

DEUTSCHE WELLE

At the Heart of Europe



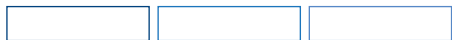
English



Multimedia and Multilingual at the Heart of Europe



Deutsche Welle broadcasting centres in Berlin (left) and Bonn



Deutsche Welle is Germany's international broadcasting service. It produces television and radio programmes and Internet content in German and many other languages for people abroad. With DW-TV, DW-RADIO, DW-WORLD.DE and DW-AKADEMIE, it is Germany's multimedia visiting card around the world.

The DW mission is to “promote understanding and exchange between cultures and peoples”. The law defines its task as to convey a comprehensive picture of political, economic, cultural and social events and developments in Germany and take up “German and other views on important issues”. Promoting the German language is a further task. Independence and credibility are the hallmarks of DW. Its media services convey the values of

liberal democracy and stand up for human rights and tolerance – by comprehensive and pluralistic reporting. Two-thirds of the world's population lives in countries with restricted freedom of the press and expression of opinion. In those countries, and especially in the world's trouble spots and regions torn by conflict, DW is an important source of unfiltered information – not least for its news from the target regions.

DW addresses people abroad who are interested in Germany and Europe, and in particular multipliers and decision-makers. In addition, its services are aimed at German nationals who live abroad on a short- or long-term basis, and at people from other countries who are interested in the German language.



Unbiased information and credibility: Hilla Michel-Hamm (DW-TV, news and current affairs) and Dr. Jamsheed Faroughi (DW-RADIO/Farsi)



» Multimedia Information Programme

Deutsche Welle provides a multimedia information service in 30 languages that can be accessed around the world. The DW-RADIO programmes are broadcast from its headquarters in Bonn – ranging from Amharic to Urdu, from Bengali to Ukrainian and, of course, in German, English, Russian and Chinese. The equally multilingual website DW-WORLD.DE also goes online here.

The television operations of DW are based in Berlin. DW-TV transmits in German and English and also provides regional windows in Spanish and Arabic.

In implementing its programme mission, the international broadcasting service is backed by some 1,500 permanent staff that come from more than 60 countries. In addition, it has a like number of freelancers. DW has its own studios in Washington, Moscow

and Brussels and staff correspondents in many other major cities around the world. The Director-General of Deutsche Welle is Erik Bettermann. DW-TV and DW-RADIO can be received on all continents via satellite and the Internet (live and on-demand). In addition, DW-RADIO can be heard via short wave – now also digital – and in some regions and major cities via medium wave and FM frequencies.

With the DW-AKADEMIE and other services, Deutsche Welle passes on its know-how to broadcaster partners worldwide, such as by giving advanced training to broadcasting staff from developing countries. Deutsche Welle thus plays an important role in representing Germany in the global media industry. Due to the great credibility it has gained in more than 50 years of broadcasting, DW promotes Germany's image around the world.

DW-RADIO - From the Heart of Europe



Head of the German/English Service: Marco Vollmar - The "Bundestag": Germany's parliament in Berlin - Mark Hallam and Nathan Witkop from the Newslink team



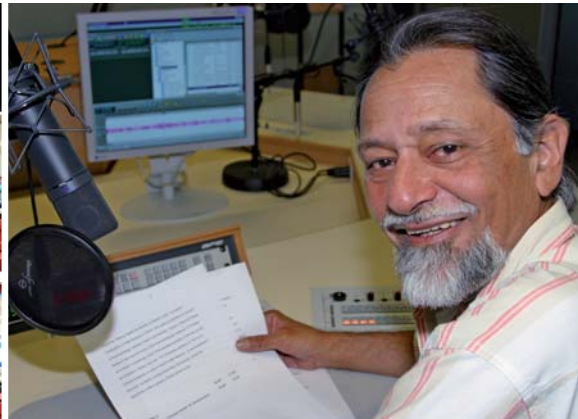
Deutsche Welle's English Service broadcasts international news and information "At from the Heart of Europe" 24/7 to all corners of the world, via satellite and the Internet, fm- and short-wave frequencies and through a network of partner stations. The programmes are also available for download and as podcasts from our website: www.dw-world.de/english

Each hour starts with a bulletin of world news followed by an attractive mix of current affairs and background. **Newslink** provides coverage of events around the world from a European perspective in two independent segments. Join us for the top stories from five to quarter past the hour, followed by a selection of background reports and interviews taking you up to the half-hour. In the second half of the hour, specialist magazine programmes

present updates on a wide range of subjects. Listen in to our weekday "information half-hour" for background on business, the environment or science and technology. The "culture half-hour" brings you culture in the widest sense, from music and the arts to religion and society, including our new programme **EuroVox**, looking at the more glamorous side to life in Europe – from fashion trends to celebrity lifestyle.

