

Film- und Medienstiftung NRW GmbH
Kaistraße 14
40221 Düsseldorf
info@filmstiftung.de
www.filmstiftung.de

Film und Medien NRW

Digital Media Region
North Rhine-Westphalia



*Games
Mobile
Internet*

**Film und Medien
Stiftung NRW**

Media Region NRW



Cologne Cathedral and Hohenzollern Bridge



Media Harbour Düsseldorf



Dortmunder U

Facts and Figures

- > Germany's leading media and communications location
- > 52,000 companies, 366,000 employees, 121 billion Euros turnover
- > Internationally operating media and telecommunication companies
- > Bertelsmann, Deutsche Telekom, Vodafone, WAZ
- > Strong newspaper and book publishing sector
- > Leading TV broadcasters WDR, RTL, VOX, Super RTL, n-tv, Phoenix
- > 8 of the top 10 TV producers in Germany
- > Highly professional service providers
- > One third of the programme-minutes produced in Germany
- > Lively and creative film scene
- > Financially strongest film support institution
- > Booming games cluster, strong Web scene
- > Düsseldorf – advertising location with the biggest turnover
- > Diverse art and cultural scene
- > Highly qualified specialist personnel
- > Excellent universities and colleges

A Media Region at a Glance

Welcome to North Rhine-Westphalia, the state of media, communications and the creative industries. With its 18 million inhabitants NRW not only boasts the biggest population among the German federal states; it is also one of the most economically powerful metropolitan regions in Europe. The media and communications industry plays a decisive part in this. With 52,000 companies in the media and communications sector, approximately 366,000 employees, and a turnover of 121 billion Euros, the state has developed into Germany's leading media and creative location and one of the strongest in Europe. An incomparable cultural landscape ensures that the region is attractive and offers a high quality of life as well as productive cross-links between media, art and culture that guarantee its creativity and innovative vitality.

Global Media Players

Two global players head the ranks of the most influential media companies in North Rhine-Westphalia. Bertelsmann AG, the largest media corporation in Germany by far and number eight in the world, has its global headquarters in Gütersloh in eastern Westphalia. This media giant operates in the following four main business fields in more than 50 countries around the world: television (RTL Group), books (Random House), magazines (Gruner + Jahr) and media services (arvato). Bonn, some 200 kilometres to the southwest, is the home of Deutsche Telekom AG. With more than 129 million mobile phone customers, and 34 million landline and

almost 17 million broadband connections, it is among the world's leading market representatives. The company offers products and services in the fields of landline telephones, mobile communications, Internet and, increasingly, moving images via IPTV and ICT solutions for business customers; it is represented in some 50 countries and employs more than 235,000 staff across the world. In 2011 the turnover of Deutsche Telekom amounted to 58.7 billion Euros. The Essen-based media group WAZ also plays in the international media league with its 11,000 employees in eight countries and 1.1 billion turnover in 2010. The traditional focus of operations at this company in the heart of the Ruhr region is the newspaper and magazine business.

Market Leaders

Along with Bertelsmann and the WAZ media group, the DuMont Schauberg media group, the Handelsblatt newspaper from Düsseldorf and the Ippen Gruppe in Hamm are among the most important national players in Germany. Today, what used to be classic publishers are broad-based international media corporations facing up to the challenges of new digital distribution and aware of how to take advantage of them. The book publishers, too, are well equipped for the future. More than 530 publishers from NRW achieve a turnover of 4.1 billion Euros, first and foremost the German market leader in the field of hardcover literature, Bastei Lübbe, and the respected publisher Kiepenheuer & Witsch in Cologne.

Germany's TV Capital

WDR, RTL, VOX, Super RTL, n-tv, Phoenix and several others: North Rhine-Westphalia is one of Europe's biggest TV centres and the undisputed number one location in Germany. The TV capital Cologne is home not only to WDR, Europe's biggest public broadcaster, and RTL, the most successful private TV station in Germany, but also to eight of Germany's ten most important TV producers. Their entertainment formats dominate the viewing figures: key companies like Grundy Light Entertainment, ITV Studios Germany, Brainpool, Endemol and Eyeworks turn out successes such as *Deutschland sucht den Superstar*, *Ich bin ein Star, holt mich hier raus!*, *Let's Dance*, *Das perfekte Dinner*, *Rach, der Restauranttester*, *Wer wird Millionär?*, *TV total* and *Schlag den Raab*. Add to that many equally successful fictional productions – TV events like *Hindenburg* and *The Krupps*, television films like *Schimanski* and *Frau Böhm sagt Nein*, series like *Lindenstrasse*, *Stromberg*, *Die Anrheiner*, *Alarm für Cobra 11* and *Der letzte Bulle*, daily soap operas such as *Verbotene Liebe* and *Alles was zählt*, sitcoms and comedy such as *Pastewka* or *Ladykracher*, and the NRW *Tatort* series from Münster, Cologne and recently Dortmund, which top the ratings. The professional and productive environment of North Rhine-Westphalia generates an output that is unmatched elsewhere: one third of the TV minutes produced in Germany come from NRW.

German films and international star cinema

Cinema from NRW – that means award-winning productions popular with audiences, as well as arthouse highlights. Outstanding movies for the cinema have been produced here consistently for 20 years: including Til Schweiger's *Knockin on Heaven's Door*, Tom Tykwer's *Run, Lola Run*, Sönke Wortmann's *The Miracle of Bern* and *Pope Joan*, Bully Herbig's *Manitou's Shoe*, Wolfgang Becker's *Good Bye, Lenin!*, Sandra Nettelbeck's *Mostly Martha* and Wim Wenders' Oscar nominated *Pina*. On top of that, many international productions also benefit from the state's first-class infrastructure, ideal conditions for production, and a huge variety of unusual locations for shooting. With creative and financial input from North Rhine-Westphalia, Michael Haneke (*Hidden*), Ken Loach (*The Wind that Shakes the Barley*) and Apichatpong Weerasethakul (*Uncle Boonmee*) won Golden Palm awards in Cannes, Semih Kaplanoğlu (*Bal*) a Golden Bear, Samuel Maoz (*Lebanon*) a Golden Lion, Philip Gröning (*Into Great Silence*) the European Film Award, Gérard Corbiau (*Farinelli*) and Hany Abu-Assad (*Paradise Now*) a Golden Globe each, Elmar Imánov the Student-Oscar 2012 (*Die Schaukel des Sargmachers*), and Kate Winslet even claimed an Oscar for *The Reader*. <



Bertelsmann is based in North Rhine-Westphalia and internationally. The media business is experiencing rapid transformation. Digitalization and creativity find the perfect innovative environment to participate in these changes in North Rhine-Westphalia.

Thomas Rabe, Chairman of the Board Bertelsmann AG



Watching films on a smartphone, reading magazines on a tablet PC, or watching IPTV on your television set – media and telecommunications are growing closer together. NRW is well-equipped to promote this convergent world with its creative minds, innovative companies and technological competence.

René Obermann, President of the Board Deutsche Telekom AG



Its lively production scene makes North Rhine-Westphalia into one of Europe's leading media locations. For many years now, a strong television, film and media industry has developed here, which profits on the one hand from an excellent infrastructure, but also from a high measure of creativity. WDR is involved decisively in this as a commissioning producer and sponsor of culture, and it also sets emphases in training and media competence.

