportunities for reflection and networking.

»We have excellent relationships with the numerous authors, directors, actors and film artists from all over the world who've made Berlin-Brandenburg their home. In addition to excellent locations and highly professional services, suppliers and studios, it's the region's wealth of creative professionals that enables us to undertake a large part of our productions here.«



**Wolf Bauer | CEO | UFA Film & TV Production GmbH | www.ufa.de**



**Games**

- Bigpoint Berlin
- exozet games
- Frogster Interactive Pictures
- GameDuell
- Games Quality
- Just A Game
- morgen studios
- Tivola Publishing
- wooga
- Yager Development

**Web 2.0 | Mobile**

- aka-aki networks
- dooyoo
- eBay
- Freshmilk.TV
- I-D Media
- Jamba
- Mister Wong
- moviepilot
- VZ-Netzwerke
- Zanox

**IT | Telecommunications**

- AVM
- Condat
- Deutsche Telekom
- Hasso Plattner Institut
- IBM
- Oracle
- PSI
- SAP
- T-Systems
- Vodafone

**Communications | Design**

- ART+COM
- BBDO
- DDB
- fischerAppelt
- Jung von Matt/Spree
- Media Consulta
- MetaDesign
- Plex
- Publicis
- Scholz & Friends
- TBWA
- Zum Goldenen Hirschen

**Useful Links**

- businesslocationcenter.de
- creative-city-berlin.de
- medienboard.de
- projektzukunft.berlin.de

## FILM



Roman Polanski's »The Ghost Writer«  
starring Pierce Brosnan



Michael Hoffmann's »The Last Station«  
starring Helen Mirren



Michael Haneke's Golden Globe-winning  
film »The White Ribbon«



Quentin Tarantino's »Inglourious Basterds« starring Brad Pitt and Oscar® winner Christoph Waltz

## FILM

### Major Studios

Berliner Union-Film  
CCC Filmstudios  
Park Studios  
Studio Babelsberg  
Studio Berlin Adlershof

### Production Companies

23| 5 Filmproduktion  
Animation X  
Askania Media  
Badlands Film  
Barefoot Films  
Boje Buck  
Boomtown Media  
Rothkirch/Cartoon-Film  
CCC Filmkunst  
cine plus Gruppe  
Deutsche Columbia Pictures  
Filmproduktion  
Dokfilm  
Egoli Tossell Film  
Hahnfilm  
Kahuuna Films  
Majestic Filmproduktion  
NFP neue film produktion  
Novapool Production  
Odeon Film  
Provobis  
Razor Film Produktion  
Sabotage Films  
Schmidt Katze Filmkollektiv  
Schramm Film Koerner + Weber  
Senator  
Trixter Productions  
UFA Cinema  
Universal Pictures  
X Filme  
Zentropa Entertainments Berlin  
zero one film  
zero fiction film  
Ziegler Cinema

### How it all began ...

Berlin is the birthplace of cinema. On November 1, 1895, eight weeks before the Lumière brothers introduced their pioneering »Cinématographe« in Paris, the brothers Max and Emil Skladanowsky wowed audiences at Berlin's »Wintergarten« variety theatre with the world's very first public film presentation. The film studio in Potsdam-Babelsberg was opened in 1911, which makes it the oldest sound stage in the world. Today, Babelsberg is also the studio with the highest turnover in Europe. Germany's first major film company, UFA, was founded in 1917 and went on to produce such legendary films as Fritz Lang's »Metropolis« and »The Blue Angel« starring Marlene Dietrich.

### Germany's Most Important Film Location

More than 300 films are produced annually in the capital region. Here, at the very centre of German history, films are created that provide a realistic and emblematic reflection of the nation's eventful history and approach to life. Many of these films have also gone on to achieve international success and receive several prominent awards, including Tom Tykwer's

»Run Lola Run« Wolfgang Becker's »Good Bye, Lenin« foreign language Oscar-winner »The Lives of Others« directed by Florian Henckel von Donnersmarck, Uli Edel's »Baader-Meinhof Complex«, Jochen Alexander Freydank's Oscar® award-winning short film »Toyland«, and Michael Haneke's »The White Ribbon«, which received the Palm d'Or, a Golden Globe, and three European Film Awards. The region's attractiveness and creative atmosphere have led to the creation and re-opening of several prominent production companies, including such leaders as UFA Cinema, Deutsche Columbia Pictures Filmproduktion, the internationally renowned film and animation specialist Trixter Productions (txp) and the new Ziegler Cinema.

### International Cinema

The excellent production conditions offered by Berlin-Brandenburg continue to attract prominent international producers. In the past several years, many major international productions were made here, including the Oscar®-winner »The Reader« by Stephen Daldry, »Valkyrie« by Bryan Singer starring Tom Cruise, »The Last Station« by Michael Hoffman, Tom Tykwer's »The International« or »The Bourne Supremacy« by Paul Greengrass. In 2010, the Bollywood production »Don-2« was filmed over the course of 40 days at prominent locations throughout Berlin.



»Tarantino, Polanski, Emmerich, Haneke, Dörrie, Tykwer – they've all made some of their best films in Berlin-Brandenburg. Indeed, this is where producers and filmmakers not only find creative talent and an inexhaustible variety of top locations, studios and service providers; they

also have access to valuable subsidy and financing opportunities. These are ideal conditions for making hit movies! And who knows, maybe the next Oscar®-winning film – or the next LOLA or Palme d'Or recipient – is being made right now in and around Berlin.«

**Kirsten Niehuus | Managing Director |  
Film Funding Medienboard Berlin-Brandenburg  
GmbH |**  
For further information on film funding visit  
[www.medienboard.de](http://www.medienboard.de)



»Berlin is the home port of many filmmakers, and they always seem to come back to it. For example, there's Tom Tykwer, with whom I've just had the pleasure of filming an almost romantic comedy in the true capital of modern love. Here, we

danced with Sasha Waltz. Here, Angela Winkler floated through the streets. And, here, we found David Striesow, Sophie Rois and Sebastian Schipper, the ideal romantic protagonists. In Berlin, you find not only a perfect production environment, but also the stories themselves.«

**Stefan Arndt | CEO |  
X Filme Creative Pool GmbH |**  
[www.x-filme.de](http://www.x-filme.de)

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





»The Sandman and the Lost Sand of Dreams«  
from Scopas Medien



»Laura's Star and the Mysterious Dragon Nian« by Cartoon-Film

- Number 1 film location with over 300 films made annually in the region
- Major award-winning international productions
- Optimal production conditions and low costs
- Studio Babelsberg, Studio Berlin Adlershof and Berliner Union-Film
- Most popular filming location in Germany
- Germany's film capital with 416 cinema screens, especially in the field of art house cinema
- Berlin International Film Festival (Berlinale), German Film Awards, First Steps Award and interfilm
- Wide spectrum of educational facilities, e.g. at the Academy of Film and Television (HFF), German Film and Television Academy (dffb), Babelsberg Film School, Mediadesign University of Applied Sciences, Berlin University of the Arts (UdK)
- Strong partners for the financing and funding of film projects: home to FFA and Medienboard Berlin-Brandenburg – the second largest state film-funding agency in Germany



In 2009, three major international films and one European production were completed at Studio Babelsberg: Quentin Tarantino's »Inglourious Basterds« for which Christoph Waltz won the Oscar® for Best Supporting Actor, Roman Polanski's »The Ghost Writer« and Harald Sicheritz's »Lili the Witch – The Journey to Mandolan«. In 2010 various international productions operated in Babelsberg's production halls: Roland Emmerich's »Anonymous«, »The Three Musketeers 3D« by Paul W. S. Anderson, »Unknown Identity« by Jaume Collet-Serra, »Hanna« by Joe Wright, »Chicken with Plums« by Marjane Satrapi and Vincent Paronnaud and »The Apparition« directed by Todd Lincoln. These films were of tremendous benefit in particular to post-production and film service companies active in the region.

**Prominent Festivals**

The Berlin International Film Festival (Berlinale), which celebrated its 60th anniversary in 2010, is one of the top four film festivals in Europe. With about 20,000 accredited professionals and over 300,000 tickets sold, it is also one of the world's most popular festivals. While major players and small independent producers meet at the festival's European Film Market, the Berlinale Talent Campus acts as a springboard for young talents. For example, Rumanian director Cristian Mungiu won the very first Berlin Today Award and later went on to win the Palme d'Or at Cannes. Participants in the Talent Campus are invited to compete for the Berlin Today Award for Short Films, which is funded by the Medienboard Berlin-Brandenburg. Brought to life in 2007 and celebrated annually, the Berlinale Keynotes provide the film and media industry's leading minds with a forum for debate and reflection on the future of the industry.

The German Film Awards are the nation's most prestigious film industry awards and are presented each year at a gala ceremony in Berlin. The »First Steps« young talent award, a film competition for graduating students at German-speaking film schools, is one of the many other sought-after prizes.

»The Berlin-Brandenburg region has established itself as Germany's No. 1 film location. For each of our projects, we regularly hire a number of medium-size companies and film professionals, the majority of which are based right here in the region. We look forward to acquiring an even greater number of interesting German and international film projects and to strengthening the overall film industry even further.«



**Dr. Carl Wobcken | CEO |**  
**Studio Babelsberg AG |**  
**www.studiobabelsberg.com**

**Successful Documentaries and Animation Films**

Many of Germany's most moving and successful documentary films are produced in the capital region, including »Trip to Asia« by Thomas Grube (»Rhythm is it!«), Cynthia Beatt's »The Invisible Frame« starring Tilda Swinton, Volker Koepp's »Berlin – Stettin« and Peter Dörfler's »Catapult«. Animation films from the Berlin-Brandenburg region, including »Laura's Star«, »The Three Robbers«, »Little Dodo« and »The Sandman and the Lost Sand of Dreams« are number one with German audiences and enjoy a 50 percent market share. This success was continued in 2009 with the release of »Laura's Star and the Mysterious Dragon Nian«.

**High-Tech Production Facilities**

With Studio Babelsberg, Studio Berlin-Adlershof and Berliner Union-Film, the Berlin-Brandenburg media location holds three outstanding major production facilities. Studio Babelsberg is an internationally renowned full-service provider and offers optimal conditions for both international film productions and German TV producers. A strategic alliance with Hollywood producer Joel Silver (»The Matrix« trilogy) has secured the studio a continuous workload for the coming years. In the entire Babelsberg Media City, a total of 130 companies guarantee on-site services of



Berlinale: One of the most important film festivals in the world



With a total of € 2.85 million in prize money, the »LOLA« is Germany's most lucrative cultural award



**FIRST STEPS**  
Der Deutsche Nachwuchspreis

The »First Steps« competition for the best graduate films at German-speaking film schools



Berlinale Talent Campus: International platform for a new generation of film talent



Feo Aladag's »When we leave« starring Sibel Kekilli, winner of two German Film Awards



Wim Wenders 3D movie »Pina«, produced by the Berlin company New Road Movies and funded by Medienboard



The follow-up smash »Zweiohrküken« (»Rabbits Without Ears 2«) directed by and starring Til Schweiger



**Post-Production | VFX**

- Arri Schwarzfilm
- Basisberlin
- Berliner Synchron
- Chris Creatures Filmeffects
- cine plus Media Service
- CinePostproduction
- Elektrofilm
- exozet effects
- Koppfilm
- media factory berlin
- mental images
- Pictorion das werk
- Pixomondo Berlin
- postperfect vision & sound
- TeleFactory Babelsberg

**Financing | Funding**

- FFA
- IBB
- ILB
- MEDIA Antenne
- Medienboard Berlin-Brandenburg

**Festivals | Awards**

- Achtung Berlin! New Berlin Film animago AWARD
- Around the World in 14 Films
- Berlinale
- Berlinale Keynotes
- Berlinale Talent Campus
- Berlin Today Award
- Deutscher Filmpreis
- Deutscher Preis für Synchron
- Europäischer Filmpreis
- Fantasy Filmfest
- Film Festival Cottbus
- First Steps
- Internationales Kurzfilmfestival
- Interfilm
- Kinoprogrammpreis Berlin-Brandenburg
- sehnsüchte
- Transmediale



»Berlin is one of those rare places in the world where film and TV producers can actually find almost everything they need, including authors, actors, composers, technicians, studios and locations of all kinds. This is why I've been producing films here for over thirty years. There's only one thing Hollywood has over Berlin – and that's the Oscar.«

**Regina Ziegler | Managing Director | Ziegler Film GmbH | [www.ziegler-film.de](http://www.ziegler-film.de)**

the highest international quality. The internationally active visual effects specialist Pixomondo (»2012«, »Ninja Assassin«) opened satellite offices in Babelsberg in 2009. Studio Berlin-Adlershof offers high-tech studios and state-of-the-art technology as well as comprehensive film and TV production services. Berliner Union-Film is a prominent studio located at the very heart of Berlin. The company's Service & Experts Alliance offers complete services in HD-workflow, including visual effects. As a full-service provider Babelsberg's Park Studios offer a studio space totaling over 3,500 m<sup>2</sup> with ideal conditions for TV and advertising productions.

**Digital Visual Effects (VFX) and Post-production**

Regional post-production service providers offer state-of-the-art technology, know-how and expertise in all formats. Whether it's high-quality digital visual effects for motion pictures, elaborate workflows for industrial TV productions, computer-generated special effects or comprehensive services for complex digital productions – Berlin-Brandenburg has specialists able to meet each and every demand. In addition, the Konrad Wolf Academy of Film and Television organises »Insight Out« Europe's leading conference for digital cinema that brings together prominent speakers,

creative professionals and students. Europe's animago AWARD, which honours outstanding achievement in the 2D/3D field, has been handed out in Potsdam-Babelsberg since 2009.

**Digital Cinema and 3D**

In the field of digital cinema, the »CinemaNet Europe« is a Berlin-based initiative that contributed significantly to digitalisation in Europe between 2004 and 2009. Two other Berlin-based organisations, HDF KINO and VdF, received funding from the German Federal Film Board (FFA) to develop scenarios for the implementation of a digital roll-out. Under the auspices of Germany's Federal Film Board (FFA), a working group known as the »Arbeitskreis D-Cinema« together with the Fraunhofer Institut IIS recently compiled a dossier with obligatory standardised »System Specifications for Digital Cinema in Germany«. In Summer 2010, the Medienboard started its funding programme for cinema digitalisation. In 2009, the Medienboard began supporting the first stereoscopic productions, including Wim Wenders' dance project »Pina« director Til Hastreiter's »Das verbotene Mädchen« and the animated short »Water Soul« from the Berlin-based firm MovieBrats.



»For me, Berlin-Brandenburg is the No.1 film location in Germany – not only because of the wealth of German films here, but also because of the number of international projects the region produces. Major thanks for this are owed to the fantastic support of the Medienboard Berlin-Brandenburg and the DFFF. For »Zweiohrküken«, the sequel to my film »Keinohrhasen«, I once again found excellent locations, optimal filming conditions and a magnificent team here.«

**Til Schweiger | Producer, Director, Actor | Barefoot Films GmbH | [www.barefootfilms.de](http://www.barefootfilms.de)**

Kontaktadressen zu den genannten und weiteren Unternehmen der Region (Auswahl) finden Sie im Serviceteil





»The International«: Director Tom Tykwer on set with Clive Owen in Berlin



Berlinale Palast at Potsdamer Platz, Berlin



The »Berlin« street set at Studio Babelsberg

### Inspiring Locations

In addition to excellent production opportunities, the Berlin-Brandenburg region also provides countless attractive film locations. Filmmakers in need of locations, filming permission and equipment are invited to contact the team of expert advisors at the Berlin Brandenburg Film Commission ([www.bbfc.de](http://www.bbfc.de)), where they also have access to a catalogue of over 25,000 photos of 1,300 locations, an address database featuring 2,800 company contacts and a list of over 4,300 contact partners and film professionals.

### Film Funding and Networks

The German Federal Film Fund (DFFF), which is operated by the Berlin-based German Federal Film Board (FFA), is a funding body set up by the federal government in 2007 and designed to strengthen the industry by providing a total of € 60 million annually to film productions in Germany. Since 1994, the Medienboard Berlin-Brandenburg has handed out over € 352 million in funding to over 3,175 films and business development projects. This funding subsequently generated a regional effect of over € 1.075 billion. Medienboard-funded films are increasingly invited to the four top European film festivals in Venice, Cannes, Locarno and Berlin. They have also won many German Film Awards and been nominated 37 times for Oscars, of which they have

»As a film author, director and producer, I'm delighted to be able to find here content for the stories I want to tell, but also the living and working conditions that make it possible to turn these ideas into reality. There is probably no other location in Germany that makes it so easy to generate contacts and that offers such a myriad of opportunities.«



**Hans Christian Schmid | Managing Director |**  
**23|5 Filmproduktion GmbH |**  
[www.235film.de](http://www.235film.de)

won eight. Among their prizes are also a number of Golden Globe Awards, recently for Ari Folman's Israeli-German co-production »Waltz with Bashir« in the Best Foreign Language Film category and for »The Reader« in the Best Actress category (Kate Winslet). In 2010, Michael Haneke's »The White Ribbon« won the Golden Globe for Best Foreign Language Film and Christoph Waltz won both an Oscar and a Golden Globe as Best Supporting Actor for his work in »Inglourious Basterds«.

Film-project financing is also carried out by regional banks, including the State Investment Bank of Brandenburg (ILB) and the State Investment Bank of Berlin (IBB).

Since 2005, the capital region has been an active part of C.R.C. Capital Regions for Cinema, a network for European film and media metropolises. Vision Kino, a network for film and media expertise in Babelsberg, supports and interlinks the many already existing offerings of film-education projects. There are also a number of industry-wide events that bring together creative professionals from different media sectors in order to generate new ideas and projects.

»Berlin is the only city in Germany truly worthy of the name »metropolis«. The capital is at the very center of events and also home to countless creative professionals who make our films so unique. We're very proud to be a part of it all.«



**Benjamin Hermann | Managing Director |**  
**Majestic Filmverleih GmbH |**  
**Majestic Filmproduktion GmbH |**  
[www.majestic.de](http://www.majestic.de)



### Associations | Networks

- AG Kino
- AG Verleih
- Allianz Deutscher Produzenten – Film & Fernsehen
- Bundesarchiv – Filmarchiv
- Bundesverband der Film- und Fernsehchauspieler (BFFS)
- C.R.C.
- DEFA-Stiftung
- Deutsche Filmakademie
- Deutsche Kinemathek
- European Film Academy
- HDF KINO
- Medien Bildungsgesellschaft Babelsberg
- production.net berlin-brandenburg
- Primehouse
- Verband der Agenturen für Film, Fernsehen und Theater (VdA)
- Verband der Filmverleiher (VdF)
- Verein deutscher Animationsproduzenten (VdAP)
- Vision Kino

### Useful Links

- [agkino.de](http://agkino.de)
- [bbfc.de](http://bbfc.de)
- [ffa.de](http://ffa.de)
- [kinoportall-brandenburg.de](http://kinoportall-brandenburg.de)
- [medienboard.de](http://medienboard.de)
- [programmokino.de](http://programmokino.de)
- [vdfkino.de](http://vdfkino.de)
- [visionkino.de](http://visionkino.de)



Torsten C. Fischer's »Romy« (ARD) starring Jessica Schwarz and Guillaume Delorme



Roland Suso Richter's »The Wonder of Berlin« (ZDF) starring Veronica Ferres



Friedemann Fromm's Emmy-Award-winning »The Wolves of Berlin« (ZDF)

## TELEVISION



### TV Channels

Comedy Central  
DW-TV  
MTV  
N24  
Nickelodeon  
rbb  
VIVA

### Capital City Studios

ARD  
n-tv  
Phoenix  
RTL  
Spiegel TV  
ZDF

### International TV Broadcasters

ARTE  
BBC News  
Bloomberg TV  
CNBC Europe  
CNN International  
FOX Channel  
France 2  
Fuji TV Berlin  
NHK  
ORF  
RAI  
SF DRS  
TRT-INT  
TVE

### Local TV

Alex – Offener Kanal Berlin  
AGA Arnsdorf  
BFtv  
City TV  
Elster TV  
H-TV  
KWTv  
LTV-Lausitz TV  
Oberhavel TV  
ODF  
Potsdam TV  
SKB  
Spreekanal  
teltOwkanal  
TV Angermünde lokal  
TV Berlin

### Leading Location for TV Production

Berlin-Brandenburg is characterised by an exceptionally creative TV environment and is considered the most important production location of the future. Over 40 percent of the revenues generated by the region's over 2,200 film and TV companies come from TV productions. Among the major companies located in the region are the UFA Group – Europe's biggest production house with annual revenues of about € 320 million – as well as MME Moviement and Nostro Film. The region's leading production companies include the UFA subsidiaries teamWorx and Phoenix Film, Studio Hamburg, Ziegler Film, Producers at Work, NFP neue film produktion, Novafilm, Granada, Eikon and Askania Media. Leading companies in the field of political talk shows include TV21, Vincent Berlin, Will Media and probono. Prominent events and awards, such as the medienwoche@IFA and the IFA – with its 50th anniversary in 2010 – the Goldene Kamera Awards, the Bambi Awards, the Goldene Henne Awards, the CIVIS Media Awards and the Prix Europa, bring the international film and TV industry together in the capital region.

