

PRESS RELEASE

Bavaria Film Interactive secures three more years with BMW TV International

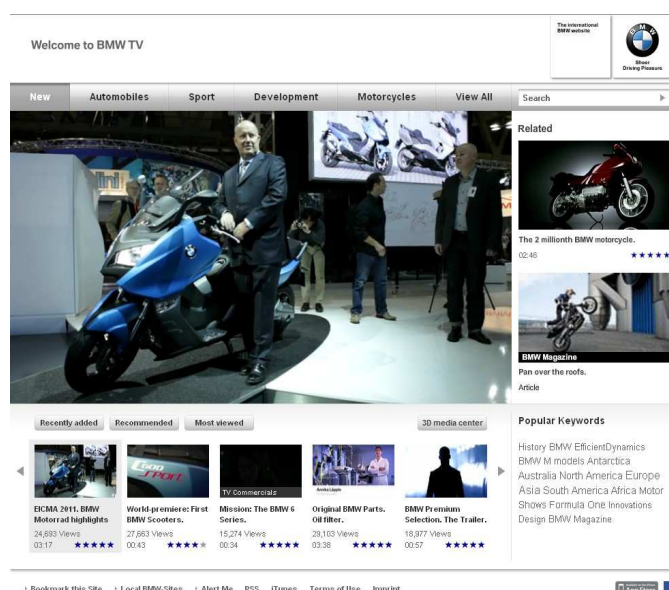
Munich/Geiseltal, 6 December 2011. Bavaria Film Interactive will be producing for the www.BMW.tv/com video platform for three more years. A further extension of the international reporter and production partner network is in the pipeline.

Bavaria Film Interactive has been producing footage for BMW's in-house and external video communication since 2004. The Munich agency's Corporate Videos are some of the most effective and widest-reaching BMW films on the internet.

These Corporate Videos produced both in Germany and abroad are distributed not only on www.BMW.tv/com, but also on the BMW YouTube Channel (www.youtube.com/bmw), on Facebook, and the BMW platforms of other markets. The company with technical responsibility for the platform is the Cologne firm denkwerk GmbH.

"We are delighted about BMW's continued show of confidence in us. We are extending our international network of production partners further to enable us to offer our clients operating

worldwide swift and competent reporting on the spot and a reliable production service everywhere," says Executive Producer, Authorized Signatory Stefanie Behr. Bavaria Film Interactive is a film production agency. It produces Corporate Videos and shapes their impact. It has been doing this for over 15 years: successful corporate communication with a claim to sustainability and comprehensive knowledge of how companies work.



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With strong coverage and impact:
Bavaria Film Interactive films on www.bmw.tv/com

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