[DE] Inter-State Agreement Aims to Boost North Germany as a Location for Media Business

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The North German *Länder* of Schleswig-Holstein and Hamburg intend in future to cooperate more closely on strengthening North Germany's position as a location for media business. To that end, the Prime Minister of Schleswig-Holstein and Hamburg's Governing Mayor met in Kiel on 13 June to sign a new Inter-State Media Agreement.

In particular the Agreement provides for the private-broadcasting supervisory authorities of the two *Länder* - the *Hamburgische Anstalt für die neuen Medien* (Hamburg New Media Office - HAM) and Schleswig-Holstein's *Unabhängige Landesanstalt für Rundfunk und neue Medien* (Independent State Broadcasting and New Media Office) to merge. The new joint supervisory authority, the *Medienanstalt Hamburg Schleswig-Holstein* (Hamburg Schleswig-Holstein Media Office - HSH), will in future implement common media rules for both *Länder* .

The merger is intended not only to give North Germany an edge in competition with other parts of the country as a location for media business, but also to strengthen the hand of the two *Länder* when it comes to sharing responsibilities in the course of cooperation with other German media authorities.

The government's draft of the Inter-State Agreement now has to be approved by the parliaments of both *Länder* . A first reading was due to take place in late June. It is planned that the new HSH will start work 1 May 2007 when the Agreement comes into force.

The programme of closer cooperation agreed by the two *Länder* will also include the establishment of a joint film aid agency. In the field of education, too, there are plans for improvement, with closer networking among media education and training bodies.

Pressemitteilung der schleswig-holsteinischen Landesregierung vom 13. Juni 2006

http://landesregierung.schleswig-holstein.de/coremedia/generator/Aktueller_20Bestand/StK/Pressemitteilungen/juni__2006/060613__stk__medien__sh__hh.html

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