### Successful TV Events

Revenues show that the Berlin-Brandenburg region has Germany's greatest growth dynamic. Major »Event Movies« are made in the region, including films with historical contexts such as »Mogadischu« (ZDF), »Wir sind das Volk« (Sat.1), »Dresden« (ZDF), »Die Luft-

»The future belongs to media, and the capital city is an excellent and central location for the entire industry. Whether TV, radio, online, music or publishing – they'll all find a creative environment and excellent business conditions in Berlin. After Mainz, ZDF has its second largest location in Berlin, and we produce important news and information shows such as »Frontal21« and »aspekte« here as well as numerous TV movies, series and shows.«



**Prof. Markus Schächter | Director General | ZDF |**  
[www.zdf.de](http://www.zdf.de)

brücke« (Sat.1), »Die Frau vom Checkpoint Charlie« (ARD), the international Emmy-Award-winning »The Wolves of Berlin« (ZDF) and »24 h Berlin,« a cross-media TV event supported by Medienboard and rbb.

### Centre of Telenovelas, Dailys and Weekly Soaps

Berlin-Brandenburg enjoys a market share of about 27% in the field of TV series production in Germany. The region has highly specialised studios that offer the perfect setting for industrial TV series production. Germany's first telenovela, »Bianca – Wege zum Glück« (ZDF) was produced here, as were »Anna und die Liebe« (Sat.1), »Verliebt in Berlin« (Sat.1) »Alisa – Folge deinem Herzen« (ZDF) and ongoing well-established serial hits such as »Gute Zeiten, schlechte Zeiten« (RTL), »Unter Uns« (RTL) and »Unser Charly« (ZDF).

### Optimal Production Conditions

Studio Hamburg Berlin Brandenburg, which is located at Berlin-Adlershof, provides 10,000 m<sup>2</sup> of state-of-the-art facilities and four large digital broadcast vans for all types of productions ranging from information programmes to major entertainment shows. Studio Babelsberg also offers excellent conditions for film

»The capital and the countryside – the regional broadcaster Rundfunk Berlin-Brandenburg (rbb) unites these two in its programming. The daily task of our reporters is to find out what affects and interests the people living in our region. Always up-to-the-minute and close to the action – this is how we make the rbb a home for our listeners and viewers.«



**Dagmar Reim | Director General | Berlin-Brandenburg Broadcasting (rbb) |**  
[www.rbb-online.de](http://www.rbb-online.de)

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





Germany's most popular daily soap,  
»Gute Zeiten, schlechte Zeiten« (RTL)



Telenovela »Alisa – Folge deinem Herzen« (ZDF)

- More than 2,200 film and TV companies with revenues of € 2.46 billion
- Home to leading production companies, including the UFA Group with teamWorx, UFA Film- & TV Produktion, Phoenix Film and Polyphon, MME Moviemment, Granada, Ziegler Film
- Excellent conditions for TV productions
- Source of 25% of all fiction productions in Germany
- Home of rbb, MTV Networks with MTV, VIVA, Nickelodeon, Comedy Central, N24 and Deutsche Welle-TV
- Capital city studios of 18 national and international broadcasters
- Capital of news and political journalism
- Innovative media metropolis: Reference region for DVB-T and pioneering position in Hybrid-TV and 3D-TV as well as in broadband Internet access in rural areas via radio frequencies
- Largest cable TV network in Europe with 1.4 million connections
- IFA Consumer Electronics Fair, Bambi, Goldene Kamera, Prix Europa

**medienwoche@IFA**  
Trade Show. Congress. Events



Goldene Kamera:  
Media award for outstanding  
achievement in TV

and television production. Quality production facilities and the highest level of professionalism and experience can also be found at Berliner Union Film, Park Studios in Potsdam and at many top Berlin dubbing studios and postproduction companies.

### Innovative Television Location

Berlin-Brandenburg is home to numerous traditional broadcasters such as rbb, N24 and Deutsche Welle-TV as well as the capital city studios of ARD, ZDF und RTL. The Viacom-owned MTV Networks Germany (MTVN) broadcast group has been based in Berlin since 2004 and includes the MTV, VIVA, Nickelodeon and Comedy Central channels. MTVN offers three mobile TV channels, namely Nickelodeon, MTV Mobile and MTV Music, and plans to expand its involvement in this field. Germany's traditional group of channels is complemented by ten pay channels and digital platforms. In 2008, N24 was transformed into Europe's most modern news channel and now produces news TV and infotainment for ProSiebenSat.1 Media AG. In Potsdam-Babelsberg, Berlin-Brandenburg Broadcasting (rbb) operates ARD Digital, the digital play-out centre for ARD. In the course of digitalisation, many new offerings and digital special-interest channels have emerged, such as Astro TV and Beate-Uhse.TV.

»For many years now, Berlin's creative potential and international flair have attracted a steady flow of authors, actors, film producers and highly qualified technicians. In the coming years, the Berlin-Brandenburg region is set to strengthen its position even further as one of the leading locations for film and TV productions in Germany. Our confidence in this progress means that we will be investing even more in our studios in Berlin-Adlershof, which are already among the largest and most modern in Germany. This is a status we are eager to maintain.«



**Prof. Dr. Carl Bergengruen |**  
Head of the Management Board |  
Studio Hamburg GmbH |  
[www.studio-berlin.de](http://www.studio-berlin.de)

In 2003, Berlin-Brandenburg was the first city region worldwide to begin digital terrestrial TV broadcasting (DVB-T). Since December 2008, mabb and T-Mobile have pursued a joint pilot project in which a radio frequency is being used to supply broadband Internet for the first time in Europe. Industry associations VPRT, VG Media and German IPTV Association are based in Berlin and present their members' interests.

### New TV

A number of innovations and important trends like IPTV, Hybrid TV and 3D-TV come from the capital region. For example, the Fraunhofer-Institute for Open Communications (FOKUS) helps to develop and test the latest technology and standards in the field of Hybrid TV and 3D-TV. Leading multimedia companies are also represented in the region, including exozet, tape.tv and the Freshmilk.TV platform. With its watchmi.tv, Axel Springer AG offers a personalised web video recorder. Cutting-edge trends, new technologies and content are showcased annually at the international medienwoche@IFA.



»Berlin is the best possible location for an internationally active company such as MTV Networks. The city has an ideal environment in terms of business, infrastructure and culture. Berlin generates a tremendous amount of momentum that inspires our work far beyond the region.«

**Dan Ligtoet | Managing Director |**  
MTV Networks North |  
[www.mtv.de](http://www.mtv.de)

**TV Producers**  
Askania Media  
Chronos Media  
DOKfilm Fernsehproduktion  
Eikon Media  
Granada  
Grundy UFA  
Janus Film  
Kobalt Productions  
Magic Flight Film  
MedienKontor  
MME Moviemment Moovie –  
the art of entertainment  
NFP neue film produktion  
Nostro Film  
Opal Filmproduktion  
Phoenix Film  
probono.tv  
Producers at Work  
Provobis Film  
Rubicon Filmproduktion  
teamWorx  
TV 21  
Vincent Berlin  
Will Media  
zero fiction film  
zero one film  
Ziegler Film

**Digital Broadcasters**  
3min  
ARD Digital  
Astro TV  
Beate Uhse TV  
BMW.tv  
K1010  
Motor TV  
Parlamentsfernsehen  
Tier.TV  
tvister  
Visono / CLA / Medienmotor  
watchmi.tv





Berlin – Capital of political journalism



»Anne Will« political talk show on ARD



N24 – News live from Berlin



**Mobile TV**

MicroMovie Media  
Neva Media  
Q.I.U. Software Solutions

**IPTV**

exozet Group  
Freshmilk.TV  
GMIT  
MoreChannels  
Motor TV  
Streamcast Media  
tape.tv  
Versatel Berlin  
x.grad

**Institutions | Associations |**

**Networks**  
BFN  
BITKOM  
bmcoforum  
Deutscher IPTV Verband  
Erich Pommer Institut  
FSF  
FSM  
mabb  
Deutsche Kinemathek – Museum für Film- und Fernsehen  
USK  
VPRT

**Events**

Bambi  
European Television Dialogue  
Goldene Kamera  
IFA  
Lokalfernsehtage Brandenburg  
medienwoche@IFA  
M100 Sanssouci Colloquium  
Prix Europa

**Useful Links**

mabb.de  
medienboard.de  
vprrt.de  
dra.de  
tvrtankstelle.de

**Diverse Regional TV**

With almost 30 channels, Berlin-Brandenburg represents one of the most multifaceted regional TV environments in Germany. Most channels broadcast via cable, including the metropolitan channel TV Berlin. Since 2009, the public access channel »Alex« has offered its programming »tri-medially«, i.e. on television, radio and the Internet. Unique in Germany is the Spreekanal, a channel shared by several independent operators. The Brandenburg TV Network (BFN) has launched a networking project that links channels in order to encourage a faster exchange of programmes.

**Creative Digital Content**

Entertainment on new platforms – the region is also a centre for creative digital content. MySpace Germany launched the nation's first webisode in 2008 with the MME-produced »They call us CANDY GIRLS.« The high-quality web TV series »Deer Lucy« started in 2009 on Germany's largest news and entertainment portal, BILD.de, which also saw the start of the team-Worx-produced »Rauf und Runter« web comedy series. The web series »Pietshow« which is a co-production of Grundy UFA and studiVZ, Germany's largest online community, has already launched its second season and can also be seen on 3min, the video portal of Deutsche Telekom. The innovative

»Berlin is the ideal location for a broadcaster that offers both news and political reporting. Here in the capital city, N24 and Maz & More GmbH jointly form a hub of journalistic expertise for up-to-date television news coverage. Day in and day out, it produces the most cutting-edge news broadcasting and quality infotainment for all the channels in the ProSiebenSat.1 Group.«



**Dr. Torsten Rossmann | Management Chairman | N24 – Gesellschaft für Nachrichten und Zeitgeschehen mbh | Managing Director | Maz & More GmbH | www.n24.de**

programme assistant tvister that simplifies simultaneous use of TV and the Internet, also has its offices in Berlin and belongs to Deutsche Telekom.

**Capital of Political TV Journalism**

Over 1,000 national and international correspondents broadcast day-to-day from Germany's political capital. Phoenix provides daily live broadcasts from the German Bundestag. Eighteen national and international broadcasters have studios in the capital, including ARD, ZDF, RTL, N24, CNN, RAI, France 2, Al-Jazeera, TRT-INT and business broadcaster Bloomberg TV. Since the fall of 2008, N24 has been broadcasting from its new studios at Potsdamer Platz, where it also produces all of the news for its websites and for ProSiebenSat.1 Media AG.

»MME MOVIEMENT has already had its main offices in Berlin for five years. For a production company like ours with a broad range of activities, this location offers almost perfect conditions. Here, we find highly trained personnel as well as unique settings and locations. No other city in Germany offers a casting pool as deep and diverse as Berlin and its environs do.«



**Dr. Christian Franckenstein | Speaker of the Management Board | MME Movement AG | www.mme.de**

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.



Berlin's »Funkturm« Radio Tower

- Germany's most diverse radio scene
- More than 40 analogue and digital radio stations and a workforce of over 1,000
- Almost 30 different VHF frequencies
- Roughly 100 digital radio stations that are broadcast exclusively via Internet
- Six foreign-language stations, three talk-radio stations, diverse music stations, one Christian station, two children's stations
- Home to Deutschlandradio Kultur and Germany's largest radio group, RTL Radio Deutschland
- Six regional radio promoters
- Innovative formats for digital and mobile radio



The Prix Europa for Europe's best TV, radio and emerging media productions has been handed out for the past 20 years in Berlin.

## RADIO



»Even the sceptics now admit that Berlin has more than lived up to the hype. The city continues to excite and attract creative potential from all over the world. Whether for politics, culture or the media, Berlin is simply the place to be. REGIOCAST welcomes all newcomers to Berlin – our radio stations are always ready to help in any way we can.«



**Rainer Poelmann | Managing Director |  
Radioholding REGIOCAST GmbH & Co. KG |  
www.regiocast.de**

»Berlin has a special meaning for RTL Radio Germany. For starters, our stations 104.6 RTL and 105.5 Spreeradio are established successes in one of the most competitive radio markets in Europe. Berlin is also the location from which we've managed our radio activities throughout Germany for several years now. The capital's creative potential, unique dynamic and capacity for innovation offer us the ideal environment.«



**Gert Zimmer | CEO |  
RTL Radio Deutschland GmbH |  
www.rtlradio-deutschland.de**

### Europe's Most Diverse Radio Market

With a total of 40 different stations, the radio market in the Berlin-Brandenburg region is among the most diverse in Europe. About 30 stations can be received via VHF analogue terrestrial alone. Almost all stations now broadcast via live stream on the Internet. The region is also home to BBC World, Radio France International and National Public Radio (NPR USA). Deutsche Welle Radio DAB, which broadcasts in 30 languages, has its capital city studios here. With Inforadio and Deutschlandradio Kultur the region also presents quality news and information programmes. More recent special-interest stations include Radio TEDDY for children and Kaufradio, Germany's first Internet-based shopping radio station. Regiocast has been broadcasting 90elf, Germany's first soccer radio station, since 2008. Radio Russkij, the only private Russian radio station in Germany, also calls Berlin home, as does the private Turkish broadcaster Radio Metropol.

### Digital and mobile Radio

The Berlin-Brandenburg region leads Germany in terms of the introduction of DVB-T. Eight digital radio stations are broadcast in the Berlin metropolitan area at a coverage rate of 100 percent of the digital radio broadcasting network.

### Radio Advertising

A number of leading radio advertising promoters have offices in the region, including IR Media-Ad, Top Radio, RTL Radiovermarktung, urbanXD, R.H.B. Radiohaus Berlin, RaS Radioservice Berlin and Radio Paloma/UNITCOM.

### Strong Networks

The Association of Private Broadcasters and Telecommunications (VPRT) has its domicile in Berlin and represents the interests of private TV and radio broadcasters as well as several companies working in Germany's multimedia and telecommunications industries. Radiozentrale offers comprehensive information about the German radio market.

#### Public Radio Stations

- Antenne Brandenburg
- Deutschlandradio Kultur
- Deutschlandfunk
- Fritz (rbb)
- Funkhaus Europa
- Inforadio (rbb)
- Kulturradio (rbb)
- OKB Radio
- radioBerlin 88,8 (rbb)
- radioeins (rbb)

#### Private Radio Stations

- 100,6 Motor FM
- 104.6 RTL
- ABSV Blindenradio
- BB Radio
- Berliner Rundfunk
- BluRadio
- Energy
- Jam FM
- Jazzradio
- Kaufradio
- KISS FM
- Klassik Radio Berlin
- METROPOL FM
- Radio Paloma
- Radio Paradiiso
- Radio Russkij
- Radio TEDDY
- RTL Oldie
- Spreeradio
- Star FM

#### International Radio Stations

- BBC
- NPR
- RFI
- Stimme Russlands
- WRN

#### Digital and mobile Radio Stations

- 90elf – Das Fußball-Radio
- 104.6 RTL
- Deutschlandfunk
- Deutschlandradio Kultur
- ERF
- jayjay
- Oldiestar
- Radio Horeb
- Rock & Pop
- Spreeradio
- Sunshine
- WDR 2





Students at the Games Academy Berlin



»Drakensang« by Bigpoint Berlin, winner of the German Computer Games Award



»Das Blaue Band« by exozet

## GAMES



### Developers | Publishers

Aeria Games Europe  
Bigpoint Berlin  
Binary Madness  
exozet games  
Extrajetzt Interactive  
Frogster Interactive Pictures  
kunst-stoff  
lboxgames  
morgen studios  
Neutron Games  
OnNet Europe  
Silver Style Entertainment  
Softgames  
Tivola  
Yager Development  
Zeroscale

### Online

Aeria Games  
Bailamo  
Extrajetzt  
GameDuell  
Metaversum  
Plinga  
Popmog  
wooga  
XBlaster  
You in 3D

### Services

Karakter  
SponsorPay  
Games Quality  
nexxter interactive services

### Edutainment | E-Learning

Akademie.de  
Condat  
Cornelsen  
Datango  
Digital Spirit  
Egmont Ehapa  
Kiddinx  
Lingua TV  
TEIA

### Innovative Games Cluster

In Berlin-Brandenburg, new trends are set and innovative developments put into directly practice. In addition to successful game developers for PCs and consoles, such as Yager Development and morgen studios, new companies such as wooga and Plinga are making a name for themselves on the social media games market. From the very beginning, the prominent publisher Frogster Interactive Pictures set its sights exclusively on online gaming and directly opened up offices in South Korea. With more than ten million members, GameDuell is one of the most popular games sites in Europe. In 2010, the most successful international provider of browser games, Bigpoint, also invested in Berlin. Award-winning indie studios, such as Neutron Games, Enter-Brain-Ment, Spaces of Play and kunst-stoff, also have their offices here, as does the public gaming provider Extrajetzt Interactive. Comprehensive and professional industry services, such as in-game advertising, payment systems, sound recording, localization, quality assurance and concept art, are all provided for by companies such as nexxter, SponsorPay, Anakan, Audiobertin, Games Quality and Karakter. The Berlin-Brandenburg Association of Computer and Video Game Developers (G.A.M.E) has its headquarters here, as does the BIU Publishers Association. Once a year the industry gets together at the German Games Days. The Computer Games Museum offers a globally unique permanent exhibition on the cultural history of interactive entertainment. The Centre for Computer Games

»Berlin-Brandenburg is a magnet for creative minds, and the games industry profits tremendously from this pull. We enjoy »our« city and its environs, and we feel very comfortably here, especially in light of the unpredictable global economic situation.«



**Axel von Maydell | Managing Director | morgen studios GmbH | www.morgen-studios.de**

Research at the University of Potsdam (DIGAREC) and the Gameslab at the HTW Berlin are also at home here. No other location in Germany offers such a comprehensive infrastructure in the field of games.

### International Creative Capital with Excellent Educational Opportunities

One of the most important resources in the games industry are creative, well-educated young professionals with hands-on experience. Hardly any other location in Europe can cater to this need better than Berlin-Brandenburg. Future game designers, programmers and producers gain professional training at the Games Academy, the first institute specializing in this field in Europe. It has been so successful that the concept was even exported to Canada. In addition, the SAE's QANTM Institute, the Mediadesign Hochschule and the L4 Institute Game Design also offer professional educational opportunities. Study programs with a strong emphasis on games are also offered by state institutions such as the HTW Berlin, Humboldt University, TU Berlin, FH and the University of Potsdam. Computer-generated 3D animation is taught at the Konrad Wolf Academy for Film and Television (HFF) and the power of innovation is explored at the HPI School of Design Thinking. Berlin's vibrant cultural landscape continues to attract an ever-increasing number of creative professionals from all over the world – a key advantage for regional companies in terms of international competition.

»Berlin's mayor once called the city »poor, but sexy,« but we see it as sexy and not poor, in the sense that Berlin, as a hotbed of creative activity, has served as the basis of our international success. This cosmopolitan city is highly attractive for the quality of life it offers. Nevertheless, the costs are lower here than they are in Hamburg, Frankfurt and Munich.«



**Christoph Gerlinger | CEO Frogster Interactive Pictures AG | www.frogster-interactive.de**

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.



»Runes of Magic« by Frogster Interactive Pictures



»Bubble Island« by wooga, winner of the European Games Award 2010

- Leading games cluster in Germany with companies such as Frogster, Bigpoint Berlin, morgen studios, Zeroscale and Yager Development
- Approximately 130 games developers, producers and publishers
- Home to Cornelsen, Kiddinx and Egmont Ehapa
- Leading location for digital entertainment, online and browser games, serious games, social games, iPhone and android application games, virtual worlds, edutainment and E-Learning
- Excellent educational opportunities in games and computer-generated 3D animation
- German Games Days, Quo Vadis games developers' conference, German Computer Game Awards, AMAZE Festival, DIGAREC and PLAY
- Home to important associations such as G.A.M.E., BIU, ECO, USK, BVDW and Deutscher eSportbund

deutsche gamestage

German Games Days:  
The game industry's most  
important platform



Quo Vadis:  
The largest German-speaking  
game developers' conference



German Computer Game Awards:  
The highest awards for interactive  
entertainment media in Germany

### Rapid Development in a Dynamic Region

Berlin-Brandenburg has a natural dynamism that makes it an ideal playground for the ongoing transformation of the games industry. As a result, the region was able to play an active role in the most recent trends in online games, 3D Internet and mobile media. In addition to online major players such as Bigpoint, Frogster and wooga, there are many start-ups, such as OnLegends, which is the first company in the world to market licenses specially for browser games, and Popmog, which offers a new game portal for browser games. A number of 3D Internet pioneers are also in Berlin. Among their platforms are the online children's world »Panfu«, the dating communities »Smeet« and »Bailamo« and the parallel world »Twinity«. Online games are also going mobile: aka-aki networks is developing mobile social media games and Just A Games is the first company to concentrate exclusively on online and mobile games.