Monika Piel, Director of WDR



NRW is one of Germany's most important media locations. Cologne is especially important, above all in the sector of the major entertainment shows and long-running series. We see the functioning network of creative minds, producers and service providers, and the media group RTL Deutschland's geographical proximity to a large number of production companies as a key factor in our success.

Anke Schäferkordt, Managing Director RTL Group

Broadcasters

WDR
RTL
VOX
Super RTL
n-tv
Phoenix
QVC

Radio

WDR
Deutschlandfunk
Deutsche Welle
radio NRW

Producers film/television

action concept
Ansager & Schnipselmann
AZ Media
Brainpool TV
Broadview
Colonia Media
Endemol
elsani film
Eyeworks Germany
filmpool
gff Geißendörfer
Granada
Grundy Light Entertainment
Grundy Ufa
Heimatfilm
I&U
Little Shark Entertainment
Lichtblick Film
Made In Germany
MMC Independent
Network Movie
Pandora Filmproduktion
probono
Redseven Entertainment
Raab TV-Produktion
Senator Film Köln
Sony Pictures FFP
teamWorx
Tresor TV
Westside Filmproduktion
Wüste Film West
Zeitsprung Entertainment
Zentropa International Köln
zero west Filmproduktion
Zieglerfilm Köln

Studios

MMC
nobeo
WDR-Studios Köln-Bocklemünd

Studios

ACT Videoproduktion
ARRI Film & TV Services
cine plus Köln
CinePostproduction Geyer Köln
Industriesauger-TV
PICTORION das werk
RuhrSoundStudios
digital postproduction
ScanlineVFX
SoundVision
Torus

Distribution

The Match Factory
media luna new films

Games

astragon Software
Blue Byte
Electronic Arts
phenomedia publishing
Piranha Bytes/Pluto 13
RTL interactive
THQ Entertainment
Turtle Entertainment
Ubisoft

Mobile communications

Coupius
E-Plus
Ericsson
Glanz Kinder
KIT digital
netSTART Venture
Nokia
Seven Principles
RIM
RTL interactive
Sevenval
T-Mobile
Vodafone
WDR mediagroup

Internet

AdAudience
arvato
Bassier, Bergmann & Kindler
buch.de/bol.de
Clipfish.de
denkwerk
favsol
kalaydo.de
Pixelpark
RTL interactive
sevenload.de
T-Systems Multimedia Solutions
WDR mediagroup digital

Media Region NRW



RTL Group, Cologne



WAZ mediagroup, Essen



Bertelsmann AG, Gütersloh



Deutsche Telekom AG, Bonn



Westdeutscher Rundfunk, Cologne

Newspaper publisher/ Media companies

Bertelsmann AG
Handelsblatt
Ippen Gruppe
M. DuMont Schauberg
Rheinische Post Verlagsges.
WAZ Mediengruppe

Book publishers

Bastei Lübbe
Emons Verlag
Random House
Kiepenheuer & Witsch
Taschen Verlag

Advertising/PR agencies

BBDO
DDB Tribal
Euro RSCG
Grey
Grayling
Hering Schuppener
Jeschkeno
Ketchum Pleon
McCann Erickson
MEC
MediaCom
Media Concept
muehlhausmoers
Ogilvy
Oliver Schrott Kommunikation
OMD
Optimedia
Publicis
Saatchi & Saatchi
Scholz & Friends
Ströer
TBWA
Vok Dams
Weber Shandwick
Zenithmedia

Telecommunications

Deutsche Telekom
Vodafone
E-Plus
QSC
Ericsson
Nokia
RIM
LG Electronics
Samsung

Cable & Satellite

Unitymedia
NetCologne
Tele Columbus
Eutelsat

Radio

NRW's radio stations are right at the forefront as well: four of the ten programmes in Germany with the highest ratings are made in NRW, including the national number one, Radio NRW. Large public broadcasters are based here, first and foremost WDR, Germany's biggest radio station with six FM channels, but also Deutschlandfunk and Deutsche Welle. Nowhere else in Germany do more listeners turn on the radio, and there is no other comparably dense network of public and private broadcasters.

Games, Mobile, Internet

The games industry in NRW also gets high scores: its turnover is the highest in Germany. Electronic Arts and Ubisoft, two of the leading games publishers worldwide, are based beside the Rhine; furthermore, a quarter of all German games developers and arvtvo, one of the most important domestic distributors, can be found here. The Cologne trade fair gamescom is one of the three biggest games fairs worldwide, and young talent in the creative field of games development can take advantage of a wide range of training opportunities. The new mobile sector also benefits from an ideal infrastructure. It is mainly involved in developing apps for smartphones, and finds all other market players on the spot: as well as games producers, there are plenty of telecommunications companies, creative developers, innovative software companies and the top TV stations as content providers. 40 per cent of all companies active in

the mobile sector in Germany are based in NRW. The internet business, including such players as Clipfish.de, Kalaydo.de, Sevenload, RTL interactive and WDR mediagroup digital, also appreciates these first-rate structures. Ten of Germany's leading internet agencies come from NRW, as well as the third-largest shopping portal, telekom.de. A creative start-up scene, important Internet agencies, and leading associations for the digital economy support this activity in the location.

Music

The pop music event of 2011, the Eurovision Song Contest in Düsseldorf, proved that music is well looked-after in NRW. It has its basis in the creative scene of the Rhine-Ruhr region and four state-run music colleges. A concentration of remarkable venues that is unique in Europe attracts big names from the worlds of pop and classical music. Music companies like EMI Music Germany, Rough Trade, Allve, Medion and Denon are based in NRW, where a total of around 2,000 companies in the music business generate a turnover of 1.5 billion Euros per year.

Advertising

The first address in matters of advertising and communication is Düsseldorf, the advertising location with the biggest turnover in Germany. The state capital is the headquarters of the biggest network agencies BBDO, Grey and Publicis, home to five of the ten biggest German media

agencies (incl. MediaCom and OMD), the biggest event agency (Vok Dams), and the second biggest PR-agency in the Federal Republic (Ketchum Pleon). Agencies and creative workers value this international quality, the big companies and media, the quality of life, and the relaxed lifestyle and approach to business in the state. In addition, the cultural environment offers some strong creative input.

Cable, links, networks

Three of the four German operators of mobile phone networks have set up their headquarters in Bonn and Düsseldorf – Vodafone, T-Mobile and E-Plus. Almost 90 per cent of the German demand for mobile telephone services is covered by companies from NRW. Major companies from the field of IT and telecommunications and leading universities cover the whole state of NRW. With its television service Entertain, Deutsche Telekom has become a player in the cable business, which is also well represented in NRW. Unitymedia in Cologne is the second-largest cable network operator in Germany, NetCologne the largest city carrier. They all benefit in their turn from the presence of the major content providers.

