

WOLF SIEGERT

Wolf Siegert is one of the successful pioneers of German private television. He is also an experienced researcher and analyst. Since the inception of the first West German CATV pilot network in 1984 in Ludwigshafen, he has been engaged by the AKK Director Claus Detjen to run TV studio productions for channels such as SAT 1, Music Box, and Bürgerservice.

Wolf Siegert has used his experience in the fields of film and video since he was asked to develop a new type of TV channel during this pilot period. This was a non-commercial, service-oriented citizens' programme supported by a large number of different associations in the fields of culture and education. In 1987 this programme obtained its own financial resources, organisation and scheduling structure, and is now an integral part of the new media landscape in Germany.

This complement of technical and programming know-how, as well as the capacity to correlate 'private' and 'public' services, has enabled him to start his own media consulting firm IRIS - International Research and Information Services.

Dr. Siegert has an extensive scientific background. He studied in Bremen, Berlin and Paris. He graduated in the fields of communication and aesthetics (1976), and completed his PhD in 1983. He has also been involved in publishing and teaching since 1974. His wide international experience includes large scale research and analysis projects in different aspects of international media development. He has been invited to hold conference series in Europe, the United States and Japan, and in 1983 was appointed visiting professor at Tamkang University in the Republic of China.

His career in media started even earlier. At the age of 16 he founded a theatre group and started stage direction. Later on he was engaged in Bremen, Berlin and Frankfurt working with figures like George Tabori and Rainer Werner Fassbinder. In 1969 he met Mark Boyle and they designed stage performances for innovative music groups like Soft Machine and the Jimmy Hendrix Experience. After savouring the use of film in arts and documentary, from the mid seventies video became a medium of increasing importance. Wolf Siegert integrated these techniques at a very early stage in the fields of education (long distance teaching) and culture (classical music clips).

Unlike many purely theoretical researchers, he has the invaluable advantage of 'nitty gritty' experience in a wide range of media applications. His work for CIT has encompassed a spectrum of projects, from the use of computer graphics, to the growth of international cable TV services and applications. He is based jointly in Mannheim and Berlin. He is married, with a young family. His spare time interest is the constant, if unsuccessful, attempt to carve out some of this rare commodity.