### Serious Games, Edutainment and E-Learning

The first network for serious games was established in Berlin-Brandenburg. Roughly 15 companies and institutions have come together to promote the development of game-based application. Publishers such as Egmont Ehapa, Tivola and Cornelsen, as well as companies such as Quadriga Games, exozet and Digital Spirit, offer platforms, applications and technology for edutainment and E-Learning. Online Educa, the largest international E-Learning conference, takes place each year in Berlin.

»Berlin is ideal for games development. The film industry is right around the corner, there are a number of top universities to collaborate with, the city has several training institutes for games industry, and we can exchange experiences regularly with developer studios both large and small.«

Jan Dérer | Managing Director |  
Binary Madness |  
www.binarymadness.de



### Exciting Meeting Point for the Games Industry

Several prominent events make the Berlin-Brandenburg region one of the most important meeting points for the games industry. The German Games Days with the Quo Vadis conference for game developers have taken place annually in Berlin since 2007, where they've established themselves as trend-setting industry platforms. The German Computer Game Awards – the most lucrative in gaming with €500,000 in award money – takes place during the Games Days. The Wii-Bar PLAY, the A MAZE. and play festivals and the Streetgame Initiative Berlin Invisible Playground round out the picture.

### Funding and Financing

The Medienboard has supported the development of computer games since 2006 and continues to offer ideal conditions for productive networking with a number of industry events. With numerous games-related projects per year, the region's support programme has established itself as a quality seal for digital entertainment formats. The Berlin Senate Department for Economics, Technology and Women's Issues supports the games industry via infrastructure projects, competitions, public-private partnerships, events and trade-fair appearances. In 2007, the Berlin State Investment Bank (IBB) launched a venture capital fund for the creative industries called the »VC Fonds Kreativwirtschaft Berlin«. The Business Angels Club in Berlin-Brandenburg provides information about further private financing opportunities.

**Education | Research**  
DIGAREC Center for Computer  
Research  
Games Academy  
HFF Konrad Wolf  
HTW Berlin Gameslab  
L4 Institut für Digitale  
Kommunikation  
Macromedia Hochschule  
MD.H Mediadesign Hochschule  
QANTM SAE-Institute  
Universität der Künste

**Associations | Networks**  
Berlin Games & Web 2.0 Forum  
BIU  
Deutscher eSport Bund e.V. (ESB)  
G.A.M.E.  
Gamesköpfe Berlin  
Interface Berlin  
Serious Games Berlin  
USK

**Events | Exhibitions**  
A MAZE. Festival  
Berlin 2.0  
Computer Games Museum  
German Games Days  
Quo Vadis Developers' Conference  
Invisible Playground Berlin  
pong.services  
Online Educa Berlin

**Useful Links**  
business-angels-berlin.de  
creative-city-berlin.de  
deutsche-gamestage.de  
interactive-city-berlin.de  
medienboard.de  
projektzukunft.berlin.de

»Berlin is the perfect location for producing media for the global market. Here, we have found the right partners and employees for all our innovation-related activities, such as connected TV, augmented reality and social gaming. The fact that foreign investors like the city a lot, that it has a wealth of creative energy and that it enjoys the good reputation of »German engineering« makes Berlin the ideal place for us.«



Frank Zahn | Managing Director |  
Exozet Group GmbH & Co. KG |  
www.exozet.com





»Pietshow«: Web-TV series by Grundy UFA on studivZ



Germany's biggest Online-Shopping-Club: brands4friends



Web-TV series »Dating Lanzelot« by Port-au-Prince on 3min

## WEB & SOCIAL MEDIA



### Companies

Dooyoo  
eBay  
Freshmilk.TV  
Futurerice  
GameDuell  
Grundy UFA  
Hobnox.com  
ImmobilienScout24  
Juno  
Metaversum  
MME  
Mokono  
MyHammer  
Pixelpark  
Smava  
Stepmap  
Tiva.tv  
Trabayo  
Zanox

### Social Media | Blogosphere

berlinstartup.de  
betterplace.org  
blog.de  
creativecommons.org  
deutsche-startups.de  
idealo.de  
jovoto.de  
mister-wong.de  
meinivz.net  
moviepilot.de  
myvideo.de  
netzpolitik.org  
perlentaucher.de  
podcast.de  
readers-edition.de  
smeet.de  
soundcloud.com  
spendino.de  
spreeblick.com  
schuelervz.net  
studivz.net  
studentsn.com  
tribax.de  
twinity.com  
utopia.de  
youmix.de

### Strong Internet Industry

With their international significance and technological know-how, companies active in the Internet industry represent the very future of Berlin-Brandenburg's creative sector. Market-leader eBay has its largest non-American presence here. The region is also home to studivZ, the largest German-language web-based social networking site with over 17 million registered users, as well as leading online marketing agencies, such as Mokono, Primehouse and AdServer. Google is also represented with a capital city office in the Berlin district of Mitte.

Leading international media corporations are active participants in the development of several innovative Internet companies: for example, Axel Springer AG with idealo.de, stepstone.de, zanox.de and aufeminin.com; the Georg von Holtzbrinck publishing group with studivZ and golem.de; Madsack Media Lab with trade-a-game; and Burdadigital with GameDuell. The region is also a pioneer in Europe in the non-profit sector. Creative platforms such as betterplace.org, spendino.de and utopia.de promote sustainability and social activeness. The Wikimedia Foundation, which operates Wikipedia, opened its offices in Berlin in 2008. The globally active Creative Commons movement is also represented in Berlin and works to develop new forms of copyright and knowledge sharing. There are also leading platforms in the field of Internet policy such as netzpolitik.org, politik-digital.de and politik.de. The »Digital Natives« populate co-working



»Our goal is to support and promote free knowledge. This is why it's really important for us to have close contact to political decision-makers. Berlin-Brandenburg also provides us with an open, creative and IT-friendly environment where we can create and maintain valuable partnerships.«

**Pavel Richter | Managing Director | Wikimedia Germany | www.wikimedia.de**



»It's no coincidence that Berlin is considered the most important place in Europe for Internet start-ups. As home to roughly 128 new Internet start-ups over the last three years, Berlin tops the list in Germany. And that's no surprise seeing that it enjoys an Internet penetration of over 70%. Events such as »Berlin 2.0 « also help to encourage the active exchange and development of new ideas.«

**Kai Bolik | CEO | GameDuell GmbH | www.gameduell.de**

jobs such as Studio 70 and the betahaus. You can find the perfect apartment for yourself at the online portal ImmobilienScout24. Events such as the internationally prominent re:publica and the Berlin Web Week attract and increasing number of Internet pioneers to the capital region.

### Capital for Start-ups, Blogs and Social Media

Since 2004, the Berlin-Brandenburg region has seen the most start-ups in the web and social media industry in Germany, including such now-established companies as AdShopping, DaWanda, Tribax and brands4friends as well as newcomers such as 7trends, Absolventa, castaclip, tvtype, Tracks & Fields, Trabayo, StepMap and Juno Internet. Future-oriented companies such as dooyoo, txtr and Infopark, the world's largest marketplace for rental products Erento and Web 2.0 flagships such as blog.de and Mr. Wong characterise the capital region. In addition to bild-blog.de and carta.info, Spreeblick and Perlentaucher are among the best-known and most influential German blogs. The initiative dotberlin stirred up interest around the world with its campaign to introduce the top-level ».berlin« domain, in the meantime raising enthusiasm in other major cities like Paris and New York.

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





GameDuell – Germany's largest game portal

- Home to leading Web 2.0 companies such as VZnet Netzwerke, Wikimedia, and eBay
- Active start-up community with companies such as soundcloud and Brands4Friends
- Innovative companies such as MyHammer, Hobnox and Tribax
- Creative Capital Region for New Content, Transmedia Entertainment and Digital Distribution
- Over 950,000 .de domains registered in Berlin and Brandenburg
- Top of the list in Germany with more than 80 % Internet use
- Wide spectrum of educational facilities and research institutes
- re:publica, droidcon, Next, Webinale, Berlin Web Week
- Home of important networks such as media.net berlinbrandenburg, Berlin 2.0 and Creative City Berlin



re:publica:  
Germany's most important  
bloggers conference



webinale:  
The holistic web conference

»Berlin has grown to become Germany's Internet powerhouse. As such, when it comes to finding creative and economically successful ideas, we couldn't hope for a better home than the one we have in the former »Backfabrik« (»baking factory«) in Prenzlauer Berg.«



**Dr. Clemens Riedl | Managing Director | VZnet Netzwerke Ltd. |**  
www.studivz.net, www.schuelervz.net,  
www.meinvz.net

**Creative Capital Region for New Content, Trans-media Entertainment and Digital Distribution**

New television – with future-oriented projects such as 3min and MyVideo – also comes from Berlin, as does the corresponding content. For example, MME produces for MySpace the Web-TV series »They call us CANDY GIRLS«, Port-au-Prince the series »Dating Lanzelot« for 3min, Grundy UFA the webisode »Pietshow« for studivZ, and Kloos&Co. Medien produces the 360° documentary »Planet Galata – A Bridge in Istanbul for ARTE«. In addition, Berlin-based companies such as Mediapeers, Moviepilot and Filmconfect open up new markets in digital film and content distribution. VM-People was one of the first companies in Germany to produce viral marketing campaigns as trans-medial alternate reality games. Doodem is the first German company devoted explicitly to transmedial formats and has been developing since 2010 participatory stories for companies such as MyVideo and Universal Music.

**Ideal Business Conditions**

Thanks to a modern infrastructure, a low cost of living and a wide spectrum of educational programs and research facilities, the region continues to be the ideal location for new ideas in the field of Web 2.0. In addition to this is a wide spectrum of educational opportunities and research institutes. Regional platforms, such as 15Talents and recruitment firms such as MELT,

make it easy to find new professional talent. The city leads with pack with roughly 750,000 .de domains registered in Berlin alone, and the capital is also at the top of the list in terms of Internet use: almost 80% of all Berliners are already online.

**Institutes, Networks and Industry Platforms**

Berlin-Brandenburg has established several networks designed to support young companies in their efforts to find investors and expand their business. These networks include media.net berlinbrandenburg, the ADT Association of German Innovation, Technology and Founders' Centers and the Berlin 2.0 Initiative. The Newthinking Network brings together a wide variety of firms that focus on open business models and current social and intellectual issues. The Medienboard and the Berlin Senate Department for Economics, Technology and Women's Issues support the industry via initiatives, events and publications. The creative-city-berlin.de portal gives an overview of the region's many offerings. Deutsche-Startups.de and Gründer-szene.de provide the industry with information about trends, background knowledge and financing opportunities for young companies. In 2010, in addition to re:publica and webinale, the Next tech conference took place for the first time in Berlin, and in 2011 as part of the Berlin Web Week, brings together the »leading minds of the industry«.

**E-Commerce | Online Shops**

- 15talents.com
- adshopping.com
- brands4friends.de
- beschenklich.de
- dawanda.de
- dotberlin.de
- erento.com
- idealo.de
- linklift.de
- kaufda.de
- myphotobook.de
- nugg.ad
- smava.de

**Networks | Institutes**

- Federal Association of German Innovation, Technology and Founders Centers (ADT) Berlin 2.0 Bitkom
- Federal Association of the Digital Economy Creative City Berlin
- German IPTV Association Echtzeit Berlin
- ECO Association eCOMM
- media.net berlinbrandenburg Medienboard Berlin-Brandenburg newthinking network
- Project Future (Projekt Zukunft) Wikimedia

**Events**

- Berlin Open
- Berlin Web Week
- droidcon
- Next Conference
- re:publica
- UX Camp
- webinale

**Awards**

- BIENE Award
- German Multimedia Award/ Online Star
- Deutsche Welle Blog Awards
- German IPTV Awards
- Digital Lifestyle Award
- Berlin-Brandenburg Innovation Awards
- Webcuts

»Virtual Berlin makes it possible for people to experience the city directly from anywhere in the world. Berlin is colorful, diverse, international, creative and open to new ideas. Germany's creative capital is the ideal starting point for Twinity, our real virtual world.«



**Dr. Mirko Caspar | CMO | Metaversum GmbH |**  
www.twinity.com



iPad version of »Catan – The First Island« from exozet games



»LiftLoft«: mobile, location-based social game from aka-aki networks

## MOBILE ENTERTAINMENT



### Companies

Avero  
checkitmobile  
exozet Interact  
Futurice  
GMIT  
hiogi  
Hiwave  
Jesta Digital  
lieblinx  
Nokia gate5  
textunes  
Visono  
Vivendi Mobile Entertainment  
YOC

### Mobile Content | Mobile Internet Communities

aka-aki networks  
iconmobile group  
Jamba!  
MicroMovie  
mobile melting  
We Find Mobile  
Zed Germany

### Mobile Entertainment

dailyme  
exozet games  
Extrajetzt  
Freshmilk  
MME Moviemment  
motain  
MTV Mobile/Business Development  
UFA Interactive  
Spaces of Play  
the binary family

### Growth Sectors Mobile Content and Mobile Services

Berlin-Brandenburg is a centre for the development and production of creative and innovative content for mobile applications and plays a leading role in national comparison. More than 50 companies in the capital region currently specialize in developing content for mobile services and mobile communities. The region is home to the major players in Europe's mobile entertainment industry, including Jesta Digital and its internationally well-known brand Jamba, as well as MTV Mobile und Vivendi Mobile Entertainment.

The increasing dominance of smart phones – from the iPhone to systems for Android, Symbian and MS Phone7 – has had a sustainable effect on the mobile entertainment market and demand for new services. The capital region is home to a number of corresponding applications. For example, the iconmobile group and Futurice are among the world's leaders in mobile business applications. YOC AG is one of the leading full-service providers for the use of mobile phones as a medium for advertising, information and transactions. With its gate5, for example, Nokia is developing internationally successful content for mobile GPS applications for smart phones. Also well-established here are companies such as exozet, madvertise, Fonpit and Hiwave. The Berlin-based start-up Barcoo was

»Berlin's vibrant cultural scene and excellent infrastructure attract many highly skilled professionals to the city and make it a one-of-a-kind location for internationally active companies. For almost 10 years, our company has benefitted from this creative environment. This location's various synergies when it comes to the field of digital entertainment continue to have a positive effect on both our business's performance and employees.«



**Markus Peuler | Managing Director | Jesta Digital |**  
[www.jamba.de](http://www.jamba.de); [www.jamster.com](http://www.jamster.com); [www.ilove.de](http://www.ilove.de)

acknowledged by the »Germany – Land of Ideas« initiative for its development of a mobile-phone barcode scanner. In the field of social media, start-ups such as the mobile knowledge platform hiogi and the social community aka-aki are among the most innovative mobile communities around today. The mobile sector meets regularly in Berlin at the »MobileMonday« meetings, and since 2009, the International Android Conference has established itself as a major date in the mobile calendar.

### Mobile TV and Entertainment Apps

More and more traditional media companies are also entering the market and offering mobile entertainment content. MTV Mobile Business Development produces mobile content for the TV broadcasters VIVA, MTV, Nickelodeon and Comedy Central in Germany, Austria and Switzerland. The Bertelsmann subsidiary UFA Interactive is heavily involved in the development and production of new content for mobile applications, digital special-interest channels and IPTV. With its »Big in America« series, MME Moviemment was the first company to create a mobile soap in Germany. The Potsdam-based company Micro Movie concentrates on the development and implementation of

»Berlin is the region where high-quality content producers meet modern communication network providers. It's also the place where we can work together to develop the business models of tomorrow, so that all customers can have access to attractive content everywhere and at all times.«



**Harald Geywitz | Berlin Office Head | E-PLUS GRUPPE | E-Plus Mobilfunk GmbH & Co. KG |**  
[www.eplus.de](http://www.eplus.de)

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.



Mobile TV player from dailyme

- Leading position in mobile content and mobile TV in Germany
- More than 50 companies focussed on mobile entertainment and mobile communities
- Home to European market leaders such as Jesta Digital and Vivendi Mobile Entertainment
- Over 800 wireless LAN hotspots in Berlin alone
- Creative services and media products for the web and mobile communications
- Leading location for technological innovations and broadband Internet in rural areas
- Important industry gatherings: animago AWARD, Viral Video Award and MobileMonday

mobile video formats. With the »dailyme« service, users can create their own TV channel for their smart phone out of current TV formats and video casts. The start-up scene in the region is also very active. For example, Mobile Melting develops location-based narrative tour guides; wahwah.fm opens up new revenue models for music; and Spaces of Play offers internationally award-winning mobile games in app stores.

### Technological Innovations

The Broadcast Mobile Convergence Forum (bmcoforum) is an international organization that lobbies governmental agencies on behalf of mobile broadcast companies and seeks to accelerate technological innovations such as the development of content for mobile TV. In 2010, with the help of the »Digital Dividends« pilot project launched by the Medienanstalt Berlin-Brandenburg (mabb) in cooperation with T-Mobile, a radio frequency was made available for broadband Internet use for the first time in Europe. This has allowed Brandenburg to become a leader in the use of radio frequencies for new mobile services. The Fraunhofer Institute in Berlin is developing new technologies for mobile devices, among other things. Future-oriented developments in Augmented Reality Technologies are also presented at the AR Conference.

»In just a few years, iconmobile has grown into a global player in the mobile solutions business, with 11 locations in eight countries. One of the reasons for our success has been our visionary approach to mobile marketing, interface design and technology. The creative engine of our corporate group's success has clearly been Berlin. Its cultural vitality, underlying non-conformist spirit and anything-goes ethos make the metropolis a magnet for talented individuals from all over the world.«

**Michael von Roeder | Chief Operating Officer | iconmobile group | [www.iconmobile.com](http://www.iconmobile.com)**



»For us and many other young companies, Berlin is the Silicon Valley of the creative industries. The mobile sector, in particular, benefits from excellent conditions in Berlin and was able to develop rapidly. Our company emerged directly out of the University of the Arts (UDK), which acts one of the cores breeding grounds for the city's creative industry. We see ourselves as an example of how artistic, creative and technological expertise can merge to generate products that gain global attention.«



**Roman Hänsler | Co-Founder | aka-aki networks GmbH | [www.aka-aki.com](http://www.aka-aki.com)**

### Highest Flexibility with WLAN, LTE and DVB-T

Berlin is currently the undisputed capital of Wireless LAN in Germany. In addition to the widely available DVB-H and UMTS, over 800 WLAN hotspots allow for flexible and wireless work and entertainment. In 2003, Berlin-Brandenburg was the first city region worldwide to begin digital terrestrial TV broadcasting (DVB-T). In August 2010, in the Brandenburg town of Kyritz, Telekom set up its first LTE-antenna, thus laying the ground stone for the fourth generation of mobile broadband Internet. Several companies, such as Condat AG and the mobile phone navigation software specialist bit-side, are hard at work developing new content. Standard-setting international mobile phone providers such as E-Plus, Hansenet, Telefonica, Vodafone and T-Mobile are represented in the region and offer in Berlin one of the most concentrated mobile phone networks in Europe. Non-commercial initiatives also provide for wide Internet access, with open communities in almost all parts of the city making their own wireless networks available to residents.



#### Institutions | Associations | Networks |

Alcatel-Lucent Stiftungs-  
Verbundkolleg Berlin  
bmcoforum  
eCOMM  
Freifunk Berlin  
media.net berlinbrandenburg  
Medienanstalt  
Berlin-Brandenburg  
Medienboard  
Berlin-Brandenburg

#### Fraunhofer-Institute

**ICT Group**  
FIRST  
FOKUS  
IZM  
ISST

#### Events | Festivals

animago AWARD  
droidcon  
medienwoche@IFA  
MobileMonday  
Viral Video Award





Printing machine at the Märkische Allgemeine Zeitung in Potsdam



Berlin: Headquarters of Axel Springer AG

## PUBLISHING

### Publishers

Audible  
Axel Springer  
Berlin Verlag  
Blumenbar Verlag  
Cornelsen  
Der Audio Verlag  
Duncker & Humblot  
Egmont Ehapa  
Klaus Wagenbach  
Reprodukt  
rowohlt Berlin  
Seyfried  
Software und Support  
Springer Science+Business Media  
Suhrkamp  
Tandem  
Ullstein Buchverlag  
De Gruyter

### Regional Newspapers

B.Z.  
Berliner Kurier  
Berliner Morgenpost  
Berliner Zeitung  
Der Tagesspiegel  
Lausitzer Rundschau  
Märkische Allgemeine  
Märkische Oderzeitung  
Potsdamer Neueste  
Nachrichten

### National Newspapers

BILD  
BILD am SONNTAG  
Die Welt  
Freitag  
Jüdische Allgemeine  
Junge Welt  
Jungle World  
Neues Deutschland  
taz  
Welt am Sonntag  
Welt kompakt

### News Agencies

AFP  
dapd  
dpa  
DPP  
KNA  
Reuters  
Sport-Informations-Dienst

### Unique Variety of Newspapers

The regional concentration of print media in the capital region is unique in Germany and Europe. The headquarters of Axel Springer AG, one of Europe's largest media corporations and Germany's largest newspaper publisher, are located here, including the editorial offices of its newspapers Die Welt, Welt Kompakt, Welt am Sonntag, Bild, B.Z. and Bild am Sonntag. Thirteen daily newspapers, nine weeklies, three Sunday papers, 79 classified ad papers, 15 city magazines and several national magazines are read by millions of people every day.