Events and awards

Where so many professionals from the fields of media, communication and creativity meet, they need platforms for communication and events for their sectors. One permanent fixture in the diary of the whole media business is Medienforum.NRW in Cologne, where representatives of film, television, radio, print media, games, telecommunications and media policy come together every year in June. The fair gamescom is one of the most important interna-

tional games events. It takes place at the trade fair grounds, Koelnmesse, as does ANGACable, Europe's leading fair for cable, broadband and satellite offers, as well as Radio Day, Photokina and dmexco. As far as film festivals are concerned, North Rhine-Westphalia provides a wide variety of events: almost 30 of them, ranging from regional to international importance, address the interests of film enthusiasts and professionals from Bonn to Bielefeld throughout the year. Europe's biggest festival for book lovers, lit.Cologne, has been making reading into a popular event for 12 years now. More than 170 individual events have attracted more than 84,000 visitors so far in 2012. And not least, NRW, as the centre of television in Germany, is the venue for the most prestigious German television awards. Every year since 1999, the broadcasters ARD, ZDF, RTL and SAT.1 have been presenting the Deutscher Fernsehpreis (German TV Award) in the Coloneum in Cologne. The presentation of the Deutscher Comedypreis (German Comedy Prize) is made during the International Cologne Comedy Festival, which underlines Cologne's status as Germany's comedy capital every year. Since 1964 works of outstanding artistic and journalistic quality for television have received the annual Grimme Prize in Marl. And the highly traditional Deutscher Kamerapreis (German Camera Award) is at home in NRW, along with the still young Deutscher Webvideopreis (German Web Video Prize). <

Events/Awards/Festivals

1LIVE Krone
Advance
c/o pop
C'n'B Convention
Cologne Conference
Deutscher Comedypreis
Deutscher Entwicklerpreis
Deutscher Fernsehpreis
Deutscher Kamerapreis
Duisburger Filmwoche
Eurovision Song Contest 2011
GDC Europe
Grimme Online Award
Grimme Preis
Hörspielpreis der Kriegsblinden
Int. Köln Comedy Festival
Int. Kurzfilmtage Oberhausen
Int. Frauenfilmfestival
Dortmund|Köln
Karlsmedaille für Europ. Medien
Kinofest Lünen
lit.Cologne
Living Games Festival
Medienforum.NRW
Radio Day
red dot award
Rheinkultur
Ruhrtriennale
Summer Jam

Trade fairs

ANGA Cable
Art Cologne
digi:media
drupa
dmexco
gamescom
Photokina

Financing/Support

AV-Gründerzentrum NRW
Film- und Medienstiftung NRW
NRW.BANK
NRW.Invest

Contacts

www.filmstiftung.de
www.medien.nrw.de
www.creative.nrw.de
www.ikt.nrw.de
www.nrwbank.de
www.nrwinvest.com



As a media location, NRW is creative, successful, exciting, varied and lively. Here you will find the biggest TV and radio broadcasters, more than 40 daily newspaper publishers, more than 10,000 advertising companies, and numerous growing start-ups from the games and Internet scene, all next door to each other. That is a very interesting and exciting creative pool, which generates mutual inspiration and new ideas!

Dr. Angelica Schwall-Düren,
Minister of Federal Affairs, Europe and Media



I put my faith in the media location NRW because it is so diverse, so exciting, so creative and so challenging. It never gets boring here because things are moving all the time.

Dr. Jürgen Brautmeier, Director
Landesanstalt für Medien NRW



The pulse of the WAZ media group beats in NRW, or to be precise: in the Ruhr region. The people here are open, honest and straightforward. This is where the WAZ group's success story began. We are proud and grateful that millions of people trust us today – every day and all over NRW.

Christian Nienhaus, Managing Director
WAZ Mediagroup

Games

Games developers

addmore games
Aruba Studios
Bad Monkee
BigBlackBlock Gamestudio
Blue Byte
Bright Future
Catnip Games
Crenetic Studios
Destrax Entertainment
Egosoft
Funatics Software
Gaming Minds Studios
Independent Arts Software
Innowise
Kaasa Health
Kaisergames
MediaGuild Software
mobivention
Neopoly
Novacore Studios
Nurogames
Outline Development
Piranha Bytes/Pluto 13
PixelPlaying
Rainfire Entertainment
RockAByte
Silent Dreams
Silent Future
Snowstep Development
SpinBottle Games
Springwald Software
Synetic
takomat
Virtual Playgrounds
VIS Games and Entertainment
Xybris Interactive
Zone 2 Media
Z-Software

Games publishers

Aerosoft
ak tronic Software & Services
Astragon Software
bhv Publishing
Electronic Arts
Gameloft
Headup Games
Mindscape
Nokia
OnlineFußballManager
phenomedia publishing
rondomedia Marketing & Vertrieb
RTL interactive
THQ Entertainment
Ubisoft

Services

Aruba Events
arvato games task force
Centigrade
Effective Media
Eye Rock Media
Game Group
GreenMamba-Studios
Nevigo
Partnertrans
PlanetLAN
Rob's Creations
TASK four Studio
The Light Works
Tom Putzki Consulting
Translocell Localization Services
Turtle Entertainment
Two Pi Team



FIFA 12



Rabbids



Just Dance

Germany's leading Games Location

A creative games scene has settled in the Rhine and Ruhr region, initiated by a number of pioneers whose success story began here in the 1980s. Particularly in the Ruhr metropolis, the turnover of the software and games industry rose by more than 120 per cent between 2001 and 2007. From leading players on the market to award-winning avantgarde designers, the industry here is broad-based and very successful: with a turnover of around one billion Euros in 2011 it has made NRW into Germany's strongest games location.

Electronic Arts, Ubisoft, THQ

One of the leading international companies in the field of interactive entertainment software, Electronic Arts, has its headquarters in the Rheinuhafen Cologne, where it develops and distributes games. The football simulation game *FIFA 12* was its most successful game in 2011, selling more than a million copies in Germany. In addition, it markets globally popular games such as *Battlefield 3*, *Crysis 2* and titles in the *Need for Speed* series. The French concern Ubisoft is also one of the five biggest and most important publishers in the world, with German headquarters in Düsseldorf. With series like *Die Siedler* and *Anno*, Ubisoft publishes the most successful strategic games in Germany. The third major player based in NRW ranking among the Top 20 worldwide publishers is the US-American company THQ Entertainment, which specializes among other things in the games adaptation of film titles. Successful publishers like Mönchengladbach-based Astragon Software have de-

veloped from the local scene. The company re-underlined its reputation as a specialist for simulators with the title *Landwirtschaftssimulator (Farming Simulator)* in 2011. It sold over a million copies and won the German developer's Award 2011. The main shareholding partner in Astragon is rondomedia, also based in Mönchengladbach. Together they are the second biggest producer of computer games in Germany with sales of well over two million games.

Creative developer scene

Many more synergetic effects develop within the regional scene. *Electronic Arts*, for example, has its successful game *EA Fußballmanager* developed at the Cologne-based company Bright Future, while Ubisoft took over the studio Blue Byte in 2001. Since then it has been the exclusive distributor of the legendary strategic games series *Die Siedler* and *Anno*. Blue Byte, which is now based in Düsseldorf, was a pioneer among German games developers, founded in Mülheim an der Ruhr in 1988. The studio is regarded as the root of the lively scene in the Ruhr region, having produced some best-selling titles. In addition, Blue Byte is currently the fastest growing games developer in Germany, now employing some 125 staff. The fantasy role games *Gothic* and *Risen* also originated in NRW, developed at Piranha Bytes/Pluto 13 in Essen. In 2012 this cult developer delivered its next big role game hit with *Risen 2*. Publisher Headup Games from Düren showed how positive networking can be in NRW, winning the German Developer Award 2010 together with the inventors from

