

ZDF ENTERPRISES PRESENTS



waterbear  
N E T W O R K



THE 1ST SVOD PLATFORM  
DEDICATED TO THE PLANET



## WaterBear Network

The **WaterBear Network (WBN)** is a new global media platform focused on conversation and the environment. One platform and one place for environmentally conscious individuals.

### PLATFORM DETAILS:

The **WBN** is built on three primary pillars, namely **Watch, Join, and Save**. WBN Subscribers will be able to watch and be inspired by premium content, join a fast-growing global community through our advanced interactive technology platform, and take action to help save the planet by participating in and contributing to local and global initiatives. The global environmental non-fiction market is fragmented across multiple platforms and channels, countries, organizations and impact projects. This fragmented and siloed approach has failed to effectively address the key planetary concerns and strategic initiatives such as climate change, nature and wildlife conservation, oceans and sustainability. By placing the consumer at the center, **WBN** addresses this issue and brings to users the opportunity to learn and engage people around the world to participate in and contribute to these concerns.

### PLATFORM OFFERING:

Basic services offered by the WBN will be free to any viewer, however members of the **WBN** paying a monthly subscription fee (the “WBN Subscribers”) will have access to additional premium content across multiple genres, including nature and wildlife, sustainable food and lifestyle, climate change, science, conservation, adventure and exploration.

### PROJECT DETAILS:

WBN is owned by one of the largest non-fiction distribution companies, Off The Fence which is 100% owned by the largest German public broadcaster, ZDF Enterprises GmbH. Known Associates is the official partner of WaterBear in South Africa and Africa. Our mission is to connect, inform and empower individuals, companies and other organizations across the world to take multiple actions having a positive impact on our planet.

<b>FOUNDER:</b>	ELLEN WINDEMUTH
<b>DESCRIPTION:</b>	SUBSCRIPTION VIDEO ON DEMAND PLATFORM
<b>PARTNERS:</b>	JOEL PHIRI, TSHEPISO SELLO, DAN JAWITZ - KA ELLEN WINDEMUTH, VICTOR ECKARD - WBN MICHELE SPARKES
<b>PROJECT STATUS:</b>	FINANCING