Newslink Plus is a 60 minute mix of current affairs and background features.

In-depth background on what's happening on the European continent is provided in the weekly edition of **Inside Europe**. At the weekend, Deutsche Welle's programme selection is complemented by a wide spectrum of feature and music programmes, catering for listening tastes around the globe.



Regular Newslink host Kerstin Winter - Money Talks at the Frankfurt Stock Exchange - Spectrum editor Rajiv Sharma

» News and Current Affairs

News – 5’ on the hour, 24/7

World news including important regional developments and sound bites from top newsmakers.

Newslink – 25’, (in self-contained 10’ and 15’ modules)

Reliable and objective reporting on developments around the world with a special focus on German and European standpoints. Special editions for listeners in Africa.

Newslink Plus – 55’

An extended edition of our Newslink programme, containing top current affairs stories and colourful features.

NEW! Asia Compact – 15’

A lively mix of current affairs and background from and about the Asian region and bilateral issues, updated twice daily.

» Weekly: Economy, Ecology, Technology

World in Progress (Mondays) – 30’ weekly

Against the background of globalisation, a weekly look at development, health and gender issues and progress towards “One World”. Includes in-depth features and interviews with committed individuals around the globe.

Spectrum (Tuesdays) – 30’ weekly

Trends and innovations around the world, from advances that will change our lives to offbeat oddities – science and technology that’s fun to come to grips with.

Money Talks (Wednesdays) – 30’ weekly

The business programme from the heart of Europe – not only for the business-minded. In-depth interviews, on-the-spot reports and colourful background to international financial stories.



COOL editor Anke Rasper - Lifestyle: Berlin by night - EuroVox with Anja Küppers

Living Planet (Thursdays) – 30’ weekly

Environment matters around the globe, from protecting endangered species to promoting ecologically viable technology and combating climate change.

Inside Europe (Fr.) – 30’ weekly (55’ version every weekend)

A weekly news magazine exploring the topical issues shaping the continent. Includes a European newscast, interviews with newsmakers and features from correspondents throughout the region.

» The Arts, Lifestyle, Entertainment

NEW! EuroVox (Mondays) – 30’ weekly

The lighter side to living in Europe. Leisure, fashion, trends and personalities from Germany and across the continent.

Hits in Germany (Tuesdays) – 30’ weekly

The most interesting new releases, from pop to crossover. Meet the stars and hear the most exciting new chart climbers.

Arts on the Air (Wednesdays) – 30’ weekly

“For culture vultures everywhere” – Europe’s vibrant cultural scene, from classical to contemporary. Interviews with top artistes, film reviews, exhibitions, theatre, opera and music.

COOL (Thursdays) – 30’ weekly

“The coolest programme on the airwaves” – music and “COOL” news for the young – and the young at heart. International youth culture and the latest music trends, includes ‘Chart Chat’.

Dialogue (Fridays) – 30’ weekly

Religious, ethical and social issues around the world, with a special focus on intercultural dialogue.



Inspired Minds host Breandáin O'Shea - Cultural highlights in "Arts on the Air" - Music Programmes producer Rick Fulker

» Weekend Selection

Concert Hour – 55' weekly

From Germany's major music festivals, an hour of classical concert music in exclusive, live recordings, with insights into the personalities and locales that make Germany a musical superpower.

Inbox – 20' weekly

Your direct connection to DW radio. Listeners' feedback. Your chance to pass on your comments, find answers to your questions and take part in our regular competitions.

Insight – 30' weekly – in 2 independent 15' modules

In-depth information and analysis in a sound-rich feature programme. Your insight into an international topic of the week. The 2nd half of the Insight half-hour on the schedule includes award-winning feature series.

Inspired Minds – 15' weekly

Close encounters with some of the world's most talented thinkers, creators and performers, from composer Karlheinz Stockhausen to pop star Sting.

Network Europe – 25' weekly

A programme made in cooperation with Europe's leading broadcasters. A truly international look at the diversity of European culture.

Sports Report – 15' weekly (2 editions)

The latest from the world of sport in Germany and around the world.

A World of Music – 30' weekly

A selection of music from classical to contemporary, from Germany and around the world.

DW-TV: News and Information from the Heart of Europe



TV Managing Director Christoph Lanz - JOURNAL with Brent Goff and Meggin Doody - QUADRIGA: the international talk show with Melinda Crane

Deutsche Welle has based its television activities in Berlin. Germany's international television service, DW-TV, transmits news and information programmes in German and English via satellite and the Internet around the clock. It also provides windows in Spanish and Arabic.

