

Hubert Burda Media

We give brands a new dimension

BurdaStudios 

BurdaStudios is based on three areas of business: digital pictures, digital publishing and entertainment. Within BurdaStudios Pictures, Burda Studios Pictures GmbH produces successful formats such as the motoring magazine *Grip* on RTL II, *K1 Magazin*, *Focus TV Reportage* and productions for ZDF zoom/ZDF zeit and RTL – working for all relevant German public and private TV stations.

We also run the only 24/7 food channel, *BonGusto* (pay TV), which broadcasts international reports, in-house productions and documentaries round the clock. *Video-Factory* is responsible for all Burda brands and events and for producing customer commissions (corporate and advertising).

In terms of digital publishing, Burda Studios Publishing GmbH is responsible for the highly successful *Bunte.de* and is expanding its portfolio to include innovative, digital products and the social-only video service *BNow!*

Through tracdelight GmbH, the division is developing new e-commerce strategies and influencer campaigns for customers and publishers. The *Word-of-Mouth* unit generates extensive product insights and social contacts via various referral marketing concepts. Within the *Content-Factory*, BurdaStudios monetises its publishing expertise via external clients (e.g. Zalando) and produces user-relevant content for native advertising campaigns. Crowdfunding for music lovers: Germany's first crowdfunding music label, *Musicstarter* provides a platform for talented new artists like Elaiza.

Meanwhile, StarnetOne specialises in entertainment: *Bambi*, the *Tribute to Bambi* charity event, the *Jupiter Award* and the *Bunte New Faces Award* are among the division's outstanding productions.

Links: [Website BurdaStudios](#)



Hans Fink
Managing director

Before joining Hubert Burda Media, Hans Fink held various executive positions with ProSiebenSat.1 and managed the holding company Seven Ventures (among others). He most recently served as Executive Vice President Business Innovation and was responsible for implementing new business and product ideas.



Nina Zimmermann
Managing director

Born in Britain, Nina Zimmermann held various digital roles (with companies such as T-Online, Bertelsmann and the internet marketplace ricardo.de) before joining the management board and organising the internationalisation of the Experteer career network, where she was most recently responsible for products and technology. Since April 2016, Nina Zimmermann has had overall managerial responsibility for the celebrity portal *Bunte.de*, the videotainment brand *BNow*, the affiliate network *Tracdelight*, Burda's word-of-mouth team and the crowdfunding music label *Musicstarter*.

Facts	
Division	BurdaStudios
Managing directors	Hans Fink, Nina Zimmermann
Editors-in-chief	Matthias Fuchs, Thomas Pospiech
Locations	Munich, Berlin, New York, Los Angeles
Employees	Approx. 180
Managing director	Alexander von Woikowsky, Alexander Kipp
Head of Marketing	Katherine Kreiner
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