About 20 news agencies from all over the world are represented in Berlin, including dapd, Reuters, ANSA, Hsinhua, Saudi Arabia News Agency and Agence France Press. In 2010, the dpa opened its new central desk in Berlin. More than ten percent of German journalists and press photographers live in the capital. In addition, more than 90 regional daily papers and over 20 national papers and magazines, such as Der Spiegel, Focus, Die Zeit, Frankfurter Rundschau, Financial Times Deutschland and Wirtschaftswoche, have editorial offices in the capital. The Foreign Press Association in Germany (VDP) counts more than 400 members from 60 countries. The news magazine Der Spiegel moved a large part of its online editorial staff to Berlin. The capital region is also the source of Internet news services such as bild.de, welt.de, bildblog.de, Zeit Digital, spreeblick.com and readers-edition.

### Leaders in Science Publishing

Berlin's publishing landscape features several world-renowned scientific, textbook and special-interest publishers. With 1,700 special-interest magazines, 5,500 book titles and a wide-ranging eBook segment, Springer Science+Business Media is Germany's largest publisher of trade journals and scientific magazines. With its roughly 1,500 titles per year, Berlin-based Cornelsen Verlag is one of Germany's leading publishers of educational media. De Gruyter, Europe's largest publisher specialising in the humanities, produces

approximately 300 new titles, 60 special-interest magazines and digital media in several different academic fields each year. The science publishing specialists Dunker & Humblot publish roughly 350 new books, over 180 writers' series and about 15 science magazines and almanacs each year.

### Popular Publishing Location

In the past several years, many publishers have moved back to Berlin and several other prominent publishing houses have set up offices in the capital. For example, the distinguished publishing company Ullstein (Ullstein, Econ, List, Claasen, Propyläen and Marion von Schröder) took up its historical headquarters in Berlin. At the beginning of 2010, the renowned Suhrkamp publishing house moved its offices from Frankfurt/Main to Berlin, and Tandem Verlag moved from Königswinter to Potsdam. Berlin's almost 200 publishers have been enriching the German book market for years and are still able to cause a furor: whether it is Rowohlt Berlin Verlag, founded immediately following the fall of the Berlin Wall, or Aufbau Verlag. The region also hosts several other prominent publishers such as Klaus Wagenbach, Eulenspiegel, Rotbuch, Ch. Links, Nicolai,



»The memory of eminent publishing houses such as Mosse, Scherl and Ullstein lives on in the old newspaper district around Kochstrasse. At the same time, however, a new and exciting media district has also emerged, and now, in addition to our long-time neighbours Axel Springer and taz, we're also surrounded by agencies, editorial offices and media providers of all kinds. My wish is that one day this media center will enjoy a similarly high profile and importance as did its predecessor over one hundred years ago.«



Helmut Heinen | President |  
German Newspaper Publishers' Association (BDVZ) |  
www.bdzv.de

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.



- Strongest publishing region in Germany
- Total annual revenues of € 4.9 billion
- Workforce of roughly 38,000 in the print and publishing industry
- Germany's second largest concentration of publishers (roughly 500)
- Headquarters of Axel Springer AG, Springer Science+Business Media, Ullstein, Suhrkamp, Cornelsen, Egmont Ehapa and Tandem
- About 800 printing companies, including the Bundesdruckerei, Springer Druckerei, BVZ Berliner Zeitungsdruck and Märkische Verlags- und Druckgesellschaft
- 9,000 new books published annually, more than any other German city
- Editorial offices of over 90 regional newspapers and more than 20 national newspapers
- Capital of writers: 60% of Germany's PEN members live in Berlin
- Centre of literary agencies
- Headquarters of important associations, including the German Newspaper Publishers Association (BDZV), Association of Newspaper Publishers (VDZ), Federal Press Conference Association (BPK)

**M100** SANSSOUCI COLLOQUIUM 2010

International Media Meeting M100 Sanssouci Colloquium during medienwoche@IFA in Potsdam

**Digital Innovators' Summit 2011**

Digital Innovators' Summit: Renowned experts discuss future strategies



»Every day, at the heart of Berlin, the staff at the WELT-Gruppe pull off a journalistic tour de force: They produce four daily papers, create an all-round digital package and turn out the highly popular WELT am SONNTAG on weekends. The liberal cosmopolitan

philosophy uniting the journalists reflects a focus on freedom, responsibility and innovation.«

**Jan-Eric Peters | Editor-in-Chief WELT-Gruppe | Axel Springer AG | [www.axelspringer.de](http://www.axelspringer.de)**

Schwarzkopf & Schwarzkopf, Alexander, Transit and BeBra, as well as comic publishers, such as Egmont Ehapa – one of Europe's largest – Seyfried and Reprodukt. A total of 9,000 first edition books published in the Berlin-Brandenburg region each year make it the leader in Germany. Berlin is also on top of the list in terms of the diversity of its bookselling trade. No other German city has as many bookstores as the capital, currently around 400. With its collection of roughly 10,000 works, the region's Comics Library is absolutely unique in the country.

### Successful Audio Book Publishers

Audio books represent one of the most rapidly growing areas in the industry. With a total of 800 audio book productions, the Berlin-based Audio Verlag (DAV) is one of the most successful audio book publishers in Germany. Audible, the world's leading provider of audio book downloads, moved its offices from Munich to Berlin in 2008. This Amazon subsidiary offers more than 35,000 audio books in four different languages from roughly 800 publishers and is the exclusive worldwide audio-book partner of Apple's iTunes store.



»Berlin offers just as many strategic location advantages to Egmont Ehapa Verlag – the market leader in the children's magazines sector and a company that also stands for comics such as Micky Mouse, Lucky Luke and Asterix. Berlin represents both the life-

style and the center of innovative and creative life in Germany. We also enjoy the proximity to our license partners – an excellent condition for cooperative work and the development of new business models.«

**Ulrich Buser | Managing Director | Egmont Ehapa Verlag GmbH | [www.ehapa.de](http://www.ehapa.de)**

### Digital Offerings

More and more traditional publishers are transforming themselves into integrated media houses by expanding their activities in the digital arena. For example, Axel Springer AG launched a paid-content offensive and now offers fee-based content for mobile platforms such as the iPhone and iPad as well as on newspaper portals. The company is also involved in the development of a variety of innovative Internet business models, including Stepstone, zanox.de and motor-talk.de. The Holtzbrinck Group, which owns papers such as Berlin's Der Tagesspiegel and Potsdamer Neueste Nachrichten, is also the proprietor of studIVZ and the IT information portal Golem.de. The emergence of the major capital-city editorial offices of Zeit Digital, managed by Zeit Online, is designed to set a positive trend for quality journalism on the Internet. The Berlin-based start-up »niiu« brought Germany's first individualised newspaper to the market in November 2009. In the field of eBooks, the Berlin-based start-up txtr developed products and services for digital reading and now cooperates worldwide with publishers, distributors and mobile broadcasters. Berlin based start-up textunes is specialised on hosting publishers' content on mobile devices.

### Editorial Offices | Online Editorial Offices

Der Spiegel  
Die Zeit  
Financial Times Deutschland  
Focus  
Frankfurter Allgemeine  
Frankfurter Allgemeine  
Sonntagszeitung  
Frankfurter Rundschau  
Handelsblatt  
Stern  
Süddeutsche Zeitung  
Wirtschaftswoche

### Magazines

032c  
Achtung – Zeitschrift für Mode  
Cicero  
Das Magazin  
DE:Bug  
Deutsch Magazine  
Dummy  
Eulenspiegel  
Guter Rat  
Leonce  
Liebling  
Monopol  
Mosaik  
Politik & Kommunikation  
Siegessäule  
Spex  
The Ex-Berliner  
unclesally\*s  
Vice  
ZEITmagazin Leben  
ZE02





M100 Sanssouci Colloquium 2009: M100 Media Award-winner Hans-Dietrich Genscher (middle) with (from left) Jann Jakobs, André Azoulay, Lord Weidenfeld and Dr. Marek Prawda in Sanssouci Palace/Potsdam



Headquarters of the Berliner Verlag at Alexanderplatz, Berlin



**Associations | Institutions**

- Berliner Journalisten
- Börsenverein des Deutschen Buchhandels
- Bundespressekonferenz
- Bundesverband Deutscher Anzeigenblätter
- Bundesverband Deutscher Pressesprecher
- Bundesverband Deutscher Zeitungsverleger
- Deutscher Fachjournalistenverband
- Deutsche Journalisten Union
- DJV Berlin
- Märkischer Presse- und Wirtschaftsclub
- Verband der Zeitschriftenverleger
- Verband Druck und Medien
- Verein der ausländischen Presse in Deutschland
- Vereinigung Berliner Pressesprecher

**Events | Awards**

- AKEP-Award
- Alfred-Döblin-Preis
- Axel-Springer-Preis
- Berlin-Brandenburgische Buchwochen
- Berliner Bücherfest
- Berliner Krimi-Tage
- Berliner Literaturpreis
- Deutscher Reporterpreis
- Digital Innovators Summit
- Goldener Prometheus
- internationales literaturfestival berlin
- M100 Sanssouci Colloquium
- open mike
- poesiefestival
- Theodor-Wolff-Preis
- ver.di Literaturpreis Berlin-Brandenburg
- Zeitschriftentage

**Useful Links**

[projektzukunft.berlin.de](http://projektzukunft.berlin.de)



»Cornelsen Verlag was founded in Berlin in 1946. Since then, it has grown from a small, family-operated publishing company into one of Germany's leading providers of educational publications and services. But it's not just our history that ties us to the capital.

Berlin's attractiveness as a location gives us a decisive competitive advantage when it comes to attracting the best employees available.«

**Wolf-Rüdiger Feldmann | Managing Director | Cornelsen Verlag | [www.cornelsen.de](http://www.cornelsen.de)**

**Booming Magazine Scene**

In the past several years, the magazine scene in the capital region has enjoyed a virtual explosion. Fashion, lifestyle, politics, music and art are the main focuses of many leading publications, including Spex, Dummy, Monopol, Liebling, Achtung – Zeitschrift für Mode, Cicero, the German edition of Vice and 032c. These often bilingual magazines target an international audience and convey Berlin's cosmopolitan lifestyle. In 2010, Rolling Stone, Musikexpress and Metall Hammer, all of which belong to Axel Springer AG's WELT Group, moved from Munich to Berlin. Germany's Umwelthilfe moved the editorial offices of its environmental magazine zeo2 to the capital. Other national magazines, such as Test and Finanztest, which are published by the German Consumer Protection Agency, as well as special interest magazines, such as De:Bug, complete the picture.

**The Writer's Capital**

Berlin is the capital of authors. The city is home to about 60 percent of Germany's PEN members, 10 percent of all German authors and a large number of award-winning writers. Herta Müller, winner of the 2009 Nobel Prize for Literature, also calls Berlin home. Judith Herrmann, Ingo Schulze, Tanja Dücker, Julia

Franck, Katharina Hacker, Sven Regener and Vladimir Kaminer all live in Berlin and often make the city a prominent part of their novels and short stories. With four literature houses, a large number of public and private financial support initiatives and several trade fairs and literary events, these authors find the creative environment they need for their work. In the past several years, Berlin has also established itself as the centre of German literary agencies. The most important literary agencies in Germany, such as Eggers & Landwehr, Graf & Graf, Mohrbooks Berlin, Behrens & Richter, Herbach & Haase and The Berlin Agency, are all based in Berlin.

**Prominent Institutions and Events**

Many important print-related federations, institutions and associations have their headquarters in the capital region. These include the Federal Press Conference Association (BPK), the Federal Association of German Newspaper Publishers (BDZV) – the leading organisation in the newspaper publishing industry – and the Association of German Magazine Publishers (VDZ), which has approx. 400 members. The Berlin-Brandenburg Association of Print and Media functions as an information and service centre. Awards such as the Alfred Döblin Award, the open mike Award – the most important German prize for young authors – the Golden Prometheus for Journalist of the Year, the Theodor-Wolff Award (every two years), the Axel-Springer-Award for Young Journalists, the German Reporter Award, the AKEP Award and the Award for Innovation in Electronic Publishing are given out on an annual basis. Prominent international events, such as the Digital Innovator's Summit, the Zeitschriftentage and Potsdam's M100 Sanssouci Colloquium, which takes place during the [medienwoche@IFA](mailto:medienwoche@IFA), complete the picture.

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.



Robbie Williams, ECHO-Award-winner 2010 for  
»Best Artist International Rock/Pop«

## MUSIC

### Sound of Berlin

From techno to world music, jazz to hiphop and pop to classical: Berlin's music industry is vibrant and internationally successful. Leading players, such as Universal Music Germany, Deutsche Entertainment AG (DEAG) and the world-famous piano manufacturers at C. Bechstein Pianofortefabrik are among the most profitable companies in the industry. World-renowned orchestras, such as the Berlin Philharmonic under Sir Simon Rattle, the Berlin Staatskapelle under Daniel Barenboim and the Berlin Academy of Old Music, influence the city's reputation as the capital of music. This reputation is enhanced by many events and festivals, including the Berlin Music Week with the Popkomm Trade Fair, a2n, the club transmediale (CTM) and Ultraschall, as well as by labels, such as Motor Music, Piranha, Russendisko, City Slang, IK7, BPitch Control, Minus and Traumton.

More and more music companies, such as Impresariat, Simmenauer, Superstar Entertainment and Keinmusik are moving to Berlin to profit from the city's creative independent music scene. Add to this more than 108 music publishing companies, such as the market leader Universal Music Publishing, but also middle-size companies, such as Rolf Budde Musikverlag, Intro-Meisel, Bosworth Publishing and Boosey & Hawkes. In 2009, Sony moved its classical music division from New York to Berlin. In addition, almost 110 sound studios, a number of leading producers and many composers are based in Berlin.

### Driving Force behind the Music Industry

Many specialised companies benefit from Berlin's strong music industry and give enriching impulses at the same time. EuroArts Medien is one of the most successful international producers and distributors of audiovisual content in the fields of classical, jazz and world music for TV and DVD music programs. Software companies such as Magix, Native Instruments and Ableton supply the music industry with the most

- About 2,200 companies with a workforce of over 16,000
- Annual revenues of more than € 1 billion
- Home to Universal Music Germany, MTV Networks Germany, DEAG, Sony Music Entertainment and EuroArts Medien
- ECHO Awards, Berlin Music Week with the Popkomm Music Fair and Berlin Festival, Young Euro Classics, club transmediale (CTM)
- Creative music scene is driving force behind the music industry
- Most prosperous concert scene in Germany
- Excellent infrastructure with over 110 sound studios
- Renowned music universities and colleges such as the Hanns-Eisler-Academy of Music and the University of the Arts (UdK)
- Home to important networks and national associations such as the Bundesverband Musikindustrie, Club Commission, Label Commission and Berlin Music Commission



»A shining national music scene, creative minds and international stars that love the city. As a market leader, we profit from Berlin's endless potential and we're set to generate even more musical highlights in the future.«

**Frank Briegmann | President & CEO |  
Universal Music Germany |  
[www.universal-music.com](http://www.universal-music.com)**

up-to-date solutions in music software. MTV Networks launched its broadband video channel MTV Overdrive here. Independent online platforms such as Zero Inch and Beatport invite users to download countless pieces of music from thousands of labels. The SoundCloud platform helps to network, promote and distribute music on the Internet. Net labels such as Pentagonik and Pulsar Records are also forging new paths in music distribution. Several web radio stations, such as Klubradio and Aupeo, offer listeners the best sound quality and custom-made programming. Successful web TV broadcasters, such as tape.tv and Tim Renner's Motor Entertainment with its motor.de, motor.tv and the online label Motor Digital, were also able to establish themselves in the industry.

### Berlin Rocks!

Berlin has the most diverse concert scene in Germany, including over 250 event locations and about 130 event and concert promoters. Germany's largest concert promoter, Deutsche Entertainment (DEAG), has its headquarters in the city. Berlin's club landscape is unique in Europe and continues to draw thousands of visitors to the city each year.

#### Companies

Ableton  
Beatport  
Bechstein  
DEAG  
Dubplates und Mastering  
EuroArts Medien  
Magix  
MTV Networks Germany  
Native Instruments  
SoundCloud  
tape.tv  
VIVA  
Zero Inch

#### Labels | Publishers

IK7  
B612 Publishing  
Basic Channel  
Bosworth Music  
Bpitch Control  
City Slang  
Keinmusik  
Kitty-Yo  
Meisel Musikverlage  
Ministry of Sound  
Motor Entertainment  
Ostgut Ton  
Piranha  
Rolf Budde Musikverlag  
Russendisko  
Sony BMG  
Traumton Records  
Tresor Records  
Universal Music  
Virgin/Labels/Mute  
Word&Sound



Berlin: Home of Universal Music Germany, MTV and VIVA



Sir Simon Rattle, chief conductor of the Berlin Philharmonic



ECHO German Music Awards:  
The most important music awards  
in Germany

**Festivals | Trade Fairs | Awards**

- a2n
- Berlin Music Week
- Berlin Festival
- Classic Open Air
- ECHO Award
- Hanns-Eisler-Preis
- JazzFest Berlin
- Karneval der Kulturen
- MaerzMusik
- Musikfest Berlin
- Open Air Classic Sommer
- Popkomm
- So klingt Berlin
- Sounddesignforum Potsdam
- Club Transmediale
- Ultraschall
- Young Euro Classic

**Initiatives | Clubs |**

- Associations**
- Berlin Music Commission
- Bundesverband der Musik-industrie
- Bundesvereinigung der Musikveranstalter
- club commission
- Deutsche Gesellschaft für elektroakustische Musik
- Deutsche Landesgruppe der IFPI
- GEMA Generaldirektion Berlin
- GermanSounds
- Initiative Musik
- Label-Commission Berlin
- media.net berlinbrandenburg
- Verband unabhängiger Musikunternehmen (VUT)

**Music Databases**

- blc.berlin.de/musik
- dismarc.org
- soklingtberlin.de
- sourcemusic.biz

**Useful Links**

- Creative-city-berlin.de
- projektzukunft.berlin.de
- soklingtberlin.de

**International Events, Festivals and Awards**

The music industry hands out about 20 music awards annually. The glamorous ECHO Awards represents the most coveted industry statue and also the second largest music award in the world after the Grammys. Two of the most coveted awards in the field of classical music are the Young Euro Classics Composer's Award and the Hanns-Eisler-Award for Composition and Contemporary Music Interpretation. The international music industry meets in September at the Berlin Music Week, which combines the Popkomm – Germany's most important communication platform for the music and entertainment industry – the Berlin Festival and a number of other events under one roof. Berlin's reputation as a vibrant and multifaceted music capital is enhanced by several music festivals, including the Musikfest, a2n, Ultraschall, JazzFest, MaerzMusik, Berliner Tage für alte Musik, Young Euro Classics and Classic Open Air. The Sounddesignforum, which explores new and innovative opportunities in the field of sound design, has taken place in Potsdam since 2009.

**Strong Associations and Networks**

Leading music associations, such as the Federal Association of the Recording Industry, the German National Group of the IFPI and the German Association of Independent Record Companies, Music Publishers and Music Producers (VUT) are based here. The Berlin Music Commission and the industry-wide network media.net tend to intensify the already lively exchange among the music scene and with other industries. The Clubcommission represents more than 100 event agencies that have joined together to maintain and promote the diversity of the scene and to connect the sector even further.



»Berlin is just like the culture of Pop and Rock music – inquisitive and always busy reinventing itself. This notorious restlessness might bother part of the establishment, but it's the precise reason why the city magically attracts musicians. No matter whether it's Norwegian singer-songwriters, Japanese electronic musicians or bands from the so-called »Hamburg School«, avant-garde Pop and Rock musicians have been living in Berlin for a long time and, as always, the mainstream is just following them..«



**Tim Renner | Managing Director |**  
Motor Entertainment GmbH |  
www.motor.de

**Music Industry Information Online**

The music database at the Business Location Centre ([www.blc.berlin.de/musik](http://www.blc.berlin.de/musik)) profiles 1,300 Berlin music companies and institutions, as does the [www.soklingtberlin.de](http://www.soklingtberlin.de) platform, which was created by the Communication Forum at Berlin's University of the Arts UdK. The Berlin Senate's »Project Future« supports the industry via information campaigns, publications and networks such as the Berlin Music Commission. The »Discovering Music Archives« (dismarc.org) project headed up by the rbb Rundfunk Berlin-Brandenburg makes audio archives available in a common, public-access online database throughout Europe. Information on industry-related financing opportunities, trade fairs and networks can be found at [creative-city-berlin.de](http://creative-city-berlin.de).