The programme reaches about 210 million households around the world. Every day, more than 10 million viewers watch DW-TV. Since April 2007, the German international television service is also on air in North and Latin America with a regionalised and expanded programme in each case. The new service of DW-TV USA and DW-TV LATEINAMERIKA also includes noted formats of ARD and ZDF, the German public TV broadcasting corporations.

Also in April 2007, DW-TV ARABIA was expanded from three to eight hours a day. DW-TV transmits news and information on politics, business and culture from the German and European viewpoint.

The programme is addressed in particular to opinion leaders, decision-makers and potential multipliers.

>> The Programmes

JOURNAL transmits at the top of the hour 30 minutes of the top stories in politics and business, and the latest sports news on weekends. The programme conveys a comprehensive picture of events in Germany and Europe and issues that are the current focus of interest of people on the European continent.



PEOPLE & POLITICS: focus on political events - Arabic JOURNAL anchor Dima Tarhini: dialogue with the Islamic world - Every week: MADE IN GERMANY

In Focus provides documentaries and reports on everyday life in Germany, profiles of leading public figures and in-depth series on research and science, culture and history.

People and Politics takes up and analyses important political events in Germany. The magazine provides background information and explains political positions, covers German foreign policy and describes the impacts of important international events on Germany.

Made in Germany shows the world of business from a new perspective. It provides up-close reports with a German-European focus. Experts comment on the current main business issues every week.

European Journal reports from Brussels on the most important political events in the EU, and covers the European unity proc-

ess with background information and reports from the new EU member countries.

ARTS.21 is the magazine on culture in a country that has much more to offer than the 'classic' attractions of Beethoven, Böll and Bayreuth. Culture in Germany in the 21st century is about young and world-famous photographers and painters, the cosmopolitan scene in the capital, Berlin, and other German cultural centres.

euromaxx is all about life and culture in Europe. The daily magazine covers countries and lifestyles, everyday life and atmosphere, European society and glamour. Modern Europe: people, lifestyle, luxury, big cities, fashion and music.

Bundesliga Kick Off! presents the latest news from German First Division soccer every week, and on Thursdays gets the fans in the mood for the coming weekend matches.



Lifestyle Europe: Karin Helmstaedt and Robin Merrill - Once a month: DISCOVER GERMANY - popXport: Markus Schultz and Anastasia Zampounidis

The magazine profiles players, trainers and teams and shows the fascination and passion of football in Germany.

Tomorrow Today gives an overview of the science and research fields in Germany and Europe.

Quadriga is the international talk show. Four journalists, four opinions, on an international issue of the week.

KINO – The German film magazine reports every four weeks on the latest German films. The actors, directors, screenwriters and producers talk about their work. And of course it gives spectators more than a glimpse of the movies.

popXport transmits successful music Made in Germany around the world. The fortnightly magazine reports on the major music events, tracks trends and shows the best musical acts.

Discover Germany provides a look at tourist attractions in

Germany every four weeks – once a month from serene Neuschwanstein Castle in Bavaria to the vibrant Berlin scene.

In addition, viewers of DW-TV USA and DW-TV

LATEINAMERIKA can also the political talk shows ‘Sabine Christiansen’ and ‘Maybrit Illner’, the interview programmes ‘Menschen bei Maischberger’, ‘Johannes B. Kerner’ and ‘Beckmann’, Germany’s top satirist Harald Schmidt and the magazine ‘ML Mona Lisa’, which focuses on women’s issues. ‘Picture book Germany’ introduces in each issue a German region or city, and ‘37 Degrees’ reports on people in unusual life situations. On weekends, DW-TV also transmits the children’s programmes ‘Siebenstein’ and ‘Wissen macht Ah!’

To learn more about DW-TV and to access the live-stream and a programme preview, go to www.dw-world.de/dw-tv

DW-WORLD.DE - We are wherever you are



Information and interaction: Deutsche Welle's Internet site offers a wide range of services



DW-WORLD.DE - The European perspective and an impressive alternative for Internet users worldwide. The Website provides a cross-border dialogue in 30 languages, from Amharic to Urdu, plus special programmes and detailed dossiers on people and topics.

DW-WORLD.DE gives background information and analyses, with the stories behind the headlines – covering politics, culture, business and sport. Up-to-date, international, in multimedia form. The Website is up-close to events around the world. DW journalists report from all continents and file their stories to the Online editorial team fast and reliably. Politicians, pop stars and professional footballers have their say. And also people who don't make the headlines.

>> Refreshingly European

Europe is changing far more rapidly than ever before. The EU faces huge challenges. What are its political and economic views? DW-WORLD.DE picks up on current discussions, presents different standpoints and analyses the background to controversial issues – based on thorough research and clearly explained.

DW-WORLD.DE builds bridges. International editorial teams in Bonn and Berlin carry out an interactive exchange with the Arab world, and at www.southasia.de they provide special, regionalised information to Asian countries. DW-WORLD.DE invites you to join the discussions on the Net. Many people use the exchange in forums that focus on specific issues.