Crenetic Studios in Mülheim an der Ruhr for their action game *Trapped Dead*. One of the stars of the new German online games industry is also based in Cologne: here, the company Kaisergames operates *Spielaffe.de*, Germany's most frequented online games site, recently drawing attention to itself as a new, strong player on the market by taking over the browser game *Fliplife.de* in 2012. Some 40 games factories and more than a dozen publishers in NRW operate successfully on all platforms. The Cologne-based company Turtle Entertainment, for example, specializes in eSports, computer games competitions in multiplayer mode. Among others, it operates the Electronic Sports League, Europe's most important league for computer games, with a regular 3.5 million competitors in 37 countries.

gamescom, GDC, Game Developer Award

Various top-ranking events also supplement the games industry in NRW. In 2012, gamescom – one of the most important games fairs in the world – takes place for the fourth time in Cologne. With 275,000 visitors, including over 20,000 specialists and more than 550 exhibitors from 40 countries, gamescom 2011 achieved new record numbers of visitors and exhibitors. In 2012 this major event in the koelnmesse will follow on directly from the Game Developers Conference Europe (GDC Europe), which is seen as Europe's biggest specialist event of its kind. Besides GDC Europe, the European Games Award and gamescom, numerous important regional and German-language events take place in NRW over the course of the year, including

events in conjunction with the most distinguished award for German computer games, the German Developer's Award (Deutscher Entwicklerpreis) in Düsseldorf, or the Next Level Conference in Cologne.

Research and education

The universities and colleges in NRW are continually adding to their expertise in the field of games as well: the Fachhochschule Cologne, for example, has developed the institute Cologne Game Lab in cooperation with ifs internationale filmschule. It offers a master's degree in Game Development and Research. The course in Games Design at the Media Design College in Düsseldorf is also unique in Germany, while the universities of Paderborn and Duisburg-Essen offer research specialization in the field of computer games.

Funding of ideas and start-ups

Since 2011, the Film- und Medienstiftung NRW has supported young developers in the state with its pilot funding programme for innovative audiovisual content. The first projects are already underway. 1.5 million Euros will be available for project development up to and including 2013. The AV-Gründerzentrum NRW also provides an extensive bursary package for young games companies. Finally, in Mülheim the specialist centre Games Factory Ruhr supports new companies as well as established developers with its Founders Lab, as well as project-based funding. <



Due to its games-minded university structures, the trade fair gamescom, and numerous companies in related entertainment fields, NRW is an attractive location for national and international games publishers.

Ralf Wirsing, Managing Director
Ubisoft



Games & NRW go well together. Since I decided in favour of the games industry in 2000, I have experienced NRW as a very fair and constructive partner in matter of modern media, and also as an ideal location for my business. Many international games companies see it the same way, and so NRW is probably the most important games industry location in Germany.

Stephan Reichart, Managing partner
Aruba Events



The media city of Cologne and the world's biggest games fair are an ideal combination. gamescom sets the trends in an industry with an exciting future and continues to expand.

Gerald Böse, chairman of the board
Koelnmesse GmbH



Authors, directors, designers, programmers, actors and musicians need a creative, networked environment in order to create computer games. That is exactly what NRW and the area around Cologne have to offer.

Olaf Coenen, CEO
Electronic Arts Germany

Facts and Figures

- > German region with highest games turnover
- > gamescom in Cologne – games fair of global importance
- > Global players Electronic Arts and Ubisoft
- > One in four German games developers in NRW
- > arvato, one of the most important distributors
- > Wide range of training opportunities
- > gamescom, GDC Europe, German Game Developer Award (Deutscher Entwicklerpreis), Living Games Festival

Dealers/hardware producers

BigBen Interactive
Media Markt Essen
Medion AG
METRO AG
REWE Unterhaltungselektronik

Gaming communities

DLeague
ESL Electronic Sports League
FRONT Media Verlag
Gamechannel.de
Gameforum.de
GIGA.de
nifaculty

Research/education institutions

Cologne Game Lab
Fachhochschule Köln – Institut für Medienforschung und Medienpädagogik
ifs internationale filmschule köln
Kunsthochschule für Medien Köln
Mediadesignhochschule Düsseldorf
SAE Institute/Quantm College
Universität Duisburg-Essen
Universität Paderborn

Events/awards

Clash of Realities
Deutscher Entwicklerpreis
European Games Award
gamescom
GDC Europe
Living Games Festival
Role Play Convention
Spieleentwicklertreffen NRW

Funding/support

Film- und Medienstiftung NRW
AV-Gründerzentrum NRW
Games Factory Ruhr
GDI.Ruhr Gründerlabor
NRW.BANK

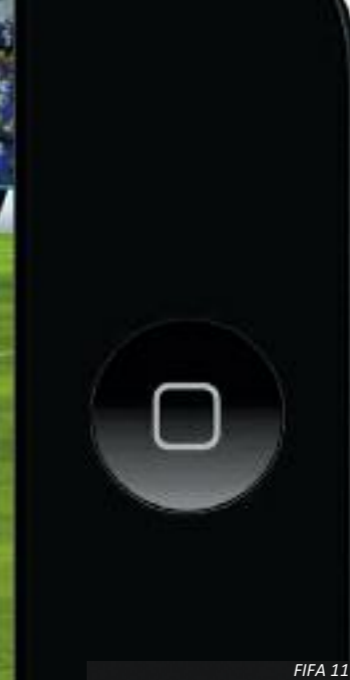
Networks/associations

BVDW: Fachgruppe
Connected Games
eco – Verband der deutschen Internetwirtschaft e.V.
GameParents.de e.V.
GDI – Game Development Initiative Ruhr
Ruhr Games Commission
Zentrum für interaktive Medien e.V.

Contacts

www.filmstiftung.de
www.medien.nrw.de
www.creative.nrw.de

Mobile



Facts and Figures

- > Global players: Vodafone, T-Mobile, Electronic Arts, KIT digital, Sevenval etc.
- > More than 50 companies developing apps
- > Ideal infrastructure
- > 40% of German mobile companies in NRW
- > Leader in the field of location-based services
- > Mobile Media Summit, Advance

Mobile: always and everywhere

Three of the four biggest German operators of mobile phone networks, T-Mobile, Vodafone and E-Plus, have their headquarters in NRW. In all, more than 40 per cent of companies in Germany working in this sector are based here. Furthermore, the excellent infrastructure in the field of interactive entertainment software due to the presence of three global players (Electronic Arts, Ubisoft, THQ) and an extremely creative independent games scene has an extremely positive effect, like the extensive television and publishing scene, and NRW's exceptional position in the Federal Republic with respect to geodata. Encouraging economic data create the background to all this: in 2011 alone, smartphone owners in Germany downloaded 962 million apps – by comparison to the previous year, this represented an increase of almost 250 per cent. The turnover amounts to 210 Euros even though some 88 per cent of those apps can be obtained free of charge. 11.8 million of the smartphones required for them were sold in 2011, a plus of 31 per cent by comparison to the previous year. It is forecast that in 2012 more smartphones than other mobile phones will be sold for the first time, and the former are expected to reach a market share of 55 per cent of devices sold. The turnover with mobile data services world-wide will rise to some 217 billion Euros in 2012. The mobile phone networks world-wide will then make a third of their turnover, on average, with data services.