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





Designmai, part of the DMY International Design Festival

- International community with unique creative potential
- Strongest design/advertising cluster in Germany with annual revenues of € 1.6 billion
- Berlin recognised by UNESCO as an official »City of Design«
- About 3,400 advertising and PR agencies, one-fifth of which were founded after 2000
- Excellent location for PR and communications agencies
- Strategic proximity to political spheres and associations
- Unique educational and training opportunities for young creative professionals and communications experts
- International events and festivals: Effie-Gala, Werbekongress, Communications Congress, International Design Festival Berlin (DMY), Berlin Fashion Week, Bread & Butter, Premium Exhibitions



In 2006, Berlin was named an official UNESCO »City of Design«

## COMMUNICATIONS | DESIGN

### Trendsetting Metropolis

Berlin is the capital of creativity. Hardly any other European capital offers such a variety of artistic currents and exerts such a magnetic appeal on creative talent. More than 8,000 companies are active in the fields of design, advertising, PR and architecture, and together they generate annual revenues of €1.6 billion. The capital region has emerged as one of Germany's strongest design/advertising clusters, and in the past several years alone over 200 new design companies have been founded. Innovative projects and qualified professionals thrive on the region's dynamic atmosphere and are inspired by the sheer variety and quality of cultural events and educational opportunities it offers.

### Center of Creative Advertising

Berlin has developed into one of the most important locations for advertising and is excellently positioned. More than 3,400 agencies work in the fields of advertising, marketing and PR in Berlin. They represent one of the most important pillars of the communications industry in the entire Berlin-Brandenburg region. Leading agencies, such as Scholz & Friends and DDB



»The creative capital. The capital of creatives. There are only a handful of cities in the world that have always had to be creative in order to develop. And there are even fewer cities in the world that also exert a massive magnetic pull on creatives, artists and unconventional thinkers. Berlin combines both of these in one.«

Amir Kassaei | CCO |  
DDB Group Germany |  
[www.de.dbb.de](http://www.de.dbb.de)

Group Germany, have headquarters in Berlin. Sixteen of the largest network agencies have offices in the capital, including the BBDO Group Germany, Jung von Matt and TBWA. Numerous Berlin-based agencies have received many awards and work for international top clients. Many leading events and awards ceremonies, such as the Werbekongress, Communications Congress and the Effie-Gala, attract the industry to Berlin on a regular basis.

### Connecting Politics, Business and Communications

Berlin is the centre of political communication in Germany and many public affairs companies and lobbying agencies are found in the capital. These companies include A&B One, Johanssen + Kretschmer, Pleon, Publicis, Media Consulta and WMP EuroCom. The Institute for Public Affairs and Communication Sciences at Berlin's Free University (FU) offers a Master's programme in »Media and Political Communication«. The only German magazine for political communication, »politik & kommunikation« published by Helios Media, offers a professional platform for political themes and hands out the renowned Politikaward each year.

### Agencies

- A&B One
- ART+COM
- BBDO
- Damm und Lindlar
- DDB
- Dorland
- fischerAppelt
- GKM
- Hill & Knowlton
- Communications index
- Johanssen + Kretschmer
- Jung von Matt
- kempertrautmann
- McCann Erickson
- M&C Saatchi
- Media Consulta
- MetaDesign
- Pleon
- Plex
- Publicis
- Scholz & Friends
- Schindler Parent Identity
- Schröder+Schömb's Public Relations GmbH
- TBWA
- Triad
- WMP EuroCom

### Institutions | Associations | Networks

- ADC
- Berliner Kommunikationsforum
- Bundesverband deutscher Pressesprecher
- Create Berlin
- Deutsche Public Relations Gesellschaft
- Helios Media
- Kommunikationsverband Berlin/Brandenburg
- Labels Berlin
- Markenverband
- Marketingclub Berlin
- media.net berlinbrandenburg
- Modecenter Berlin
- Zentralverband der deutschen Werbewirtschaft



»For all of us at Publicis Consultants Germany, Berlin-Brandenburg is a little piece of home. With our French roots and our offices in Berlin-Mitte, we work for clients all over the world. Our »Political Salon« has become one of the most interesting discussion round-

tables in the capital. This wouldn't have been possible in any other city. Our colleagues from Paris, London and New York are always amazed at the opportunities Berlin offers us in terms of being able to both live and work at the very heart of the city.«

Axel Wallrabenstein | Managing Partner |  
Publicis Consultants Deutschland |  
[www.publicis-consultants.de](http://www.publicis-consultants.de)



The University of the Arts, Berlin (UdK)



CREATE BERLIN: Berlin's design community network



Detailed information on Berlin's fashion industry is provided in the »Fashion in Berlin« brochure published by Berlin Partner



**Labels**

- [aem'kei]
- c.neeon
- Claudia Skoda
- Eastberlin
- kaviar gauche
- Lala Berlin
- Michalsky
- penkov
- Pulver
- Sisi Wasabi
- Talking means trouble
- Thatchers
- Wunderkind

**Platforms**

- Berlinomat
- Berlinerklamotten
- Berlindesign.net
- Creativecityberlin.de
- Designszeneberlin
- Fashion Patrons
- Design Reaktor Berlin (UdK)

**Trade Fairs | Events | Awards**

- Art Forum
- Berlin Fashion Week
- Bread & Butter
- createurope
- Designmai
- DMY
- GWA Effie-Gala
- Premium Exhibitions
- MB Fashion Week
- Politikaward
- PR Report Awards
- Spirit of Fashion
- TYPO Berlin
- Werbekongress
- Wettbewerb Jahrbuch der Werbung
- Young Designers meet the Industry

**Useful Links**

- berlindesignblog.de
- formfenster.de/berlin
- idz.de
- modabot.de
- modesearch.de
- projektzukunft.berlin.de



»MetaDesign is the leading German agency for corporate identity, corporate design and corporate branding. Berlin contributes significantly to our success – the diversity of the city generates a steady flow of new ideas for our projects and helps to attract

highly qualified professionals.«

**Uli Mayer-Johanssen |**  
**Chairman and Managing Director |**  
**MetaDesign AG |**  
[www.metadesign.de](http://www.metadesign.de)

**Education and Young Talent**

The capital region offers a wide array of study programmes. About 27,000 students are currently pursuing degrees in about 70 media-, communication- and design-related programmes. In addition to renowned Institutions, such as Berlin's University of the Arts (UdK), private institutes, such as the Institute for Marketing and Communication, also offer worldwide unique course programmes. Executives in the creative industries receive professional education at the private Berlin School of Creative Leadership. The German Institute for Public Affairs offers companies and institutions several internal training formats. The student talent incubator Töchter+Söhne at the UdK forges young advertisers and has been decorated a number of times for its achievements.

**UNESCO City of Design**

Berlin has been awarded the distinction of an official »City of Design« and became the first German city to be accepted into UNESCO's global network of »Creative Cities«. This honour acknowledges the achievements of Berlin-based designers, fashion innovators and advertising artists. It also highlights the open, cosmopolitan character of the city. There are

almost 2,000 design ateliers in Berlin. The International Design Festival Berlin with the Designmai and Congress are among the most important get-togethers in the international design industry.

**Fashion**

Berlin labels are well-respected international trend-setters. Brand names such as Sisi Wasabi, kaviar gauche, Michalsky, c.neeon, Thatchers, Lala Berlin, penkov and Pulver produce their fashions primarily at workshops in the region. Wolfgang Joop, the prominent international designer from Potsdam, continues to enjoy worldwide success with his Wunderkind couture. The region's nine fashion schools provide an outstanding environment for training in fashion. There are about 1,000 fashion designers based in Berlin currently. Several fashion fairs and shows elevate the capital city to the ranks of other top European fashion enters. From the Premium Exhibitions and the Spirit of Fashion to the Bread & Butter and Berlin Fashion Week, the Berlin-Brandenburg region presents a broad spectrum of fashion design.



»Berlin is increasingly becoming a cultural metropolis whose influence radiates far beyond just Europe. As a melting pot of international creativity, the city is in a constant state of rediscovery. As a design agency for new media, ART+COM has benefitted

immensely from this environment. With our innovative, experimental and interdisciplinary projects, we are bringing the future of media communications one step closer in conceptual terms. Likewise, in addition to many international design awards, we have also been able to win more and more international clients.«

**Andreas Wiek | Managing Director and CEO |**  
**ART+COM AG |**  
[www.artcom.de](http://www.artcom.de)

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





medienwoche@IFA

- More than 5,200 companies with about 61,000 employees
- Annual revenues of approx. € 10.1 billion
- Home to major international companies such as Siemens, IBM, Motorola, Oracle and eBay
- 20 of the 30 largest E-Business firms have their headquarters or offices in the capital region
- 1.4 million DSL connections make Berlin Europe's largest and most modern communications network
- Largest pool of IT and telecommunications professionals in Germany
- Strong initiatives and networks: SIBB, We make IT, BITKOM, VPRT, VATM
- Test market for new applications and services
- Largest digital communications network in Germany with over 200,000 kilometres of fiber-optic cable
- 70 Internet providers and 160 network operators
- About 800 public WLAN hotspots in Berlin alone
- Important industry events: IFA, German DMMA OnlineStar, LinuxTag

## IT | TELECOMMUNICATIONS

### Business Location Advantages

Berlin-Brandenburg is the location for new technological developments. The first telephone network was created here in 1877, and it was here that Konrad Zuse developed the first computer in 1936. Radio and television also got their start in the region. Today, the information and communications industries function as enabling technologies and play a vital role in the regional economy. For young IT companies, Berlin is more in demand than ever and serves as a strategic European base. Low rental costs, affordable salaries, a highly skilled workforce and a lively metropolitan environment make the region an attractive location for international companies.

Today, more than 5,200 companies employing about 61,000 people offer IT-solutions for commerce, industry and administration. The region's industry has annual revenues of €10.1 billion. Many of the market leaders of the IT and telecommunications industry, such as Siemens, IBM, Deutsche Telekom, E-Plus, O2, Vodafone, Motorola, SAP, Aastra DeTeWe, ADC Krone, AVM, T-Systems and Oracle, are represented in the capital region city.

A number of small and medium-size companies, such as PSI, City & Bits, Jinit[ and alfabet work here on developing innovative products. Numerous innovative start-ups, such as SMS Guru and Mister Wong, energise the scene with their promising ideas. Every year, Berlin hosts the IFA, the world's largest trade fair for consumer electronics. Berlin is also host to LinuxTag, Europe's leading computer trade fair for Linux and Open Source. It also hosts the German DMMA Online-Star Award, the leading competition for innovative online applications and solutions.

### Research and Development

Renowned and highly-specialised research institutes – especially those in the field of broadband communication, such as the Ferdinand-Braun-Institute for High Frequency Technology (FBH), the Heinrich-Hertz-Institute for News Technology (HHI) and the Institute Innovations for High Performance Microelectronics' (IHP) in Frankfurt (Oder) – support the work of regional companies. Deutsche Telekom's T-Lab at the Technical University of Berlin (TU) concentrates its innovative top-level research in the capital region. The Fraunhofer IuK Group, a nationwide network of 17 institutes, is the largest European association for practical research in information and communication sciences. It includes the Fraunhofer-Institutes FOKUS and FIRST as well as the Fraunhofer-Institute for Software and Systems Engineering (ISST), which helps companies to create ICT infrastructures in the fields of corporate communications, electronic commerce and software engineering. The Hasso-Plattner-Institute for Software Systems Engineering in Potsdam continues to be unique in Germany as a university institute fully funded by private sources. Each year, the institute accepts only 80 of the best-qualified applicants into its IT Systems Engineering programme for extremely practical training in IT engineering.

**Companies**

- Aastra DeTeWe
- ADC Krone
- Aircall
- AM-SoFT IT-Systeme
- AVM
- City & Bits
- Condat
- Deutsche Telekom
- DNS:NET
- dooyoo
- eBay
- eMessage.de
- E-Plus Gruppe
- Fox Mobile
- Groupon GmbH
- Hasso Plattner Ventures
- IBM
- Jinit[
- Jamba
- Motorola
- Mytoys
- Nokia gate5
- Oracle
- O2
- PSI
- Rohde & Schwarz
- SIT
- SAG
- SAP
- Siemens
- SNT
- Stream
- Telegab
- Teles
- T-Labs
- T-Systems
- Viafon
- Vodafone
- VoxGen
- WorkXL
- zanox
- Zertificon Solutions



»The locations in Berlin and Potsdam offer excellent conditions for our work as the global leader in company software. Oracle employees appreciate the proximity to the Berlin metropolis and the high quality of life in the Brandenburg region.«



**Jürgen Kunz | Managing Director |**  
**ORACLE Deutschland GmbH |**  
[www.oracle.com](http://www.oracle.com)



Centre for Photonics and Optical Technologies (Photonic Centre, also called the »Amoeba«), Berlin-Adlershof



»Beamzone«® Bluetooth column at the medienwoche@IFA



**Research**

E-Government Zentrum  
 Electronic Business Forum  
 Ferdinand-Braun-Institut für  
 Höchstfrequenztechnik  
 Berlin (FBH)  
 Fraunhofer Heinrich-Hertz-  
 Institut für Nachrichtentechnik  
 (HHI)  
 Institut für innovative  
 Mikroelektronik (IHP)  
 Hasso-Plattner-Institut für  
 Softwaresystemtechnik  
 Fraunhofer-Institut  
 IuK-Gruppe:  
 FIRST  
 FOKUS  
 ISST  
 IZM

**W-LAN Hotspots**  
 hotspot.portal.de  
 hotspot-locations.de

**E-Security**  
 Bone Labs  
 e.siqia  
 Fraunhofer E-Security Allianz  
 Sicherheit mit IT



»Our location in Dreilinden offers excellent overall conditions for eBay in Germany. Our proximity to the Berlin metropolis is especially attractive to our employees, many of whom enjoy the city's international flair and creative environment – both at work and at home.«

**Dr. Stephan Zoll | Managing Director | eBay GmbH | www.ebay.de**

On its 10th anniversary in 2009, the HPI and three other institutes were ranked by the Center for Educational Development (CHE) as the leading providers of computer-science education programmes in Germany. The Berlin-Brandenburg region also stands out due to a large supply of well-educated young professionals. In Berlin alone, approximately one in 10 students is pursuing a media- or IT-related degree.

**Strong Initiatives**

Strong state initiatives such as »Project Future – Berlin in the Information Society« and business initiatives like »We make IT.berlinbrandenburg« work in close cooperation with industry leaders to further develop Berlin-Brandenburg as one of the most important IT centres in Germany. »We make IT« is a central marketing initiative of the IT industry together with the chambers of industry and commerce of the states of Berlin and Brandenburg as well as various business associations. Their goal is to enhance the leading national and international position of top IT solutions from the German capital region.

**Mobility and Communication**

The Berlin-Brandenburg region is an important test market for major mobile phone suppliers, and this is where the first UMTS networks went »on air«. The Mobile Phone-TV Standard DVB-H pilot project was also launched first in Berlin. In a productive dialogue with mobile broadcast operators, Brandenburg is currently preparing for the introduction of the next generation of mobile broadcast technology known as Long Term Evolution (LTE), which is the follow-up to UMTS. The introduction of LTE is scheduled to start in 2011. The region has a state-of-the-art communications infrastructure that will also be expanded even further and is distinguished by an excellent and highly innovative research landscape. At the Mobile Communications Institute of the Fraunhofer's Heinrich Hertz Institute for Telecommunications (HHI), mobile transmission technology is being developed together with China. The region is also home to Teles WBI, one of the largest suppliers of satellite-based broadband Internet access services and infrastructure systems for telecommunications networks. Another regional focus is VoIP (Voiceover IP). Companies like AVP, Deutsche Telekom and the creators of Asterisk® Open Source develop and produce their products in the region.



»New Internet services, most of which are shaped by the communication habits and information patterns of the younger generation, are the engine behind the development of even more efficient network infrastructures and software. In particular, above-average increases in the use of mobile applications provide long-term growth opportunities to regional companies offering innovative and secure IT solutions.«

**Ulrich Otto | Chairman | NETFOX AG | Spokesman for the Initiative »We make IT.berlinbrandenburg« | www.netfox.de | www.we-make-it.de**

Kontaktadressen zu den genannten und weiteren Unternehmen der Region (Auswahl) finden Sie im Serviceteil



Award winners of the DMMA OnlineStar 2010, Berlin



The business initiative of the Berlin-Brandenburg IT industry  
[www.we-make-it.de](http://www.we-make-it.de)



DMMA OnlineStar:  
 The leading competition in  
 online business

## E-Government

Thanks to numerous federal, state and municipal authorities in Berlin and Brandenburg, the region has become a pioneer in E-Government. A major part of total public-sector expenditures is managed from here. Microsoft Germany moved its Public Services department to Berlin; IBM has an e-Government Center here; SAP moved to Berlin's Mitte district in 2004; E-Plus opened a new office here; and Google opened its capital city office here in 2008. A number of small and middle-size companies, such as EITCO, Jinit[ and infopark provide solutions for the region and beyond. The Project Future Initiative uses its E-Government initiative to bring together developers, service providers and users with the goal of creating solutions for improved collaboration between business, administrators and the public. The Fraunhofer E-Government Center combines the industry expertise of eight institutes and runs a test lab for development and presentation. Representatives from the fields of research, administration and business meet here and cooperate directly on the development of pioneering E-Government solutions. The Institute of Electronic Business at the Berlin University of the Arts (UdK) offers a study programme in E-Government that is unique in Europe.

»Since 1999, the Hasso Plattner Institute has graduated roughly 680 IT engineers, whose practice-oriented education has provided them with excellent career prospects. Likewise, since 2007, the HPI School of Design Thinking has been teaching students how fresh, new ideas can be transformed into user-friendly products and services.«

**Prof. Dr. h.c. mult. Hasso Plattner |**  
**Chairman of the Supervisory Board |**  
**SAP AG |**  
[www.hpi.uni-potsdam.de](http://www.hpi.uni-potsdam.de)



»When SSG AG was founded in 1995, it chose a location in Brandenburg close to the capital city. That was a good decision. The pool of well-educated people found here and our company's magnificent location on Ruppiner Lake have combined to foster creativity and success in our development of innovative IT solutions. SSG successfully devises and markets solutions related to POS and for credit institutions throughout Germany. In the process of developing new products, SSG has also received fantastic support from the Brandenburg Economic Development Board (ZAB), which is yet another factor in the success that businesses in our region have enjoyed.«

**Peter Lange | CEO |**  
**SSG Lange & Partner AG |**  
[www.ssg.de](http://www.ssg.de)



The Amt24 network plans to make the capital region a leading E-Government center in Europe as well as to offer a catalogue of E-Government solutions for the entire field.

