For immediate release:

**CineD acquires MZed**

*Vienna, AT, November 2021.*

CineD, the leader in digital filmmaking technology news and reviews, announces that it has acquired MZed, the leading online education platform for Filmmakers, Photographers, and Creatives. Cinema5D GmbH, the Austrian limited liability company behind CineD, has acquired 100% of The Dorsia Group LLC, a California-registered limited liability company.

**What is MZed?**

Founded over 50 years ago, MZed has a rich tradition in filmmaking education and workshops that have taught more than a hundred thousand students around the world. MZed’s educators include [many world-renowned filmmakers, directors, and cinematographers](https://www.mzed.com/educators?tap_a=17272-420962&tap_s=2205673-91a74d). The [streaming library of MZed contains over 500 lessons across 40 courses](https://www.mzed.com/courses?tap_a=17272-420962&tap_s=2205673-91a74d) covering everything about filmmaking from scripting, shooting and directing, all the way to editing and color grading, and new courses are constantly added.

**MZed is part of CineD’s strategy to become “Swiss Army Knife” for filmmakers**

The acquisition of MZed fits into CineD’s strategy to offer world-class filmmaking educational content to its global community. It is part of CineD’s current transformation into the “Swiss Army Knife” of filmmaking resources and education, most recently also through the addition of the [Gear Guides](https://www.cined.com/gear-guides/) feature.

*“Education of filmmakers has always been at the heart of what CineD is all about. The addition of MZed will bring CineD a step closer to becoming the prime resource for all filmmakers and moving image creators online*,” says Nino Leitner, Co-owner of CineD.

CineD co-owner Johnnie Behiri adds, *“And we have big plans - CineD is committed to greatly enhance the offering of the MZed Pro subscription by adding more content and value on a consistent basis.”*

Former MZed owner Scott Emerton says, “*As this new chapter begins in the MZed story I could not imagine better leaders than the CineD team and I am incredibly excited to see the growth of MZed under their guidance and vision.”*

**New MZed course by CineD writer Graham Ehlers Sheldon**

MZed is also launching a new course today, *Producing from the Front* by award-winning producer Graham Ehlers Sheldon, who has also been writing for CineD for many years. Tackling the elements that must fall into place, Sheldon addresses everything from pre-production that will pay off in production, post, and beyond, legal knowledge to know what questions to ask, and finally, distribution, a piece of the puzzle that is often overlooked.

**Announcement video**

To find out more about MZed joining CineD watch our [ANNOUNCEMENT VIDEO](https://www.youtube.com/watch?v=JI5Vu0tqwAI).

**Press images**

Please find [high-resolution images about the acquisition to be included with your publication here](https://www.dropbox.com/home/CineD/MZed%20Acquisition%20Images).

**Get in touch**

Please feel free to get in touch with us if you would like to provide us with feedback and ideas that can benefit the community of [MZed](http://www.mzed.com/) and [CineD](https://www.cined.com).

Your CineD Team

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