Successful apps: Glanzkinder, mobivention, Appseleration

Embedded in an environment in North Rhine-Westphalia that is ideal in both business and structural terms, a crea-

tive and innovative developer scene has emerged in recent years, designing and marketing applications for smartphones. Big players on the games market like Electronic Arts and Ubisoft are successfully producing versions of many of their titles (*FIFA 11*, *Need for Speed*, *Anno*, *Assassin's Creed* etc) as apps. Other big names in the sector such as Vodafone have given birth to newly founded companies. Appseleration from Düsseldorf, for example, no longer produces apps just for Vodafone but also for customers ranging from the food stores Aldi Süd to the football club 1. FC Köln. Since the beta phase of the iPhone, Glanzkinder from Cologne has developed over 100 applications, for which it has received a number of awards. In 2012, for example, the Cologne-based company celebrated the award Best of 2012 from the Initiative Mittelstand for its PDF activator-app. mobivention from Cologne has acquired a European reputation for games and graphics apps. Its international customers include more than 100 app-stores, mobile phone operators, brand article manufacturers and advertising agencies. In the field of mobile marketing NRW is also exceptionally well positioned, not least thanks to its prospering advertising scene with companies like BaM! Interactive in Düsseldorf, which create marketing schemes ranging from mobile advertisement to mobile Internet. Altogether, more than 50 companies from NRW are successfully stimulating the market with innovative mobile applications for smartphones.

Mobile TV: RTL, WDR, KIT digital

Mobile television is another extensive field of business. In Cologne, for example, WDR mediagroup and RTL interactive are adapting broadcasting content for mobile applications, like a Sportschau app at WDR. The RTL Now app enables buyers to see most RTL programmes as a stream on their mobile phones immediately after the broadcast. Apart from especially popular programmes like *X-Factor* or *Wer wird Millionär*, for which RTL interactive produces special tailor-made apps, this in-house development also meets the demand for moving images on mobile phones with a mobile

version of Clipfish. KIT digital also works at the interface between classic television and moving images in the new media. As a global leader that operates in 50 countries, this company works with cloud-based video asset management systems on the Internet. The Cologne branch of KIT digital, Nunet AG, taken over in 2009, represents the company's link to mobile television and works with such customers as MTV Networks, Discovery Channel, Mobilcom and Vodafone on solutions suitable for mobile phones.

Location-based services

In North Rhine-Westphalia the importance of geodata for business and the media was recognised at an early stage. The state's resulting exceptional position within Germany is demonstrated by the establishment here of developers of successful applications based on geodata. In the context of mobile media these are particularly in the fields of navigation and location-based services: innovations here are made, for example, by Logiball from Herne; among other things, in 2011 it became official distributor of the navigation device producer TomTom and presented – in collaboration with the Fraunhofer-Institut für Materialfluss und Logistik in Dortmund – a pilot project for city-friendly truck navigation. GeoMobile from Dortmund and ivanto have developed last-mile logistics for the iPhone for a similar sector; this was nominated for the innovation prize IT 2011. Naviki is the name given to a new type of route planner for bicycles – an app that made it into the top 20 of the app store in only four days. This application was developed at Münster Technical University. Publishers also make use of

this high-performance infrastructure, for example WAZ with its traffic congestion information and signpost service. The Cologne-based company Coupies has received several awards for its location-based coupon and discount service for mobile phones. This bargain service from NRW claims to reach more than three million mobile customers and intends to expand onto the international market.

Mobile future in NRW

NRW thinks mobile. Cologne was the first city in Germany to be included by Telekom in its new high-speed mobile network LTE, and since the end of 2011 – thanks to Vodafone – Düsseldorf has also been able to surf in the rapid UMTS successor network sooner than other cities. In other ways, too, NRW shows that it is ideally equipped for the mobile future: it is the place where car parking by mobile phone was first introduced in Germany (in Cologne in February 2008), the inventor of FIT Technology of the technological leader in software for the mobile web is based here (Sevenval from Cologne), high-standard training programmes are offered here (e.g. Mobile Media at the ifs internationale filmschule köln). Last but not least, the Film- und Medienstiftung NRW backs the mobile future with its new funding programme for innovative audiovisual content and will have supported the state's young developer scene with 1.5 million Euros by 2013. Thanks to this assistance, the first German-designed interactive thriller for the iPhone is being produced by Gesamtkunstwerk Entertainment, and the app Molly Monster realized by Trickstudio Lutterbeck, both Cologne-based companies. <



As a software company, we value NRW as a location because of the mix of established industry and creative companies. In the booming mobile Internet sector, NRW provides an excellent, effective infrastructure.

Jörg Ruwe, CEO
Sevenval



Cologne also offers us creative, cosmopolitan potential due to the proximity of high-quality film and TV producers: at the heart of a state where innovation is both sought after and promoted.

Marc Schröder, CEO
RTL interactive



COUPIES has its company headquarters at the centre of Cologne, the Internet city. Besides an active Web 2.0 scene and the biggest mobile phone companies in Düsseldorf and Bonn, the economic information technology department of the Uni Cologne is a great address for new ideas.

Frank Schleimer, co-founder and CEO
COUPIES



- App development**
 - Rocket Apes
 - RTL interactive
 - Sevenval
 - WDR mediagroup
 - Widjet
 - wp solutions
- Education/training**
 - ifs internationale filmschule köln
- Events/awards**
 - Advance Conference
 - Mobile Media Summit
 - Telekom App Award
- Associations/networks**
 - Bundesverband Digitale Wirtschaft (BVDW)
 - Cluster IKT.NRW
 - eco – Verband der deutschen Internetwirtschaft e.V.
 - networker NRW
 - wisnet
- Contacts**
 - www.filmstiftung.de
 - www.medien.nrw.de
 - www.ikt.nrw.de

Internet



Facebook's global network

Companies

AdAudience
Adcloud
artegic
arvato
Betafabrik
BILDblog
Brain Injection
buch.de/bol.de
Clipfish.de
Contilla
Coworking Cologne
denkwerk
deutsche-startups.de
dotKoeln
e-Spirit
favsol
Imperia
kalaydo.de
nacamar
Railslove
pixelpark
RTL interactive
Ruhrbarone.de
Sevenload
Talential
topiclogde
WAZ NewMedia
WDR mediagroup digital
9elements

Agencies

01 Digitales Design
antwerpes ag
Bassier, Bergmann & Kindler
Con Carne
Crossmedia
denkwerk
e-mediad
getit online Internet
Service Agentur
Krankikom
LBI Germany
netSTART Venture
nexum AG
Nionex
Oevermann Networks
People Interactive
Pixelpark
Reality Bytes Neue Medien
Rheinklang Media
T-Systems Multimedia Solutions
TWT Interactive
www.kennziffer.com
wysiwyg Software Design
zeec

Events

Advance -
Web & Startup Conference
Advance Hackathon
Cologne Web Content Forum
Consumer Content Conference
dmexco
Grimme Online Award
Web de Cologne
Webvideopreis

Education/training

Cognos AG
Deutsche Medienakademie Köln
European Web Video Academy
Fachhochschule Aachen
Fachhochschule Dortmund

Facts and Figures

- > Leading e-commerce solutions
- > Leader in online-advertising
- > Creative start-up scene
- > Innovative developers and programmers
- > Important Internet agencies from NRW
- > Federal Association "Digitale Wirtschaft", eco – Verband der deutschen Internetwirtschaft, Eyes & Ears of Europe etc.
- > sevenload.com, kalaydo.de, clipfish.de, buch.de, wer-kennt-wen.de etc.
- > dmexco, Advance, Grimme Online Award, Webvideopreis

Internet: strong online strategies and creative start-ups

In 2011 the German Internet sector was again buoyant thanks to a marked rise in advertising investments: with a gross advertising volume of 5.7 billion Euros, the Internet replaced newspapers as the second-biggest medium for advertising, and general Internet use among the German population reached 77 per cent in 2011. Encouraging signals like this are received in North Rhine-Westphalia by an Internet sector ideally prepared for this dynamic economic trend with a wealth of ideas, first-class companies and successful concept developments.