## Security with IT

E-Security is of vital importance to the capital region. Prominent international companies and research institutes – such as Zertificon Solutions and Fraunhofer E-Security Allianz – are located in the Berlin-Brandenburg region. »Security with IT Technology« is one of five focuses of Berlin-Brandenburg's master plan for the security industry and related research. The technology-support programs initiated by Berlin and Brandenburg therefore favor IT security solutions, i.e. those designed to protect people, buildings, public events and documents. Cooperative networks, such



## Associations | Networks | Initiatives

Amt24  
 BCIX  
 BITKOM  
 BIU  
 BVDW  
 Deutscher Kabelverband  
 Geocom  
 Innovationswerkstatt für die  
 IT- und Medien-Branche  
 Brandenburg  
 Projekt Zukunft  
 MOBKOM  
 Netzwerk neue Medien  
 SeSamBB  
 SIBB  
 TSB Technologiestiftung Berlin  
 Innovationszentrum Berlin  
 Technologiestiftung  
 Brandenburg  
 TelematicsPRO  
 TimeKontor AG  
 VATM  
 VPRT  
 We make IT.berlinbrandenburg





The Hasso Plattner Institute in Potsdam



The 1st National IT Summit under the patronage of German Chancellor Angela Merkel at the Hasso Plattner Institute in Potsdam



**Events | Awards**

Deutscher Multimedia Award  
 Deutscher Multimedia Kongress  
 Fachmesse IT Profits  
 IFA  
 LinuxTag  
 medienwoche@IFA

**Useful Links**

amt24.de  
 b2bbb.de  
 bund.de  
 wegweiser.de  
 berlinews.de  
 geocom.de  
 projektzukunft.berlin.de  
 sesamBB.de  
 tk-atlas-berlin.de  
 Voice over IP Magazin  
 We-make-IT.de



»We have grown to become one of Germany's leading software providers in the field of municipal real estate workflow management. Even church and state districts use our solutions to manage their multidisciplinary workflow without media interruption. We benefit from the fact that so many of the IT engineers who have received excellent training in this region also decide to make it their home. Both the capital region's business networks and being close to numerous universities increase our ability to be innovative.«

**Andreas Kanis | CEO |**  
**ARCHIKART Software AG |**  
**www.archikart.de**

**E-Business-Region**

Prominent and leading Internet portals and E-Business companies, such as studiVZ, Groupon, the Scout Group, Jamba and eBay are located in Berlin and Brandenburg. They profit from the region's efficient telecommunications infrastructure and excellent educational programmes as well as from the large pool of well-educated young professionals. Corporations such as the toy manufacturer myToys and the popular auction house eBay produce impressive revenues. With its many small and medium-size businesses and thriving start-up community, Berlin-Brandenburg leads the industry in the fields of E-Commerce and E-Logistics. Companies such as T-Systems and Condat develop and implement asset management systems, mobile applications, E-Business solutions and E-Learning platforms. Nokia Services supplies Nokia smartphones with its »Smart2go« navigation software, which provides users with maps to help them find their bearings in cities across the world. The company E-Message.de is the producer and provider of an innovative product suite for mobile telecommunications and – in direct competition with Blackberry – offers the first German E-mail push service with hardware and network flexibility. zanox.de offers international eCommerce and online marketing services and boasts cooperation agreements with a million foreign distributors in 30 countries.

as »SeSamBB – Security and Safety Made in Berlin-Brandenburg,« bring together a number of firms that do business in applications for the ePass, for IT security in municipalities, for secure and business-oriented use of all building guidance systems and for security in open spaces. A number of companies and institutions work at the intersection of IT, geoinformation, optics and sensor technology to develop security applications, such as flood protection (e.g. DHI-WASY, Infoterra and RapidEye), early fire warning systems (IQ Wireless and Pronet), document and product protection (Bundesdruckerei, Fraunhofer IAP and dpm identsysteme) and security telematics (IABG, DERDACK, e\*Message and lesswire).

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.



Students at the HFF in Potsdam



Sehsüchte: The largest international student film festival in Europe

- One of the most attractive locations for education and training in Germany
- Over 70 media and communications programmes with over 22,000 students
- Numerous institutes with top training opportunities for the next generation of global industry leaders
- Unique training programmes for TV producers, TV authors and TV design
- Special training programmes for professions in the games industry
- Easy access to internships at media companies, thesis project support services
- Konrad Wolf Academy of Film and Television (HFF), Berlin Film School, German Film and TV Academy (dffb), University of the Arts (UdK), HPI Design School and Games Academy
- International students festivals: sehsüchte and Insight Out

## EDUCATION | YOUNG TALENT

### Talent Capital

With 27 public universities, technical universities and university-level colleges and about 20 private colleges and 250 research institutions, Berlin-Brandenburg offers a unique landscape for science and research. About 180,000 students are registered in the region, three-quarters of whom attend universities here. Each year, approximately 1,500 graduates leave the Konrad Wolf Academy of Film and Television (HFF), the German Film and Television Academy (dffb), the Hanns Eisler Academy of Music (HfM) and the Berlin University of the Arts (UdK). With more than 22,000 students registered in film, media and communications sciences, Berlin-Brandenburg is a major pool of creative talents. The capital region offers companies a unique spectrum of young talents in the growth industries of media, IT and communications, as well as for the entire creative industries. In addition, over 70 private educational institutions offer programmes designed to qualify students for careers in the media and communications industries. The region also offers interested individuals a total of 380 professional training opportunities.

### A New Generation of Leaders in Film and Television

The region provides excellent conditions for young professionals. For example, the Konrad Wolf Academy of Film and Television (HFF) is located at the very heart of the Babelsberg studio complex. The HFF's close proximity to local studios and its numerous cooperation agreements with major industry players allow students to enjoy hands-on practical training at one of the largest film schools in Europe. The HFF offers all major study programmes, including directing, producing, dramaturgy, acting and animation. Once a year, Potsdam rolls out the red carpet for the latest generation of international film talent at the »sehsüchte« International Student Film Festival.

Since 2005, the annual symposium »Insight Out« for film and TV producers in the field of digital media sponsored by EU and others has taken place at the HFF's Digital Media Institute. Also since 2005, 50 students from 15 regional universities and academies have produced the programme for the campus TV project XEN.ON®, which is broadcasted on rbb. Berlin based Mediadesign Hochschule für Design und Informatik is offering study programmes on Digital Film Design and Animation/ VFX besides Game-, Media-, Fashion Design, Media and Communication Management programmes. The renowned German Film and Television Academy (dffb) has produced some of Germany's most prominent international filmmakers such as Wolfgang Petersen and Wolfgang Becker. Today, the dffb's teaching staff includes personalities such as cinematographer Michael Ballhaus and director Mike Leigh. In 1999, a unique and highly successful advanced training programme for TV producers was created in cooperation with German broadcasters. Each year, films made by HFF and dffb

- Universities | Colleges**
- Beuth University of Applied Sciences
  - Brandenburg Technical University Cottbus (TU Cottbus)
  - Europe University Viadrina
  - Brandenburg University of Applied Sciences
  - Potsdam University of Applied Sciences (FH Potsdam)
  - Free University Berlin (FU)
  - HTW University of Applied Sciences
  - Konrad Wolf Academy of Film and Television (HFF)
  - Hanns Eisler Academy of Music (HfM)
  - Ernst Busch School of Dramatic Arts Berlin (HfS)
  - Humboldt-University Berlin (HU)
  - Lausitz Technical University
  - Media Design Hochschule für Design und Informatik
  - Steinbeis University Berlin
  - TFH University of Applied Sciences Wildau
  - Technical University Berlin (TU)
  - Technical University Cottbus
  - University of the Arts (UdK)
  - University of Potsdam
  - UMC – University of Management and Communications Potsdam
  - Weißensee School of the Arts Berlin

- Film | Television**
- Akademie der Medien Berlin
  - Arts and Stage Academy
  - btk berliner technische kunsthochschule
  - Deutsche Film- und Fernsehakademie Berlin (dffb)
  - die medienakademie
  - Entertainment Master Class
  - Erich Pommer Institut
  - Institut für Schauspiel Film- und Fernsehberufe
  - Kaskelne Filmakademie
  - Master School Drehbuch
  - Medien Bildungsgesellschaft Babelsberg
  - Nipkow-Programm
  - SchulFuncK

»With its new approach to education and research – and well on its way to becoming the Babelsberg Film University »Konrad Wolf« – the HFF is more than ready to take on the challenges facing today's educational system and the national and international media industry. Innovative study programs, the latest in educational technology and ground-breaking research projects are ready to set new standards at the oldest educational facility in Babelsberg media city.«



**Prof. Dr. sc. Dieter Wiedemann | President | »Konrad Wolf« Academy of Film and Television | [www.hff-potsdam.de](http://www.hff-potsdam.de)**





The Konrad Wolf Academy of Film and Television (HFF), Potsdam-Babelsberg



Campus of the Technical University of Berlin (TU)

**New Media | Games**

DEKRA Media Academy  
Games Academy  
Institute for Electronic Business  
L4 – Institute for Digital  
Communication  
Mediadesign University of  
Applied Sciences  
SAE Institute  
SiliconStudio/Berlin am itw  
UFA Lab

**Journalism**

Axel Springer Academy  
Berlin School of Journalism  
German Press Academy (depak)  
DFJS School of Specialised  
Journalism  
Electronic Media School  
Babelsberg  
Protestant School of  
Journalism  
KLARA School of Journalism

**Advertising | Design**

BEST-Sabel Education Centre  
btk berlin technical university  
for design  
Design Academy Berlin  
German Institute for Public  
Affairs  
ESMOD International Fashion  
School  
Institute for Informatics and  
Graphic Design (figd)  
Institute for Social and Business  
Communication (GWK) at the  
University of the Arts (UdK)  
Lette Foundation  
PR Kolleg Berlin

students receive numerous invitations and awards, among them the German Short Film Award and the Student Oscars. The ENTERTAINMENT MASTER CLASS (EMC), an international format academy located in Potsdam, represents a globally unique training for the development, production, marketing and distribution of entertainment TV formats. In 2009, UFA – Germany’s leader in the film of film and TV production – launched the UFA Lab, a support programme that gives young talent the opportunity to create content for new media and to develop this content into market-ready products. In 2011, Potsdam-Babelsberg will open the Medieninnovationszentrum (MIZ), yet another institution for the education and professional training of new content. The Hasso-Plattner-Institute in Potsdam collaborates with Stanford University’s School of Engineering to offer a unique, interdisciplinary academic programme entitled »Design Thinking« at the HPI School of Design (D-School).

**Games**

The capital region represents a unique array of educational opportunities for young talent in the games industry. Almost all universities and colleges in the region have expanded their curriculum to include study programmes and research activities dealing with games and game development. The HFF offers a degree in 3D Graphic Design, and Potsdam’s University of Applied Sciences (Fachhochschule Potsdam) teaches Game Design as part of its Interfacedesign programme. The Games Academy specialises in game design, level design and game art and animation. The L4-Institute for Digital Communication and the Mediadesign Hochschule MD.H offer training in game design.

**Advertising, Communications and Design**

In the field of advertising and media communications, Berlin’s University of the Arts (UdK) offers programmes ranging from Business Communication and Producing/Media Marketing to Experimental Media Design and Visual Communication. Berlin’s HTW University of Applied Sciences also offers programmes such as Communication Design and Business Communication. The Weißensee School of the Arts Berlin (KH Berlin) offers Communication Design, Fashion Design and Production Design, and the Berlin Design Academy offers unique programmes as well.

**Young Journalists from the Capital City**

Berlin is the news capital of Germany, and young journalists profit from this strategic position. The Axel Springer Academy, the Protestant School of Journalism, the Berlin School of Journalism and the KLARA School of Journalism all offer a wide range of outstanding study and training programmes. Beyond its programmes in communication sciences, Berlin’s Free University (FU) also has a journalism department. In addition, the region is home to numerous private institutions offering various educational and training courses in journalism.



»In the world’s information societies, knowledge is essential. That’s why we have a particular focus on fostering the next generation in close collaboration with the Konrad Wolf Film & Television Academy (HFF) and the University of Potsdam. This support is our most important investment in the future.«

**Prof. Klaus Keil | Managing Director |  
Erich Pommer Institut |  
www.epi-medieninstitut.de**

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





The Filmhaus at Potsdamer Platz in Berlin, home of the dffb academy



Students at the Games Academy, Berlin



»Nobody refers to Berlin as an »up-and-coming« city anymore – Berlin has already arrived. The city's unique mixture of creativity, artistic and technical know-how and entrepreneurial spirit attracts people from each and every continent.«



**Thomas Długaiczek | Managing Director | Games Academy GmbH | [www.games-academy.de](http://www.games-academy.de)**

### IT and Communications

The Berlin-Brandenburg region also has much to offer in the field of information and communications technology as well. Over 400 gifted students are currently registered in the Bachelor's and Master's programmes at Potsdam's renowned Hasso-Plattner-Institute (HPI) on their way to becoming software engineers. The largest share of computer science students among Brandenburg's universities is found at the Technical University in Cottbus (BTU-Cottbus). The MANO Microsystems Engineering Training Network also produces highly-qualified young experts in semiconductor and microsystems technology in northeast Germany. Those involved in this network include the Technical University Berlin (TU), the Brandenburg University of Applied Sciences (FH-Brandenburg) and Siemens Professional Education. The Institute of Electronic Business (IEB) in Berlin offers a degree programme entitled »Leadership in Digital Communication« a hands-on course of studies focusing on communications, design, management and leadership and carried out at Berlin's University of the Arts (UdK) and at St. Gallen University.

### International Business Leaders

A new generation of international business leaders is trained at the Berlin campuses of the European School of Management and Technology (ESMT), the ESCP-EAP European Business School, the SRH School in Berlin, the

European University Viadrina Frankfurt (Oder) and at satellite departments of Stanford and Harvard universities. At the private Berlin School of Creative Leadership, young executives in the creative industries take part in a globally unique study programme. The German Institute for Public Affairs offers companies and institutes internal training programmes. The multimedia »Hochschulservice« (MHSG) supports the region's many universities with materials and multimedia study programmes, and also promotes the field both on and off campus. With its Media MBA, the School of Management and Innovation (SMI) offers an international study programme that combines ambitious teaching with knowledge transfer. Over 120 European media companies have enrolled their best people in the Media MBA so far and, thanks to its cooperation partners from the media industry, the programme has become the most successful executive MBA of its kind in Europe.

### Internships

A wide range of offers make it easy for students to make the jump from theory to practice. In a project initiated by media.net berlinbrandenburg and the Medien Bildungsgesellschaft Babelsberg entitled »join media«, companies including Axel Springer, UFA Film & TV Produktion, Universal Music Germany, GameDuell, Pixelpark, Immobilienscout24 and WE DO offer young and ambitious students the opportunity to take part in a six-month internship at two of the above mentioned companies.

### International Programmes in Berlin-Brandenburg

The region offers several continuing education programmes sponsored by the European MEDIA Programme in the fields of film, television and new media. Training initiatives include the Essential Legal Framework at the Erich Pommer Institute (EPI) and the seminars offered by the Screenplay Master School. The EU programme Nipkow supports media professionals from other European countries in the form of stipends for continuing education and internships in Berlin.

- IT | Telecommunications**
- Cimdata.de – Medienakademie Berlin
- Competence Center für Digitale Medien
- E-Learning-design
- Fachinstitut für Informatik und Grafikdesign
- Hasso-Plattner-Institut für Softwaresystemtechnik
- HPI School of Design Thinking
- indisoft-upgrade
- Institute of Electronic Business
- Kompetenzzentrum Mikroelektronik Frankfurt/Oder
- TEIA AG – Internet Akademie
- Zentrum für Mikrosystemtechnik
- Berlin/MANO

- Young Talent | Business Leadership**
- Berlin School of Creative Leadership
- Europäische Medien- und Business-Akademie
- Europäische Wirtschaftshochschule
- ESCP Europe
- European School of Management and Technology ESMT
- Hertie School of Governance
- Multimedia Hochschulservice
- Berlin MHSG
- SRH Hochschule
- Stanford at the FU Berlin
- Steinbeis-Hochschule Berlin

- Internships**
- join media
- media.net berlinbrandenburg
- Nipkow Programme

- Useful Links**
- [berlin.de/sen/wissenschaft-und-forschung/studieren-in-berlin/berlin-sciences.com/designerdock.de](http://berlin.de/sen/wissenschaft-und-forschung/studieren-in-berlin/berlin-sciences.com/designerdock.de)
- [Weiterbildungsdatenbank Berlin wdb.de](http://Weiterbildungsdatenbank.Berlin.wdb.de)



Berlin's »Rotes Rathaus« City Hall Building



The fx.Center in Potsdam, home of the Medienboard Berlin-Brandenburg

## FINANCING | FUNDING



### Film | TV |

#### Digital Content

InvestitionsBank des Landes Brandenburg (ILB)  
 Investitionsbank Berlin (IBB)  
 MEDIA Antenne  
 Medienboard Berlin-Brandenburg  
 DeutscherFilmFörderfonds  
 Filmförderungsanstalt FFA

#### Attractive Funding Opportunities

Berlin Partner GmbH  
 Investitionsbank Berlin (IBB)  
 InvestitionsBank des Landes Brandenburg (ILB)  
 Ministerium für Wirtschaft und Europaangelegenheiten des Landes Brandenburg  
 Projekt Zukunft  
 ZukunftsAgentur Brandenburg (ZAB)

#### Financing

Bundesverband Deutscher Banken  
 Bundesverband Deutscher Kapitalgesellschaften  
 KfW Bankengruppe  
 BBB Bürgschaftsbank zu Berlin-Brandenburg

#### Useful Links

bbfc.de  
 berlinpartner.de  
 berlin.de/projektzukunft  
 ibb.de  
 ilb.de  
 medienboard.de

### Film, Television and Digital Content

Berlin-Brandenburg supports the local film and television industry with sureties and guarantees designed to foster profit-oriented projects. The State Investment Banks of Brandenburg (ILB) and Berlin (IBB) support production companies with film financing portfolios and offer common interim financing programmes for TV and film co-productions. With an annual budget of approximately €29 million, the Medienboard Berlin-Brandenburg provides funding for film and business-location marketing projects. MEDIA Antenne Berlin-Brandenburg is the regional information office of the EU's MEDIA Programme and serves as an important contact agency for the industry. It offers advisory services for producers, distributors and organisers of training and promotional events. The Medienboard provides support for project and format development in the field of innovative audiovisual content, including mobile content and games for PCs, consoles and the Internet. Yet another successful financing instrument is available to producers in the form of German Federal Film Fund (DFFF), which covers up to 20% of German production costs. The Serious Games competition and the Berlin-Brandenburg »Made to Create« regional competition called »Visual Effects« support the development of new applications and technologies for the film, TV, cinema and event industries.

»The Brandenburg State Investment Bank (ILB) has been fostering the potential of Berlin-Brandenburg's media industry together with the Medienboard for the past 15 years. Our offers range from interim financing for film productions to the allocation of risk capital for new media/digital media.«



**Klaus-Dieter Licht | Board Chairman | Brandenburg State Investment Bank (ILB) | [www.ilb.de](http://www.ilb.de)**

### Attractive Funding Opportunities

Berlin and Brandenburg support the media and creative industries, as well as national and international IT and telecommunications companies, by means of targeted funding and effective regional technological and economic policies. Companies receive the highest funding possible for investments and R&D projects. The region profits from the funding programmes of Germany's federal ministries, IP from development programmes for the former East German states. Companies receive wage subsidies as well as additional funding of up to 50 percent of their investment costs in new assets. Berlin also offers special conditions, including a wide variety of industry-related funding programmes designed to foster new and innovative companies and to strengthen the innovation potential of existing firms. The IBB has expanded its portfolio to include two venture capital funds, namely the €30 million »Creative Industries VC Fund« – the first of its kind in Germany – and the €52 million »Technology VC Fund« which targets tech-oriented small and medium-size companies. In Brandenburg, the BC Brandenburg Capital GmbH also invests in the early and growth phases of small and medium-size tech-oriented companies via its BFB II Growth Fund. Moreover, Berlin's »Project Future« state initiative, along with further innovation support from Berlin and Brandenburg, helps strengthen R&D projects in the media, creative and IT sectors.

»The creative industries are of key importance to Berlin, where you can find ideal basic conditions for further growth. As the state's subsidy bank, we offer the financing and advice needed for such growth. This can come in the form of equity capital from the »VC Fonds Kreativwirtschaft« or loans to finance growth. And those looking for well-informed business advice can find qualified partners to speak with at the Creative Coaching Center!«



**Ulrich Kissing | Chairman of the Board of Management | Investitionsbank Berlin (IBB) | [www.ibb.de](http://www.ibb.de)**

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





- Superior cost-benefit ratio when compared with other major economic centres
- Favourable costs for commercial and residential real estate
- Low commercial taxation rates
- Up to 30% lower labour costs than in most other German federal states
- Highly qualified and flexible workforce
- Excellent IT and telecommunications infrastructure
- One of the most exciting cultural regions in Europe
- Affordable cost of living

## INVESTING IN BERLIN AND BRANDENBURG

### Germany's Capital and Decision-Makers' Region

Berlin-Brandenburg is Germany's decision-makers' top region and offers investors ideal conditions for R&D, production and distribution. Governmental departments, project initiators, investment banks and all major IT and media associations are located in the capital region. In addition to the German parliament, the federal government and 136 diplomatic offices, the capital is also home to more than 200 top-level national and international business and science associations. Several industry initiatives and events, along with more than 400 annual trade fairs and congresses, help to foster the strong personal contacts needed to access the business community and secure new markets.

### International and East-West Expertise

Once a symbol of Cold War division, Berlin is now the place where East and West come together. On an east-west axis, the capital region lies between Paris and Moscow and on a north-south axis between Stockholm and Rome. Roughly one-third of the world's 50 largest companies operate in Berlin-Brandenburg and take advantage of its pivotal location between East and West, including Sony, Siemens, IBM, eBay, Universal Music Germany, Vodafone and Viacom Germany. These major corporations benefit from the expertise, experience and language skills available in the region and from the over 200 institutions active in the promotion of East-West cooperation. People from 182 different nations call Berlin-Brandenburg home and enrich the region's creative and inspiring landscape.

### State-of-the-Art Infrastructure

Trans-European transport routes intersect in Berlin-Brandenburg. With a well-developed and high-tech network that includes the Autobahn, railway lines, water routes, Berlin's new Hauptbahnhof train station and two international airports, Germany's capital region has excellent connections to national and international traffic routes. Starting in 2012, the new high-tech Flughafen Berlin Brandenburg will offer even better connections and flights to destinations worldwide.

