

BACKGROUND

DW-TV: Focus on news and information

- **Primary target group: international opinion leaders interested in Germany and Europe.**

“Welcome to the *Journal* on DW-TV. Hello, I'm Melinda Crane in Berlin.” Eight o'clock in the capital city – time for the news magazine of Germany's international television service. It includes ten minutes of current events from all parts of the world with special attention to Germany and Europe. Then the economy: news from the financial markets and from business. The following *Top Story* offers the background details on a select topic of the day.

Deutsche Welle centres its television activities at its address at Voltasstrasse in Berlin. DW-TV is a global presence via satellite 24 hours a day – switching every hour from German to English, in addition to two hours in Spanish in America. In 2002, programme slots in Arabic were added, as well as Dari and Pashto, the two main languages of Afghanistan.

For opinion leaders and decision-makers

DW-TV was launched in April 1992. Over the course of German reunification, Germany's international television broadcaster originated from the nucleus of RIAS TV. Initially, six hours of programming (German and English) go around the world via satellite. Only a few months later, the programme is extended to 14 hours, in July 1993 to 16 hours. Spanish is added as the third broadcasting language. DW-TV has been transmitting around the clock since 1995.

The content and structure of the programme are adapted and updated a number of times – always in the light of international developments, target group analyses and, no less important, its placement in an efficient overall design for Germany's external media image. Repositioning as per 1 January 1999 is the most significant milestone: since then, DW-TV has focused

on news, information and the arts. The most important target groups are international opinion leaders with an interest in Germany and Europe.

Journal, the half hour news magazine, becomes DW-TV's flagship: every hour, alternately in German and English, twice a day in Arabic and Spanish. The magazines – such as *People & Politics*, the political magazine, *Made in Germany*, the business magazine, *European Journal* from Brussels or the science show, *Tomorrow Today* – significantly sharpen the new profile. The documentaries and reports of *In Focus* cover a broad spectrum of topics.

DW-TV can be received directly by more than 210 million households. Hundreds of partner stations rebroadcast it completely or in part. DW-TV is fed into cable networks and is part of the room service in tens of thousands of influential hotels on every continent. Every day approximately 28 million people around the world watch Deutsche Welle's television station.

Regionalization main feature of DW's profile

One important aspect of the DW profile is its regionalization. In August 2002, DW-TV opened two programme slots: one in Arabic and one in Dari and Pashto for Afghanistan.

The Nilesat satellite sends a three-hour Arabic Service to viewers in more than 20 countries, from Morocco to Saudi Arabia, as well as large parts of Mali, Niger, Chad and the Sudan. More than ten million households can receive the signal of the service, initially subtitled in Arabic. In February 2005, Germany's international television service was the first European TV broadcaster to present news with Arabic anchors in the Arabic language. The daily, three-hour service is centred around two almost 30-minute news shows – supplemented by magazines with Arabic subtitles and dubbed documentaries.

Another service is exclusively for Afghan television (RTA): world news is compiled and taped in Berlin by Afghan colleagues in Dari and Pashto, then transferred to Kabul where it is broadcast by RTA at primetime. This media assistance is supplemented by more programmes and by technical assistance.

New formats in the anniversary year

In the anniversary year of 2003, DW-TV launched new programme formats: With *euromaxx*, Germany's international television presents "life and culture in Europe." In June 2003 in cooperation with the Film Promotion Agency (FFA) in Berlin and the Export-Union for German Film, DW-TV launches another new show: *KINO*. Once a month, this German film magazine reports on the latest German movies and on international productions in cinematic Germany. In this way, DW-TV strengthens the international image of German film. In late 2003, the first edition of a new arts programme, *arts.21*, goes on the air.

Two more new shows are launched in early 2004: *Discover Germany*, a co-production by DW with Mitteldeutscher Rundfunk (MDR), guarantees interest in Germany as a travel destination. *popXport* presents popular bands and artists produced in Germany to make them better known internationally.

With these formats, DW-TV intensifies its arts reporting while sharpening its image as a programme from the heart of Europe.

In addition, *Bundesliga Kick off!* has presented the latest from the German football league since January 2005. The magazine offers portraits of players, coaches and teams, replays the best, most important and strangest goals of recent matches, looks ahead at the next match day and back at unusual stories from everyday football.

On TV since 1963

More than 13 years of DW-TV via satellite – that is by far not all of DW's television activity. Its experience in global TV goes back to the year 1963, when it first dispatched a language adaptation of a German film from Cologne across Germany's borders – the first taker was a partner station in the Sudan. Two years later the company *TransTel* is founded to transcribe and distribute German TV productions. DW – as one of the shareholders – takes over selection and processing of the programmes as well as purchasing the foreign rights. From 1983 on, DW begins producing television

programmes on its own. In 1998, *TransTel* is dissolved and its tasks are completely integrated into DW. In this way, hundreds of programming hours continue to be sent around the world every year in many languages. Today they are adapted and sent from Voltastrasse in Berlin, Deutsche Welle's TV site.

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www.dw-world.de/dw-tv