Social media: Sevenload, clipfish, wer-kennt-wen

Companies like favsol have found promising ways of building bridges between e-commerce and social media. Presented with an award for the most innovative content start-up from NRW by Media.NRW in 2011, it offers retailers and private customers tailor-made shop systems for Facebook. The success story of the company Sevenload, which operates one of the world's leading social media networks for images, videos and films, evidences an equally innovative approach to web 2.0 formats. Moreover, this portal also makes moving-image content from the fields of television and interactive web TV available free of charge on some 1,800 channels. Since 2006 wer-kennt-wen.de ("who knows who?") has also expanded at a rapid pace. Today it is one of the biggest social networks in Germany: a subsidiary of RTL interactive, it brings together a community of more than 9.5 million members who keep around 80 employees in Cologne busy with up to 150 million visits per month. In clipfish.de, RTL also owns a popular video

portal whose extensive music channel, for example, is one of the leading offerings of this kind in Germany with over 40,000 music video clips of favourite stars. clipfish.de registers some three million users and 31.45 million clicks on its videos each month.

arvato, telekom.de, buch.de, bol.de

One example of how NRW can benefit directly from the global boom in online advertising is arvato in Gütersloh, a subsidiary of Bertelsmann. This service provider with a range of activities, which succeeded in making a 5.4 billion turnover in 2011, processes payments for advertising for Google worldwide. arvato is also active in other fields of the flourishing e-commerce sector with its effective business strategies: for example, the company runs the Xbox shop for Microsoft in many countries. But there are other large-volume online shops from NRW: Deutsche Telekom in Bonn had a turnover of about 800 million Euros in 2010 from its portal telekom.de, which earned it third place in the overall ranking of German shopping portals. Meanwhile, Amazon's competitor buch.de from Münster turned over in excess of 130 million Euros in the business year 2010/11 with its shops incl. buch.de, bol.de and alphamusic.de, plus the internet business of the Thalia bookshops.

kalaydo, derWesten, WAZ NewMedia, RTL interactive

Alongside innovations associated with web 2.0, the online presence of traditional media has experienced a creative, profitable evolution in North Rhine-Westphalia. The best

example of this is the Cologne-based company kalaydo.de, an internet advertising portal founded by NRW publishers (including the Mediengruppe DuMont Schauberg, Rheinische Post Verlagsgesellschaft and Zeitungsverlag Aachen). Five million visits per month and honours such as the eco Internet Award 2010 for Best Content prove the success of this venture, as does the tripling of its operative output in 2011. WAZ NewMedia runs a local news portal, DerWesten.de, as a joint project by the daily newspapers of the WAZ Mediengruppe, which registers up to ten million visits monthly. The television stations, too, have long been able to provide net content: RTL interactive develops web solutions, and WDR mediagroup digital also has a full service to prepare its programmes in an interactive manner suitable for media.

AdAudience, T-Systems

Above all, the driving force behind the NRW internet industry is the lively and varied spectrum of software developers and internet agencies. One example of a company on the direct interface between advertisers and content is Düsseldorf-based AdAudience, a joint venture of major marketers G+J Electronic Media Sales, IP Deutschland, SevenOne Media and Tomorrow Focus. AdAudience is able to reach approximately 80 per cent of all German internet users through this bundling of market penetration. Whether content management systems from Hürth (Imperia AG) and Dortmund (e-Spirit), hosting and streaming services from Düsseldorf (nacamar), or web 2.0 consulting from Cologne (Brain Injection): services in the fields of techno-

logy, marketing and design are all of extremely high quality. Best placed in the internet agency rankings for years has been Telekom subsidiary T-Systems Multimedia Solutions with its branch in Bonn. Other well-known agencies who lead the market are LBI Germany, denkwerk, antwerpes ag, nexum AG, TWT Interactive and Reality Bytes Neue Medien. Bassier, Bergmann & Kindler from Oberhausen, a specialist in e-learning, is also one of the most respected and largest new-media agencies in Germany.

Events

Each year in late September Koelnmesse, the Cologne trade fair company, issues invitations to dmexco, the leading international get-together of players in the digital industry. There are other opportunities for networking at the initiative Web de Cologne, which was established by six Cologne online companies and memi, a media management institute, and the conference Advance for new set-ups, organised by Medien.NRW. Advance has already led to some spin-offs such as Advance FounderLeaks or the Advance Hackathon: where 90 web and app developers, and designers programme Internet projects on the basis of current technology within 48 hours. As the location of the Bundesverband Digitale Wirtschaft (Federal Association for the Digital Economy) and eco, the association of the German Internet industry, NRW is also the venue for the presentation of what is perhaps the most influential award in the sector, the Grimme Online Award, which is presented each year by the Marl-based institute of that name during the Medienforum.NRW. <



A law from the "Cologne constitution" shows just why the Internet sector is ideally located in NRW: "Et bliev nix wie et wor" (nothing stays the same) – expressing openness to new developments – underlines the innovative spirit and desire for progress in the region. These are the best conditions for online companies.

Michael Loeb, CEO
WDR Mediagroup



In the media city Cologne we have an excellent network of traditional media, start-ups and already established Internet companies. Many successful start-ups in recent years, of which is kalaydo.de is one, show that we enjoy a great climate for the industry here.

Joachim Vranken, CEO
kalaydo.de



In Germany there are few regions where the creativity and profitability of internet services are combined as well as in NRW.

Eric Peper, CEO
WAZ NewMedia



Besides film, TV and games, NRW provides outstanding conditions for companies in the growing business field of the Internet. There is a lively scene of agencies, service providers and customers here, and networking opportunities like at the industry get-together Web de Cologne.

Werner Schwaderlapp, director of
Medien Management Institut

Education/Training

Fachhochschule Gelsenkirchen
Fachhochschule Köln
Hochschule Fresenius
Macromedia Hochschule
Medien Management Institut
memi Köln
Ruhr-Universität Bochum
SAE Institute
Universität Köln

Associations

Bundesverband Digitale
Wirtschaft (BVDW) e.V.
eco – Verband der deutschen
Internetwirtschaft e.V.
Eyes & Ears of Europe
OpenImmo
Zentrum für interaktive Medien

Contacts

www.filmstiftung.de
www.medien.nrw.de



Funding and Financing



Facts and Figures

- > Film- und Medienstiftung NRW: Germany's strongest funding institution with 35 million Euros
- > Pilot programmes for development of digital content and entertainment
- > Innovation programme Digital Media NRW
- > Scholarships for company founders and young entrepreneurs
- > NRW.Invest support for companies moving to the state
- > NRW.Bank – financial partner of the creative industries
- > Committed state media and location policy

Funding institutions

Film- und Medienstiftung NRW
 MEDIA Antenne NRW
 Mediencluster NRW
 NRW.Bank
 NRW.Invest

Awards, grants and scholarships

AV-Gründerzentrum NRW
 Förderpreis für junge Künstlerinnen und Künstler des Landes NRW
 Förderpreise der Vodafone Stiftung für Forschung
 Games Factory Ruhr
 netSTART

Contacts

www.filmstiftung.de
 www.creative.nrw.de
 www.ikt.nrw.de
 www.medien.nrw.de
 www.nrwbank.de
 www.nrwinvest.com

Funding in NRW

NRW is one of Europe's leading media regions. In order to build on this position in economic, technological and creative terms, the state supports the industry with enduringly effective, multifaceted support programmes and institutions. This means NRW is not only the federal state with the strongest state film funding programme; its commitment to companies and projects in the field of new media, start-ups and young entrepreneurs also provides outstanding opportunities for development.