The BBI will also have direct access to the Autobahn and its own train station directly under the terminal.

### Low-Priced Real Estate in all Areas

Berlin offers companies a wide variety of inexpensive urban office space and commercial real estate ranging from high-tech offices to large-scale industrial parks. Such well-equipped office and industrial space is available at short notice both in the inner city as well as in the suburban districts at prices considerably lower than in other German and international cities. The State of Brandenburg also hosts more than 700 commercial, industrial and office locations at attractive rental and purchase prices. Development land in Brandenburg costs an average of 45% less than in western German states.

### The Region on the Internet

- berlin.de
- berlin-partner.de
- brandenburg.de
- businesslocationcenter.de
- capital-region.de
- cottbus.de
- frankfurt-oder.de
- moe-business.de
- potsdam.de
- wirtschaft.brandenburg.de
- zab-brandenburg.de



»The Berlin-Brandenburg capital region offers unique opportunities to innovative and creative companies. Here, we have a high-performing and attractive cluster of companies in the IT, media and creative sectors, all of which play a role in jointly shaping the location's image. The neighbouring states of Berlin and Brandenburg have been consistently expanding the region's abilities through targeted and coordinated funding policies. In doing so, Berlin Partner and the Brandenburg Economic Development Board (ZAB) are perfect partners – whether for new investors, companies already located here or start-ups.«



René Gurka

Dr. Steffen Kammradt

**René Gurka | Managing Director | Berlin Partner GmbH | [www.berlin-partner.de](http://www.berlin-partner.de)**

**Dr. Steffen Kammradt | Spokesman of the Executive Board | Brandenburg Economic Development Board (ZAB) | [www.zab-brandenburg.de](http://www.zab-brandenburg.de)**





The Brandenburg Gate in Berlin

## Support/Funding

Berlin Partner GmbH  
 Investitionsbank Berlin (IBB)  
 InvestitionsBank des Landes  
 Brandenburg (ILB)  
 MEDIA Antenne  
 Medienboard Berlin-  
 Brandenburg  
 Ministerium für Wirtschaft des  
 Landes Brandenburg  
 Projekt Zukunft  
 ZukunftsAgentur Brandenburg  
 (ZAB)

## Research

Branchentransferstelle Bikum  
 E-Government Zentrum  
 Electronic Business Forum  
 Ferdinand-Braun-Institut für  
 Höchstfrequenztechnik Berlin  
 (FBH)  
 Fraunhofer Institut für  
 Nachrichtentechnik- Heinrich-  
 Hertz-Institut (HHI)  
 Institut für innovative  
 Mikroelektronik (IHP)  
 Fraunhofer-Institute für Offene  
 Kommunikationssysteme  
 (FOKUS)  
 Hasso-Plattner-Institut für  
 Softwaresystemtechnik (HPI)

## Culture and Diversity

Berlin-Brandenburg is one of the most exciting cultural regions in Europe. More than 1,400 events take place here every day. Berlin's 2,300 cultural institutions alone employ more than 25,000 people from all over the world. The city's 170 museums, 150 theatres, 11 symphony orchestras, a thriving music and progressive arts scene and roughly 300 cinemas also represent an important economic factor for the region. There are more than 500 palaces and parks in Berlin and Brandenburg, including the famous Sanssouci Palace in Potsdam, Brandenburg's state capital.

## A Great Place to Live

Berliners and Brandenburgers live in one of Europe's largest capital regions. One quarter of Berlin's territory is made up of water, forests and green spaces. From freshly restored downtown neighbourhoods to waterside villas, the region's housing market is characterised by attractive residential areas and affordable prices. The region offers its residents many recreational and sports facilities ranging from golf and water sports to rollerblading. Berlin is surrounded by the sweeping landscape of Brandenburg, which has 3,000 lakes, 30,000 kilometres of rivers and waterways as well as 15 biosphere reserves and nature parks.

## Attractive Funding Programmes

Berlin-Brandenburg is the region with the best funding opportunities in Europe. For example, companies receive maximum subsidies for investments and R&D projects. Many programmes are specifically aimed at encouraging start-ups and strengthening the innovative capacity of existing companies. The region profits additionally from support measures for the former East German states made possible by the European Union (target areas 1 and 2) and the German Federal Government. Berlin Partner's Business Recruiting Package offers comprehensive, one-stop services to companies that create jobs in the region.

## Knowledge and Creativity

The Berlin-Brandenburg region's cultural, scientific and research environment is unique in Europe. Twenty-seven universities and university-level colleges, roughly 20 private university-level schools as well as 250 research institutes and 42 technology centres offer tremendous opportunities for strategic cooperation. The region is home to leading institutes such as those of the Helmholtz Society of German Research Centres, the Gottfried Wilhelm Leibniz Society, the Fraunhofer Society and the Max Planck Society. Berlin-Brandenburg also has a very long and prominent history of outstanding scientific research: 29 Nobel Prize winners were members of Berlin universities. Potsdam is the city with the highest science concentration in Germany: with 50,000 scientists working in Berlin and Brandenburg, about 10 to 15 percent of Germany's scientific human resources are found in the capital region. These qualities help to attract a steady flow of highly qualified professionals and executives but also of young and creative professionals. In Berlin-Brandenburg, trends are set and new business ideas, services and products are put into practice. The region also trains the leaders of tomorrow for top positions in the fields of information and communication technology, telecommunications, film, TV, games, Web 2.0, radio, publishing, advertising and design.



IHK Potsdam



Potsdamer Platz, Berlin

- Excellent price-performance ratio for commercial real estate at cost levels up to 20% below the national average
- Attractive locations and lofts in the city, along rivers and lakes and in the countryside of Berlin and Brandenburg
- Ability to live and work in districts very close to one another
- Unique working atmosphere in renovated historic buildings
- Office and commercial space in all sizes, from small units to several thousand m<sup>2</sup>



BLC:  
The central information portal  
for the business community

## BUSINESS LOCATIONS



### Where Tradition Meets the Future

The capital region thrives on diversity and contrast. Nowhere is this more apparent than in Berlin's new centre, Potsdamer Platz. This new, modern inner-city quarter was developed on 125,000m<sup>2</sup> by famous architects such as Renzo Piano and Helmut Jahn. The Spandauer Vorstadt, a historic neighbourhood at the centre of Berlin, has become a fashionable meeting place for artists and young creative professionals. The ambiance of the district appeals not only to advertising, PR and multimedia agencies but also to service providers and IT companies. Other new and attractive locations have emerged at the outskirts of Berlin and in Potsdam, such as the EUROPARC Dreilinden, which hosts eBay's German headquarters. Not far from there lies Babelsberg Media City, which is well-known for its international film productions. One of the largest developments currently underway in the capital region is the »Airport City«, a building complex consisting of modern and high-end commercial space next to the Flughafen Berlin Brandenburg, which is set to begin operations in 2012. The future is being built on tradition, and the capital region offers space and unique locations for exactly these new ideas, developments and products.

»Today, with its over 150 media-related companies employing 1,800 people, the Berlin-Adlershof Technology Park is the city's largest media location. Here, events and television programmes of all sizes are produced. The centerpiece of the »Media City« is Studio Berlin Adlershof, which offers a first-class production environment with its 11 studios and its fleet of state-of-the-art off-site broadcasting vans. Television broadcasters and other companies can find a complete range of full-service offerings and anything needed for media production in Adlershof: stage and scenery production, costume rentals, dubbing and sound studios, as well as many post-production and marketing companies. Having the Media City nestled within Germany's largest technology and science park helps guarantee a leading position for the location in the competitive search for the newest innovations.«



**Gerhard W. Steindorf | Managing Director | Adlershof Projekt GmbH | Development Agency as Trustee of the State of Berlin | [www.adlershof.de](http://www.adlershof.de)**

### Central Contact Partners

Berlin Partner GmbH  
[berlin-partner.de](http://berlin-partner.de)  
ZukunftsAgentur  
Brandenburg (ZAB)  
[zab-brandenburg.de](http://zab-brandenburg.de)  
Immobilienportal des Business  
Location Center (BLC)  
[businesslocationcenter.de](http://businesslocationcenter.de)

### Information

[gewerbeflaechenatlas.berlin.de](http://gewerbeflaechenatlas.berlin.de)

»With its direct access to the A115 motorway, an investment volume of €500 million and its excellent, eco-friendly infrastructure, EUROPARC Dreilinden is ideally suited to meet all business-related real estate demands. Located between Berlin and Potsdam (030 telephone prefixes available), EUROPARC Dreilinden offers properties to meet all needs in the Berlin-Brandenburg capital region as well as a low business tax rate of 320%. As home to well-known companies like Porsche, eBay, Heidelberger Druckmaschinen, Interoute, RA-Micro, Golfhouse, Profimiet and McDonalds, EUROPARC Dreilinden has already made a name for itself in the region as a business park.«



**Jacky Starck | Managing Director | EUROPARC GmbH | [www.europarc.de](http://www.europarc.de)**

### Potsdamer Platz

A new urban district has emerged at Potsdamer Platz with buildings and centres developed by investors such as DaimlerChrysler, Sony, ABB/Terreno/Roland Ernst, Bewag, Delbrück and Deutsche Bahn. The DaimlerChrysler Areal was officially inaugurated in autumn 1998. Sony took up its new European headquarters in June 2000 and also moved its German headquarters to Berlin in 2006. The Beisheim Center, which houses the Hotel Ritz Carlton Berlin, was completed in 2004. In and around Potsdamer Platz, one finds several world-renowned cultural institutions, such as the New State Library, the National Gallery, the Philharmonic and numerous museums, including the Museum for Film and Television. Just across the park, one also finds the Chancellery, the German Bundestag, the Bundesrat, federal state representative offices and many embassies. [www.potsdamer-platz.net](http://www.potsdamer-platz.net)



## BUSINESS LOCATIONS



### Babelsberg Media City

Potsdam-Babelsberg is the top location for filmmakers and TV producers. It offers all-inclusive services of the highest international quality. The site covers 45 hectares and is home to many production firms of varying size, including animation, stunt and special effects companies as well as post-production services, such as film printing, video transfer and dubbing. The production offices of many public and private broadcasters, high-tech firms and training facilities are also located here. The Media City site with the richest history is, of course, Studio Babelsberg. Its 25,000m<sup>2</sup> of space makes it the largest film and TV studio in Germany. The Media City also houses a TV production centre, a post-production centre and the fx.Center.

[www.babelsberg.biz](http://www.babelsberg.biz)

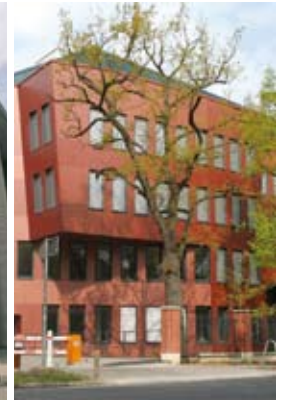
### fx.Center Babelsberg and Guido-Seeber-Haus

The fx.Center opened in 1999 and represents an important part of the Babelsberg Media City. About 20 media-related companies are located here and take advantage of the centre's state-of-the-art digital equipment and on-site studios for film and TV production. The favourable location as well as the proximity to the Konrad Wolf Academy of Film and Television offer outstanding possibilities to young companies and entrepreneurs seeking to develop their firms and take advantage of synergies. The fx.Center has a new neighbour in the cutting-edge Guido Seeber Haus Babelsberg, which was created in response to the high demand expressed by innovative media companies for office space in the Media City. In addition to a conference area, it also offers small-sized, functional office space over a total of 2,500m<sup>2</sup>.

[www.tgzp.de](http://www.tgzp.de)



fx.Center



Guido-Seeber-Haus



### EUROPARC Dreilinden

The EUROPARC covers over 45 hectares and is located in an easily accessible park area near the A115 autobahn between Berlin and Potsdam. At the moment, 65 companies are active here with more than 2,500 employees, including the online auction house eBay, the Internet platform mobile.de, the north-eastern offices of Heidelberger Druckmaschinen AG and the European headquarters of the company Interoute. Commercial space with cutting-edge equipment is available to buy or rent in all shapes and sizes. Popular residential areas, such as Kleinmachnow and Berlin-Zehlendorf, are also conveniently located nearby.

[www.europarc.de](http://www.europarc.de)

### Potsdam Center for Technology (PCT)

The Potsdam Center for Technology (PCT) is an ideal science and media location for small and medium-sized service and technology companies requiring spaces ranging from 30 m<sup>2</sup> to 250 m<sup>2</sup>. The PCT is found on a centrally located and easily reachable site comprising 13,200 m<sup>2</sup> at BUGA Park. The PCT currently comprises over 8,600m<sup>2</sup> of modern, well-equipped offices and technical workshop space.

[www.pct-potsdam.de](http://www.pct-potsdam.de)







### FOCUS Teleport

The FOCUS Teleport office park is located directly on the Spree River in Berlin's Tiergarten district. It is only a short walk to all subways, commuter trains and buses, and Berlin's Tegel airport is only 10 minutes away by car. The total surface of the FOCUS Teleport amounts to 50,000m<sup>2</sup>. The office park features spaces ranging from 300 m<sup>2</sup> to 10,000 m<sup>2</sup>. Current tenants include prominent companies from the fields of research, development and IT, including DaimlerChrysler, AVM (Fritzcard) and Condat AG. Over 800 parking spots are available.

[www.focus-teleport.de](http://www.focus-teleport.de)

### mediaspree

Berlin's »media spree« is located on a stretch of land on both sides of the Spree River between Jannowitz Bridge and Elsen Bridge. It is currently the most dynamic economic space in the city. Among the most prominent new residents choosing to set up operations in the media spree district in recent years are Universal Music, Viacom Germany, Labels Berlin, maz&more, Radialsystem V and O2 World, Europe's most modern multi-function arena. The area is centrally located and features both newly built and historical warehouse spaces for offices, apartments, restaurants and retail stores. Famous architects continue to leave their distinctive mark on this new urban district with its pleasant maritime character and creative flair, making it the ideal location for media companies, service providers and young, creative growth industries.



### Berlin Adlershof

Germany's versatile media industry continues to enhance and benefit from the creative environment at Berlin's largest technology park, Berlin Adlershof. With a direct highway connection and its own rapid-transit »S-Bahn« station, Adlershof represents an outstanding infrastructure on a site where more than 1,200 employees work at 650 media firms, all of which profit from the location's strategic synergies. The variety and ideal mix of companies make for the most successful and efficient productions possible. Studio Berlin-Adlershof, a subsidiary of the Studio Hamburg Group, offers an excellent technical infrastructure with eight state-of-the-art studios and extensive film production services. Other prominent tenants at Adlershof include ARRI, TV + SYNCHRON, Sachtler and ideaa.

[www.adlershof.de](http://www.adlershof.de) | [www.studio-berlin.de](http://www.studio-berlin.de)

### Oberbaum City

Oberbaum City in Berlin comprises five historic, renovated buildings, each with its own distinct character. On this huge 46,000 m<sup>2</sup> site at the Spree River, a service centre has emerged for both new and established companies representing a variety of service industries including the IT sector. The European headquarters of the American fiber-optic manufacturer Corning Cable Systems are located here, as is a BASF European shared services centre. The area's most dominant landmark is the Oberbaum Tower, which provides an excellent panoramic view of the city.

[www.oberbaumcity.de](http://www.oberbaumcity.de)





The 2009 medienwoche@IFA at the ICC International Congress Center Berlin



Media Summit (mediengipfel) with Berlin's Mayor, Klaus Wowereit

## NETWORKS

### Industry-Wide Media

#### Institutions | Associations | Organisations

Berlin Partner GmbH  
 Deutsches Digital Institut  
 Erich Pommer Institut  
 IfM Institut für Medienpolitik  
 IHK Berlin  
 IHK Potsdam  
 Initiative Kultur- und Kreativwirtschaft  
 Kulturprojekte Berlin  
 media.connect brandenburg  
 media.net berlinbrandenburg  
 Medien Bildungsgesellschaft Babelsberg  
 Medienboard Berlin-Brandenburg  
 Technologiestiftung Berlin  
 ZAB

### Film | TV | Radio

AG Kino  
 Allianz Deutscher Produzenten – Film & Fernsehen  
 Deutsche Filmakademie  
 Deutscher Kabelverband  
 Filmförderungsanstalt FFA  
 Filmverband Brandenburg  
 Hauptverband Deutscher Filmtheater (HDF)  
 Medienanstalt Berlin-Brandenburg  
 production.net  
 berlinbrandenburg  
 Verband Deutscher Drehbuchautoren  
 Verband Privater Rundfunk und Telemedien

### Games | Web 2.0 | Mobile

Alcatel-Lucent Stiftung  
 Berlin 2.0  
 Berlin mobil  
 BIU  
 bmcoforum  
 Deutsche eSport Bund  
 Deutscher IPTV Verband  
 DIGAREC  
 G.A.M.E.  
 MOBKOM  
 newthinking network  
 Serious Games Berlin  
 Vikora

### Institutions and Networks for Strong Ideas

Twenty years after the fall of the Wall, Berlin and the entire capital region have emerged as the leading creative location in Germany. The creative industries are engines of economic growth and receive support from numerous institutions, initiatives, programmes and networks. These organisations provide all regional industry players with ideal conditions for implementing important projects and fostering a productive exchange among different media sectors. A number of Berlin-Brandenburg administrative and political offices also provide strategic development support to companies active in the regional media and creative industries. They promote networking among different branches and contacts to other industries. Since its launch, the State of Berlin's cultural-industry initiative has generated an entire series of projects designed to support and interlink the region's creative sector. Among the most prominent examples is creative-city-berlin.de, a unique Internet portal created in 2007 to provide information on all cultural and creative sectors in Berlin. Medienboard Berlin-Brandenburg is the first stop for creatives active in the film and media industries in Berlin-Brandenburg and is – besides film funding and location marketing - connecting companies and creative professionals industry-wide.



»In 2010, our region's creative industries enjoyed solid growth in spite of the global economic crisis. Membership in media.net – which is made up of over 280 small, medium-sized and large companies drawn from all media sectors – continues to grow. Our new

»media.connect brandenburg« initiative will also allow us to provide even more support and networking opportunities to all creative professional active in Berlin and Brandenburg.«

**Andrea Peters | Managing Director |**  
**media.net berlinbrandenburg e.V. |**  
**www.medianet-bb.de**

media.net berlinbrandenburg is the largest and most successful network serving the region's ICT and media industries. It offers a platform for a wide array of synergies as well as the opportunity to acquire new contacts and maintain existing ones. It also brings together insider knowledge and industry news from first-hand sources. In addition, surveys and studies analyse the potential of various sectors and perform research into the topics and trends of tomorrow. The non-profit organisation Medien Bildungsgesellschaft Babelsberg strengthens the expertise of the Potsdam-Babelsberg media location, supports companies located there and has been involved in media.net since 2009. At Babelsberg.biz, the media location's portal, companies operating here present the entire spectrum of their services.

### Important Network Events

The region has several industry platforms and events that offer numerous additional strategic opportunities for networking. These include the Berlin International Film Festival, the medienwoche@IFA, which encompasses the Media Congress, IFA and M100 Sanssouci Colloquium, as well as the Berlin Music Week with the Popkomm trade fair and the Berlin Festival, the German Games Days with the developers conference Quo Vadis and the German Game Awards, the re:publica, webinale, the Berlin 2.0 network meetings as well as regular professional get-togethers organised by the Medienboard. Two times a year, the Medienboard Berlin-Brandenburg and media.net berlinbrandenburg invite the industry to their mediengipfel and medien.dinner. These get-togethers assemble invited guests from the fields of politics, business, media and culture for top-class networking in an exclusive setting. The Medien Dialog Berlin is a regular get-together and information-exchange opportunity for entrepreneurs from Berlin-Brandenburg's IT, communications and media industries and is organised by the Medienboard, the IHK Berlin and the Hochschule für Technik und Wirtschaft Berlin.

Contact information for the companies mentioned here as well as for a selection of others in the region can be found in the service section of this brochure.





Network event at the fx.Center in Potsdam-Babelsberg

- Highest concentration of national media institutions from all media sectors
- Home to important media associations: Alliance of German Film & Television Producers, BITKOM, German Newspaper Publishers Association (BDZV), German Trade Association of Interactive Entertainment Software (BIU), the International Federation of the Phonographic Industry (IFPI), German IPTV Association, G.A.M.E., Association of German Film Theatres (HDF), Association of German Newspaper Publishers (VDZ), Association of Commercial Broadcasters (VPRT), German Advertising Association (ZAW)
- Top networks for decision-makers from the fields of politics, business, media and culture
- Important industry platforms and networking events: Berlin International Film Festival, medienwoche@IFA, German Games Days, Berlin Music Week
- Ideal conditions as a result of the region's strategic proximity to major political and business communities
- Close cooperation among institutions, associations, federations and private initiatives

## ASSOCIATIONS

### Strong National and State Networks Bundled Power in the Capital Region

Berlin-Brandenburg provides a vibrant and diverse media landscape and is appreciated both nationally and internationally as a leading cultural and creative metropolis. As home to Germany's federal government, Berlin offers ideal conditions for cooperation among associations, institutions, clubs and initiatives. This is why the most important media institutions and associations from the fields of film, TV, publishing, music, Web 2.0, games, radio, advertising, design, IT and telecommunications have offices in the region. These include the Association of Private Broadcasters and Telecommunications (VPRT), which represents the interests of private TV and radio broadcasters as well as several companies working in the multimedia and telecommunications industries in Germany. More than 1,300 companies are represented by BITKOM, the voice of the IT, telecommunications and new media industries.