DW-WORLD.DE promotes dialogue - with budding scientists on “Study in Germany” and users in the Arab world.



DW-WORLD.DE promotes dialogue: with future academics in Campus Germany and with Internet users in the Arab world

>> Curious about DW-TV or DW-RADIO?

DW-WORLD.DE offers you tips on receiving DW-RADIO and DW-TV and information about their programmes. Learn about the broadcasts and transmissions and all about receiving them. See and hear what's going on in the world.

>> Tune in to radio und TV on your PC

Switch on to DW-WORLD.DE. Here you can access the DW-RADIO and DW-TV programmes in many ways. Follow the live-stream of the radio and TV programmes on your PC. You missed one? No problem. Most of the programmes are also

available as an on-demand stream. You'll find all on-demand services clearly compiled at DW-WORLD.DE.

>> Radio and TV to take with you

Podcasts are programme series with regularly updated content to which you can subscribe directly at DW-WORLD.DE. This means you can hear or see the programmes on your PC or MP3 player when you are on the move. The DW-WORLD.DE subscription service has almost 100 different audio and video podcasts for you to download. The service ranges from radio and TV programmes on language courses to specially compiled dossiers on various subjects from the DW library. Get an overview of the service at www.dw-world.de/podcasting



Mobile services in 8 languages: DW-WORLD.DE via cell-phone, pocket-PC, PDA or MP3-Player



>> Mobile service worldwide

Do you travel a lot? Even when you are on the move you can receive and use selected DW-WORLD.DE content without 'detours'.

You can access the 30-language mobile service by entering mobile.dw-world.de in your browser. All you need for reception is an Internet-enabled mobile device (mobile phone, PDA or pocket-PC).

>> Your individual news subscription

DW-WORLD.DE offers you many ways to access our information. Subscribe to one of the great number of e-mail newsletters or an RSS feed from DW WORLD.DE. Whether you want the service daily, weekly or monthly, or whether you want business

or cultural information or the top news of the day, we guarantee that you'll find the subject that interests you. Get all the details at www.dw-world.de/newsletter and www.dw-world.de/desktopnews

>> Internationally interactive

At DW-WORLD.DE, the users have a say. Whether it's via an online forum, by questions on current topics or by regular publication of user mails, DW-WORLD.DE invites you to an exchange of opinion on the Net. In many languages and specific to different target groups.

More Diversity of Opinion Worldwide



Fit for the media world. DW-AKADEMIE provides courses for broadcasting staff from all over the world.



The DW-AKADEMIE is the training institute of Deutsche Welle. It offers its clients a broad spectrum of further training opportunities. They include training and counseling for journalists, engineers and station managers from developing countries, as well as coaching for executives who operate internationally.

Development policy orientation and intercultural know-how, combined with the journalistic and technical competence of our internationally experienced trainers, guarantee the success of the training programmes. The DW-AKADEMIE services are tailored to the needs of the clients, and its concepts are continually adapted to the demands of modern media markets. Training courses are held both in Bonn and Berlin and in partner countries.

The DW-AKADEMIE also trains young journalists for work at Deutsche Welle. Every year, some 20 of them begin a tri-media training programme at the DW-AKADEMIE as future editors. Some of them complete a foreign language traineeship. This training course is aimed especially at young journalists from Deutsche Welle's service areas and prepares them for working in one of DW's language services.

The work of the DW-AKADEMIE is financed chiefly by the German Ministry for Economic Cooperation and Development. The academy also cooperates with a great number of other national and international institutions and organisations.

Cooperation partners worldwide



Working with local partners: in Palm Beach, USA, and in Cairo: DW-Punkt, multimedia info terminal, in the Goethe Institute

Deutsche Welle works together with many local and regional partners around the world that take the DW-TV and DW-RADIO programmes directly from satellites and either retransmit them live or record them for later broadcasts. More and more partner stations are also using the DW AudioDepot and downloading single radio programmes via the Internet as MP3 files.

Worldwide, more than 5,000 partner stations broadcast DW-TV and DW-RADIO programmes, either as individual items or the complete range. As a further service, the TV, radio and cable systems regularly receive up-to-date information on DW's programmes and offers. Deutsche Welle also cooperates with more

than 6,000 hotels and various airlines. Via this cooperation network, more than 240 million people are enabled to receive DW-TV and DW-RADIO.

Finally, in cooperation with DW-WORLD.DE, Internet service providers can use the DW Web services. News is placed on the partners' Websites in no time, and automatically updated with the aid of a feed system.

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Via DW-WORLD.DE you can also put together or subscribe (E-Mail) to bulletins of world news or programme previews for Deutsche Welle programming.

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