NRW federal state

Over and above its decisive participation in the most important funding institutions, the state of NRW also supports the film and media industry with competitions for the development of innovative and above all convergence-oriented business models in the digital media of the future. The interests of the media are represented politically by the Ministry for Federal Affairs, Europe and the Media, which is situated in the state chancellery. The Department of Culture at the Ministry for Children, Youth, Culture and Sport supports media-cultural projects in a number of ways, thus profiting festivals as well as the state's cinemas and media workshops. Promotion of the creative industries with multiple interfaces to the media is based in the Ministry of Finance.

Film- und Medienstiftung NRW

The Film- und Medienstiftung NRW is the financially strongest state funding institution in Germany with an annual budget of 35 million Euros. Since its foundation in 1991 it has supported around 1,600 film and television productions with funds amounting to almost 530 million Euros. Besides the state of NRW, broadcasters WDR, ZDF, and RTL, and the state media authority (Landesanstalt für Medien NRW, LfM), are shareholders in the Film- und Medienstiftung NRW GmbH. Since 1992 the Film- und Medienstiftung NRW has accommodated one of three German MEDIA antennae, which – along with comprehensive advice for the preparation of MEDIA funding applications in Brussels – also offers networking support for European cooperations. The Filmstiftung is also a partner of ifs internationale filmschule köln in Cologne, and the AV-Gründerzentrum.

Mediencluster NRW

Mediencluster NRW GmbH has been a subsidiary undertaking of the Film- und Medienstiftung NRW since 2011. The prime focus here is on new media fields. Mediencluster NRW is the first place to contact when it is a matter of networking, consultation and financing issues, or the realisation of new business opportunities in North Rhine-Westphalia.

Funding of concepts and prototypes

It was also in 2011 that the Filmstiftung launched a pilot programme for the development of innovative audiovisual projects in the fields of games, Internet and mobile communications. Endowed with 1.5 million Euros for the first three years, the programme is directed primarily at start-ups and young developers, as well as supporting content-affine concept and project developments. In autumn 2012, the Film- und Medienstiftung will be launching a second pilot programme for the development of innovative entertainment formats. It aims to offer creative producers from NRW support in developing their format ideas, so further consolidating the leading position of NRW as an entertainment location. 500,000 Euros from state funds will be made available per year: producers and format developers based in NRW are entitled to apply.

Innovation programme Digital Media

2012 will see the start of the innovation programme Digital Media, initiated by the state of NRW and financed by the EU, which offers assistance in realizing their projects and business ideas to small and middle-sized companies, and educational and research institutions based in NRW.

Start-up centre

The AV-Gründerzentrum NRW, located in Cologne, supports young entrepreneurs from a wide range of audiovisual media with consultation, coaching and grants. The programme

takes on 14 film and TV producers and crossmedia oriented media companies each year. Numerous additional initiatives, like the Mülheim-based Games Factory, make it easier for young business people to enter the professional market in NRW.

NRW.Bank

The NRW.Bank also offers possibilities of public funding and private capital loans to those founding companies and to middle-sized businesses in North Rhine-Westphalia. Thus, for example, it co-invests – with its creative industries fund – to support the private capital basis of companies in the creative industries in NRW. In addition, the NRW.Bank helps to secure the provision of loans to middle-sized film and TV producers, and supports promising start-ups with micro and start-up loans.

NRW.INVEST

As the state's own economic funding association, NRW.INVEST offers potential investors from home and abroad a one-stop service: providing location information and help in the search for premises, and mediation or assistance with negotiations and permit procedures. Here, NRW.INVEST works together closely with the state government and regional and municipal business funding institutions. Investors who have already settled in North Rhine-Westphalia can rely on support from NRW.INVEST particularly when expanding, setting up new business or relocating. <



North Rhine-Westphalia is the place for ideas, for creative minds. They develop visions and stories, and so they all make NRW into the most successful film and TV location in Germany. Whether films for cinema or TV, documentaries, soaps or the best in entertainment – there is nowhere else producing as much as the Rhine and Ruhr region. This is a success story we owe to creative minds from film and TV. But the state has contributed a lot as well. And it will stay that way. That's a promise.

Marc Jan Eumann, State Secretary for Federal Affairs, Europe and the Media



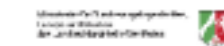
Our assignment is to help develop film and media culture, as well as the film and media industry: the promotion of films for cinema and TV is our central expertise. With a view to the state's future, we are always open to new media and advertise for NRW – as a location of film production, entertainment, communication and convergence. It is an exciting assignment, and we are putting all we have into it.

Petra Müller, CEO Film- und Medienstiftung NRW



North Rhine-Westphalia is the leading media location in Germany. Companies will find outstanding location factors here: superb public transport links and infrastructure, a highly-defined research scene, a qualified workforce, and a unique quality of life.

Petra Wassner, CEO NRW.Invest



Film und Medien Stiftung NRW



State Chancellery NRW

Minister for Federal Affairs, Europe and the Media in the Federal State of NRW



Dr. Angelica Schwall-Düren
Minister for Federal Affairs, Europe and the Media State representative at federal level
Stadttor 1 | 40219 Düsseldorf
Phone + 49-211-837-161 0
Personal advisor: Sebastian Gröning-von Thüna
Press officer: Nina Heil



Dr. Marc Jan Eumann
State Secretary for Federal Affairs, Europe and the Media
Phone + 49-211-837-151 3
Phone +49-030-275 75-170 (Berlin)



Rainer Weiland
Group Manager
Department IV C Media & Telecommunications
Am Fürstenwall 21 | 40219 Düsseldorf
Phone + 49-211-837 148 4
rainer.weiland@stk.nrw.de
www.mbem.nrw.de/medien/

The promotion of North Rhine-Westphalia as a media location is a departmental task of the Minister for Federal Affairs, Europe and the Media, Dr. Angelica Schwall-Düren. Among other things, media policy covers the development of media law, media industry funding and location development, the allocation of frequencies for radio broadcasting and attending to the digitisation of broadcasting, as in DVB-T (Digital Video Broadcasting – Terrestrial), for example.

The promotion of film, especially with respect to education and training in the media industry, is a further focus of media policy, as is the encouragement of media expertise among the state's citizens. As a central event for the media industry, the annual Medienforum.NRW in Cologne is supported by the state. Minister Dr. Angelica Schwall-Düren and her State Secretary Marc Jan Eumann receive help in meeting their departmental responsibility from the media department in the State Chancellery.