»One of the most important features of the German production industry is its regional diversity. Even self-declared federalists are fascinated by Berlin's creative restlessness and are drawn to its cosmopolitan flair. The fact that the capital region offers excellent conditions for film and TV production goes without saying. It's one of my favorite media locations.«



**Dr. Christoph E. Palmer | Chairman |  
Alliance of German Film & Television Producers |  
[www.produzentenallianz.de](http://www.produzentenallianz.de)**

The leading organisations of the Germany's publishing industry, the German Newspaper Publishers Association (BDZV) and the Association of German Newspaper Publishers (VDZ) are located here, as is the International Federation of the Phonographic Industry (IFPI), which represents the interests of about 350 labels and music companies that, in turn, represent about 90 percent of Germany's music market. The games industry also has its key contact partners in the region, including the G.A.M.E. Computer and Video Game Developers Association and the BIU publishers association. Since its launch, the cultural-industry initiative of Berlin's state government has generated an entire series of projects designed to promote and strengthen the creative industries in the region.

»When it comes to digital media, the Berlin-Brandenburg region is a creative hotbed. The first game designers are studying here at the HTW University of Applied Sciences, and some of the leading game design studios – such as Yager Development and Bigpoint Berlin – are based here as well. For this reason, it's only natural that the associations representing the gaming industry have decided to hold the award ceremony for the German Computer Game Prize in Berlin in 2010.«



**Olaf Wolters | Managing Director |  
German Trade Association of Interactive  
Entertainment Software (BIU) |  
[www.biu-online.de](http://www.biu-online.de)**



**Music**  
all2gethernow  
Berlin Music Commission  
IFPI  
Club Commission  
Deutscher Komponistenverband  
GVL  
GEMA  
GermanSounds  
Label-Commission  
Verband unabhängiger  
Tonträgerunternehmen VUT

**Publishing | Journalism**  
Börsenverein des Deutschen  
Buchhandels  
BDZV  
Bundespressekonferenz  
Deutscher Fachjournalisten-  
verband  
Bundesverband deutscher  
Pressesprecher  
Verband Deutscher  
Zeitschriftenverleger VDZ  
Verein Berliner Journalisten  
Verein der ausländischen  
Presse VAP  
in Deutschland  
VZBB

**Advertising | Design**  
ADC  
Allianz deutscher Designer  
berlindesign.net  
Berlin Partner GmbH  
Create Berlin  
Creative-City-Berlin.de  
Deutscher Designer Verband  
IDZ Berlin  
Kommunikationsverband  
Marketing Club Berlin  
Verband Deutscher  
Industriedesigner  
ZAW

**IT | Telecommunications**  
AKUS  
Amt24  
ANGA  
BITKOM  
BrainTrust IT  
BVDW  
eCOMM Berlin  
interface! Berlin  
SIBB  
Telematics PRO  
We make IT.berlinbrandenburg



## FILM FUNDING AND MEDIA BUSINESS DEVELOPMENT

Medienboard Berlin-Brandenburg GmbH is the first stop for creative professionals active in the film and media industries in Berlin-Brandenburg. We've been responsible for **film funding** and **media business development** in the capital region since January 1, 2004.

We present the media region Berlin-Brandenburg and highlight its unique advantages. We foster stronger industry-wide ties among its many companies and creative professionals. We provide funding for **media-related projects** in the region and encourage **content development for media in the digital age**. We also support the region's business development agencies in their efforts to attract new media companies and projects to the region.

We fund **films** and all things associated with cinema, including **content and project development, production, sales** and **distribution**. We advise film industry professionals on matters of financing and offer both content-related and business training opportunities.

**medienboard**  
Berlin-Brandenburg GmbH

Medienboard  
Berlin-Brandenburg GmbH  
August-Bebel-Strasse 26-53  
14482 Potsdam-Babelsberg  
Tel. +49 (0)331/743 87 0  
Fax +49 (0)331/743 87 99  
info@medienboard.de  
www.medienboard.de

Your contacts at Medienboard Berlin-Brandenburg:



Elmar Giglinger

**Elmar Giglinger**  
**Managing Director/Media Development**  
Tel. +49 (0)331/743 87 15  
Fax +49 (0)331/743 87 19  
e.giglinger@medienboard.de



Kirsten Niehuus

**Kirsten Niehuus**  
**Managing Director / Film Funding**  
Tel. +49 (0)331/743 87 10  
Fax +49 (0)331/743 87 19  
k.niehuus@medienboard.de



Anastasia Ziegler

**Anastasia Ziegler**  
**Coordinator Media Business Development**  
Tel. +49 (0)331/743 87 80  
Fax +49 (0)331/743 87 88  
a.ziegler@medienboard.de



Christian Berg

**Christian Berg**  
**Coordinator Film Funding**  
Tel. +49 (0)331/743 87 23  
Fax +49 (0)331/743 87 99  
c.berg@medienboard.de



Sigrid Herrenbrück

**Sigrid Herrenbrück**  
**Head of PR & Communications**  
Tel. +49 (0)331/743 87 70  
Fax +49 (0)331/743 87 99  
s.herrenbrueck@medienboard.de



Christiane Raab

**Christiane Raab**  
**Head of Film Commission**  
Tel. +49 (0)331/743 87 31  
Fax +49 (0)331/743 87 99  
c.raab@medienboard.de  
www.bbfc.de



Susanne Schmitt

**Susanne Schmitt**  
**Head of MEDIA Antenne**  
Tel. +49 (0)331/743 87 51  
Fax +49 (0)331/743 87 99  
s.schmitt@medienboard.de



## MEDIA BUSINESS DEVELOPMENT

### Non-Bureaucratic Support for Investors

The capital region's two development agencies – Berlin Partner GmbH and the Brandenburg Economic Development Board (ZAB) – are the key contacts for companies in the Berlin-Brandenburg region. In the framework of a joint team, they offer comprehensive support for companies looking to set up operations and/or expand their business in the capital region: professional, quick, with no red tape and free of charge.

- **Facts and figures** on the Berlin-Brandenburg economic region: [www.businesslocationcenter.de](http://www.businesslocationcenter.de)
- **Real Estate:** Assistance in locating property to purchase or rent
- **Funding and Financing:** Advice on subsidies and financing opportunities
- **Personnel:** Support in recruiting and training new staff
- **Contacts** to government agencies, banks, chambers of commerce, associations and business networks



Alexander Kölpin

Your contact in Berlin:

#### **Berlin Partner GmbH**

**Alexander Kölpin**

Business Development  
Head of Business Unit Media,  
ICT & Creative Industries  
[alexander.koelpin@berlin-partner.de](mailto:alexander.koelpin@berlin-partner.de)

Berlin Partner GmbH  
Fasanenstrasse 85  
10623 Berlin  
Tel. +49 (0)30/39 98 02 45  
Fax +49 (0)30/39 98 02 39  
[www.berlin-partner.de](http://www.berlin-partner.de)



Stephan Worch

Your contact in Brandenburg:

#### **Brandenburg Economic Development Board (ZAB)**

**Stephan Worch**

Team Leader Media/ICT  
[stephan.worch@zab-brandenburg.de](mailto:stephan.worch@zab-brandenburg.de)

ZukunftsAgentur Brandenburg GmbH  
Steinstrasse 104–106  
14480 Potsdam  
Tel. +49 (0)331/660 31 09  
Fax +49 (0)331/660 31 44  
[www.zab-brandenburg.de](http://www.zab-brandenburg.de)



**Important institutions at a glance**

**Medienanstalt Berlin-Brandenburg (mabb)**

As the state media authority for Berlin and Brandenburg, the mabb's central task is to encourage diversity and the freedom of information and expression, in particular in the private TV and radio sector. The mabb's activities include authorization supervision and license monitoring, the promotion of digital projects and innovative broadcast technologies, advancing further education for media professionals and providing support for projects promoting media expertise.

**Director: Dr. Hans Hege**

Kleine Präsidentenstrasse 1, 10178 Berlin  
T: +49 (0)30/264 96 70 | F: +49 (0)30/26 49 67 90  
mail@mabb.de | www.mabb.de



Dr. Hans Hege

**Berlin Senate Department for Economics, Technology and Women's Issues, Projekt Zukunft (Project Future)**

Projekt Zukunft is a state-wide initiative designed to promote the region's overall structural transformation into an information and knowledge-based society. The initiative supports the media and IT industries and encourages close connections to regional scientific, political and administrative communities. Projekt Zukunft also promotes technical, economic and cultural innovation and optimizes basic conditions for the IT, telecommunications, E-Government and cultural industries. Projekt Zukunft takes the form of initiatives, projects and networks and seeks to inform the public via podium discussions, publications, on the Internet and at trade fairs.

**Contact: Ingrid Walther**

Media, Information and Communications  
Department, Projekt Zukunft (Project Future)  
Martin-Luther-Strasse 105, 10825 Berlin  
T: +49 (0)30/90 13 74 04, -74 77  
F: +49 (0)30/90 13 74 78  
projektzukunft@senwtf.verwalt-berlin.de  
www.projektzukunft.berlin.de



Ingrid Walther

**Brandenburg Ministry of Economic and European Affairs**

The Brandenburg Ministry of Economic and European Affairs supports the development of the cultural and creative industries – in particular the media and IT sectors – in Germany's capital region. As a result of successful business development projects undertaken in the past several years, a significant number of media businesses – from traditional film companies to digital media and IT firms – have set up and/or expanded their offices in the region.

**Contact: Torsten Fritz**

Unit: Communications, Media and  
Creative Industries  
Heinrich-Mann-Allee 107  
14473 Potsdam  
T: +49 (0)331/866 15 75  
F: +49 (0)331/866 15 91  
torsten.fritz@mwe.brandenburg.de  
www.mwe.brandenburg.de



Torsten Fritz

**Berlin Chamber of Commerce and Industry (IHK)**

The IHK Berlin works to improve institutional and financial conditions in the creative industries. Its goal is to increase collaboration and networking within the sector and to act as an interface between business and politics. The IHK supports and advises creative professionals in setting up new businesses and acts as a platform for exchange between small and middle-size companies, on the one hand, and major corporations on the other.

Fasanenstrasse 85, 10623 Berlin  
www.berlin.ihk24.de

**Coordinator, Creative Industries:**

**Jürgen Schepers**  
T: +49 (0)30/31 51 06 76 | F: +49 (0)30/31 51 01 06  
Juergen.Schepers@berlin.ihk.de



Jürgen Schepers

**Coordinator, IT Business, Corporate Security:**

**Katrin Safarik**  
T: +49 (0)30/31 51 06 21 | F: +49 (0)30/31 51 01 06  
saf@berlin.ihk.de



Katrin Safarik

**Potsdam Chamber of Commerce and Industry (IHK)**

The Potsdam IHK is the self-administered organisation of the commercial business sector and its representatives in the IHK district of Potsdam. The IHK acts as a partner to companies and an intermediary between the state and business in all matters, including questions affecting the media industry.

**Head of ITK and Media: Dr. Sven Birk**

Breite Strasse 2 a–c, 14467 Potsdam  
T: +49 (0)331/278 60 | F: +49 (0)331/278 61 11  
birk@potsdam.ihk.de  
www.potsdam.ihk24.de



Dr. Sven Birk

**media.net berlinbrandenburg e.V.**

media.net berlinbrandenburg is an industry-wide association for companies active in the creative industries in the capital region. Among its members are renowned and internationally prominent companies as well as brand-new start-ups. Under the umbrella of media.net berlinbrandenburg, the media.connect Brandenburg initiative brings together and promotes the interests and needs of Brandenburg-based media companies. Their goal is to create a comprehensive media and ICT network in both the State of Brandenburg and in the entire capital region.

**Managing Director: Andrea Peters**

Bundesallee 171, 10715 Berlin  
T: +49 (0)30/81 45 60 00 | F: +49 (0)30/81 45 60 09  
info@medianet-bb.de  
www.medianet-bb.de



Andrea Peters





The Glienicke Bridge connecting Berlin and Brandenburg

## IMPRINT

### Published by

Medienboard Berlin-Brandenburg GmbH  
Location Marketing & Media Business  
Development  
August-Bebel-Strasse 26–53  
14482 Potsdam-Babelsberg  
Tel. +49 (0)331/743 87 0  
Fax +49 (0)331/743 87 99  
info@medienboard.de  
www.medienboard.de

### In cooperation with

Berlin Partner GmbH  
Brandenburg Economic Development  
Board (ZAB)

### With the additional support of

Medienanstalt Berlin-Brandenburg  
Brandenburg State Ministry of Economics  
Berlin Senate Department for Economics,  
Technology and Women's Issues

### Editorial Supervisor

Anastasia Ziegler

### Editorial Team

Nadine Barthel  
Jeannette Dobrunz  
Carolin Klyk  
Michael Liebe  
Sabine Sasse

### Translation

Julie Hagedorn, The Hagedorn Group  
of Translators  
Rebecca Stuart

### Design

Jenny Watkinson

### Thanks

We would like to thank all persons featured  
in this brochure for contributing their time  
and involved in the Berlin-Brandenburg  
media region.

**Photos** (from above to below and/or left  
to right)

Covergraphics: Jenny Watkinson  
p.3: Medienboard Berlin-Brandenburg/U.  
Schamoni; p.4: Business Location Center  
Berlin, www.stadtplan3d.de, Axel Springer  
AG, Medienanstalt Berlin-Brandenburg;  
p.5: Internationale Filmfestspiele Berlin,  
UFA Film & TV Produktion; p.6: Kinowelt,  
2009 Warner Bros. Ent., X Verleih, Universal  
Pictures International, X Filme, Studio  
Babelsberg; p.7: Scopas Medien, Cartoon  
Film, Ziegler Film/E. Hackenschmidt; p.8:  
Majestic Filmverleih, Neue Road Movies by  
Donata Wenders, Warner Bros. Ent.,  
Medienboard Berlin-Brandenburg/U. Schamoni,  
Mathias Bothor; p.9: Sony Pictures  
Releasing, Internationale Filmfestspiele  
Berlin, Ulrich Illing, Gerald von Foris,  
Majestic; p.10: ARD Degeto/Stephan  
Rabold, ZDF (3x) rbb; p.11: RTL, ZDF, Studio  
Hamburg; p.12: ddp/J. Eisele, ARD, N24  
(2x), MME Moviemint; p.13: K. Seidt,  
Regiocast, RTL Radio Deutschland; p.14:  
Games Academy, Bigpoint Berlin, exozet  
group, morgen studios, Frogster Inter-  
active Pictures; p.15: Frogster Interactive  
Pictures, wooga, Binary Madness, exozet  
group; p.16: Grundy UFA, Port-au-Prince,  
Metaversum, GameDuell, Wikimedia; p.17:  
GameDuell, VZnet Netzwerke, Meta-  
versum; p.18: MFD Mobiles Fernsehen  
Deutschland, exozet Group, aka-aki net-  
works, Jesta Digital, E-Plus Mobilfunk; p.19:  
dailyme; aka-aki networks, iconmobile  
group; p.20: Märkische Verlags- und  
Druckgesellschaft, Axel Springer AG,  
BDZV; p.21: K. Seidt, Märkische Verlags-  
und Druckgesellschaft, Axel Springer AG,  
Egmont Ehapa Verlag; p.22: AdamiK/M100,  
Berliner Journalisten-Schule, Cornelsen  
Verlag; p.23: BVMI/Markus Nass, Universal  
Music Deutschland, MTV Networks North,

p.24: BBFC/D. Nauck, EuroArts Entertain-  
ment, Motor Entertainment; p.25: Design-  
mai 2007, DDB Group, Publicis Consultants  
Deutschland; p.26: Berlin Partner/W.  
Scholvién, ART+COM, Berlin Partner, Meta  
Design, ART+COM; p.27: Medienboard  
Berlin-Brandenburg, Oracle Deutschland;  
p.28: Berlin Partner, Medienboard Berlin-  
Brandenburg, eBay, NETFOX; p.29: BVDW,  
SSG Lange & Partner; p.30: HPI/K. Herschel-  
mann (2x), SAP, ARCHIKART Software; p.31:  
HFF/K. Kästner, HFF Konrad Wolf; p.32:  
BBFC, Berlin Partner/W. Scholvién; Erich  
Pommer Institut; p.33: K. Seidt, Games  
Academy (2x); p.34: K. Seidt, ZFF Facility  
Management/M. Prachensky, ILB, IBB; p.35:  
Berlin Partner/Fuenfwerken Design AG,  
Berlin Partner, Zukunftsagentur Branden-  
burg; p.36: Berlin Partner/W. Scholvién;  
p.37: BBFC/D. Nauck, State of Berlin/Thie,  
Adlershof Projekt, EURO PARC; p.38:  
Studio Babelsberg AG, ZFF Facility  
Management/M. Prachensky (2x), Europarc  
Dreilinden, Potsdamer Centrum für Tech-  
nologie; p.39: FOCUS Teleport, media-  
spree Berlin, WISTA Management, Berlin  
Partner; p.40: Medienboard Berlin-  
Brandenburg, Medienboard/U. Büschleb,  
media.net berlinbrandenburg; p.41:  
BBFC/C. Raab, Allianz Deutscher Produ-  
zenten – Film & Fernsehen, BIU; p.42: Medi-  
enboard Berlin-Brandenburg/U. Schamoni  
(2x), K. Seidt, Medienboard Berlin-Branden-  
burg (6x); p.43: BerlinPartner (2x), Zukunfts-  
agentur Brandenburg; p. 45: Berlin Partner

### Print

Druckerei Arnold, Großbeeren

© Medienboard Berlin-Brandenburg  
GmbH, January 2011

### Sources (a selection)

For information on the Berlin-Brandenburg  
media region, please see the publication  
series issued by the Medienboard Berlin-  
Brandenburg at  
www.medienboard.de under  
www.medienboard.de/publikationen

»The Cultural Industries in Berlin in 2008 –  
Developments and Potentials« published  
by the Berlin Senate Department for Econo-  
mics, Technology and Women's Issues and  
the Governing Mayor of Berlin, the Berlin  
Senate Chancellery – Cultural Affairs and  
the Berlin Senate Department for Urban De-  
velopment, December 2008

www.berlin.de/projektzukunft  
Short Notes by »Projekt Zukunft« (»Project  
Future«) / Berlin Senate Department for Eco-  
nomics, Technology and Women's Issues  
www.projektzukunft.berlin.de/Standort-  
informationen and  
Berlin Senate

Department for Economics, Technology  
and Women's Issues  
based on surveys by DIW Berlin 2009, accord-  
ing to industrial sector key 2003

Medienanstalt Berlin-Brandenburg  
www.mabb.de

FFA Info by the German Federal Film Board  
www.ffa.de

Yearbook Television, Publ. Ifm a.o.,  
Marl/Berlin 2009

**The selection of companies and locations  
featured here is designed to be represen-  
tative of the region and does not claim to  
be exhaustive.**

## Your opinion is important to us.

Do you have any questions or comments on this brochure? Would you like your company to be listed in the Service Section?  
If so, please write to us at [service@medienboard.de](mailto:service@medienboard.de) or use the online formula at [www.medienboard.de/media-brochure](http://www.medienboard.de/media-brochure)

Thank you very much!

# medienboard

Berlin-Brandenburg GmbH

Medienboard Berlin-Brandenburg GmbH  
Media Business Development Division  
August-Bebel-Straße 26–53, 14482 Potsdam-Babelsberg  
Tel. +49 (0)331/743 87 0  
Fax +49 (0)331/743 87 99  
info@medienboard.de  
[www.medienboard.de](http://www.medienboard.de)

Your contact for the State of Brandenburg:



ZukunftsAgentur Brandenburg GmbH  
Steinstraße 104–106  
14480 Potsdam  
Tel. +49 (0)331/660 30 00  
Fax +49 (0)331/660 38 40  
info@zab-brandenburg.de  
[www.zab-brandenburg.de](http://www.zab-brandenburg.de)

Your contact for the State of Berlin:



Berlin Partner GmbH  
Ludwig Erhard Haus  
Fasanenstraße 85, 10623 Berlin  
Tel. +49 (0)30/39 98 00  
Fax +49 (0)30/39 98 02 39  
info@berlin-partner.de  
[www.berlin-partner.de](http://www.berlin-partner.de)