

Rasmus Steentoft**Managing Director, Nordisk Film \ PLAY**

Rasmus Steentoft is Managing Director of Nordisk Film \ PLAY – a company fully dedicated to branded online storytelling.

After graduating as a journalist in 1996, Rasmus started working as an editor in chief for Nordisk Film on several current affairs programmes for Danish broadcasters. In 2000 he was appointed head of Nordisk Films documentary department where he developed and produced several different factual entertainment formats until he got the job as commissioning editor on TV3 Viasat in 2003. After a period as editor in chief for the Danish production company Angel Films, he returned to Nordisk Film as Executive Producer in 2006. In 2007 he founded Nordisk Film \ PLAY and was appointed as Managing Director.

**Nordisk Film \ PLAY**

Nordisk Film \ PLAY is a strategic alliance between Nordisk Film, the biggest supplier of electronic entertainment in the Nordic region, and TBWA\PLAY, one of the most innovative digital solution companies in Scandinavia. Together we are Nordisk Film \ PLAY. The unique constellation offers all necessary parts for establishing and running online TV-stations. Nordisk Film \ PLAY is today working together with several major international brands as Ford Motor Company, Novo Nordisk and one of Denmark's leading financial services groups Nykredit.

**Contact**

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