State Media Authority of North Rhine-Westphalia (Landesanstalt für Medien Nordrhein-Westfalen; lfm)



Dr. Jürgen Brautmeier
Director
Zollhof 2 | 40221 Düsseldorf
Phone +49-211-770 07-165
info@lfm-nrw.de
www.lfm-nrw.de



Dr. Frauke Gerlach
Chair of the Media Commission
Phone +49-211-770 07-0
info@lfm-nrw.de

The lfm is responsible for private radio and television. It decides upon the authorisation of event organisers, and checks and attends media development through research activity, but also by granting awards such as the LfM-Hörfunkpreis for outstanding journalistic achievement in private radio broadcasting. Further areas of responsibility are the supervision of Internet sites when the owner of the domain is NRW-based, and the promotion of media competence.

NRW.INVEST GmbH



Petra Wassner
CEO
Völklinger Str. 4 | 40219 Düsseldorf
Phone +49-211-13000 0
nrw@nrwinvest.com
www.nrwinvest.com

As the state's own business funding agency, NRW.INVEST markets North Rhine-Westphalia as a location for investment and supports foreign and German companies in investment projects or when establishing themselves in NRW. This one-stop agency for investors guides companies through the entire process of establishing themselves in the federal state, giving advice on tax and legal aspects as well as providing information about economic structures and industry clusters.

IHK NRW



Dr. Christoph von der Heiden
Managing Director Industry
Publicity work, economics
IHK Ostwestfalen zu Bielefeld
Elsa-Brändström-Straße 1-3 | 33602 Bielefeld
Phone +49-521-554 220
vdh@bielefeld.ihk.de | www.bielefeld.ihk.de

IHK NRW - Die Industrie- und Handelskammern in Nordrhein-Westfalen e.V.
Marienstrasse 8 | 40212 Düsseldorf
Phone +49-211-36702 0
info@ihk-nrw.de
www.ihk-nrw.de

At the state level, the 16 chambers of industry and commerce in North Rhine-Westphalia have amalgamated into the IHK NRW (Industrie- und Handelskammer NRW) in order to assert the interests of the commercial economy in state politics. The IHK advises and supports those setting up in business, including those entering the creative industries, and searches for innovative financing schemes.

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Fax +49-211-930 505
info@filmstiftung.de
www.filmstiftung.de

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Editorial Team
Sabine Bull (Leitung), Stefanie Hadding, Monika Schick, Lena Schütz-Kraan, Oliver Baumgarten

Design and Layout
Design: Anna B. Design

Layout and Setting
Stephanie Cremer, Büro für Gestaltung

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Labude.corporate products

Translation
Lucinda Rennison

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Page 6, 7: Electronic Arts (2x), Ubisoft (3x), Aruba Events
Page 8, 9: facebook, WDR, kalaydo.de, WAZ NewMedia, Medien Management Institut

Page 10, 11: Deutsche Telekom AG, Electronic Arts (2x), Sevenval, RTL interactive, Coupies
Page 12, 13: Staatskanzlei Nordrhein-Westfalen, Fotoagentur Fox, Staatskanzlei NRW, Landesanstalt für Medien NRW, Heike Herbertz, NRW.Invest, AV-Gründerzentrum
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Film- und Medienstiftung NRW GmbH



Petra Müller
CEO
Phone +49-211-930 50 11
petramueller@filmstiftung.de



Christina Bentlage
Head of Film Funding
Phone +49-211-930 50 20
christinabentlage@filmstiftung.de



Till Hardy
Funding Digital Content
Phone +49-211-930 50 42
tillhardy@filmstiftung.de



Sabine Bull
Head of Location Marketing
Phone +49-211-930 50 17
sabinebull@filmstiftung.de

Film und Medien Stiftung NRW GmbH
Kaistraße 14
40221 Düsseldorf
Phone +49-211-930 500
info@filmstiftung.de
www.filmstiftung.de

Founded in 1991 and with an annual funding budget of 35 million Euros, the Film- und Medienstiftung NRW is the financially strongest state funding agency in Germany. Among its shareholders are WDR and the federal state of North Rhine-Westphalia, as well as ZDF, RTL and the state media authority, the Landesanstalt für Medien. The goal of the foundation is to promote film and media culture as well as the film and media industry in the state of North Rhine-Westphalia.

The Filmstiftung NRW therefore supports films for both cinema and television in all phases of production and utilisation: from the development of material and projects to production and sales and distribution. In addition, the foundation provides financial support for cinemas. In its responsibility for film and media in the federal state the Filmstiftung NRW also holds a share in numerous institutions and companies, like the internationale filmschule köln, the AV-Gründerzentrum, and German Films.

In 2011 the Filmstiftung NRW was extended to become an integrated promotional institution for film and media. Alongside funding, its responsibilities today also include location marketing and development. With this in mind, it has taken over Medien.NRW Cluster GmbH and is opening its doors to the promotion of innovative media content. In this way the Film- und Medienstiftung NRW will become the key contact for media in NRW.

Mediencluster NRW GmbH



Till Hardy
Kaistraße 14 | 40221 Düsseldorf
Phone +49-211-930 50 42
tillhardy@filmstiftung.de

Mediencluster NRW contributes to increasing the attractions of North Rhine-Westphalia as a media state, activates potential, and supports innovation and growth. It attends to the initiative "Digitales Medienland NRW" and the innovation programme "Digitale Medien". It also provides comprehensive information and services encompassing networking, possibilities for funding and financing, the establishing of companies in the state, and media training, all the way to the realization of new business opportunities. Impulses and developments regarding content and developments on the media scene are observed continually and highlighted for the national and international media industry.

IKT.NRW Cluster Informations-und Kommunikationstechnologien



Prof. Dr.-Ing. Ingo Wolff
Clustermanager
Carl-Friedrich-Gauß-Str. 2-4 | 47475 Kamp-Lintfort
Phone +49-231-975056 0
cluster@ikt.nrw.de
www.ikt.nrw.de

The cluster IKT.NRW is the centre of information and communication for all players in the growing field of ICT in North Rhine-Westphalia. Goals pursued by the IKT.NRW cluster include the further development of existing strengths, potentials for synergies and trends in the ICT industry. IKT.NRW helps with networking between partners involved in the various fields of ICT or using cross-sectional technologies, and champions the active promotion of innovative processes.

Creative.NRW – Creative industries cluster



Christian Boros
Clustermanager
Hofaue 63 | 42103 Wuppertal
Phone +49-202-248 432 0
boros@creative.nrw.de
www.creative.nrw.de



Werner Lippert
Clustermanager
Hofaue 63 | 42103 Wuppertal
Phone +49-202-248 432 0
lippert@creative.nrw.de
www.creative.nrw.de

As an industry promotion programme that also views internal and external marketing as one of its key tasks, the cluster management makes a valuable contribution to consolidating and developing the location. The combination of economic strength and creative industries is intended to attract the best minds and help emerging companies in the field. The cluster management concentrates on the art market, advertising industry, design industry, fashion design, music business and book publishing.

AV-Gründerzentrum NRW



Joachim Ortmanns
Managing Director
Schanzenstr. 36 | 51063 Köln
Phone +49-221-611 07 48
info@av-gruenderzentrum.de
www.av-gruenderzentrum.de

Having been launched in May 2006, this centre for audiovisual media is directed at start-ups and young companies from the media industry. Budding film-makers are provided with support in the form of advice and grants. Through close cooperation with the media and communications industry in the federal state of NRW and a targeted transfer of know-how, the AV-Gründerzentrum prepares the way into the future for young professionals.