

# Fostering Global Exchange.

Germany's International Broadcaster



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## “Germany must be well-represented in the international competition for opinions.”

ERIK BETTERMANN, DIRECTOR GENERAL

### We produce multilingual, multimedia services for a global audience.

If Germany’s position in the world is to be strengthened, then Germany’s media presence in the world needs to be strengthened as well. As one of the leading industrial and cultural nations, our country needs a strong voice to convey its values and viewpoints in the globalized world.

The political, economic and technological circumstances surrounding international broadcasting have changed enormously. Globalization, digitization and media convergence have increased competition among providers. Information and opinions are in abundance. More and more people are using services without constraints on place or time, or even producing their own content.

In many parts of the world, radio usage is changing. Television is often the main medium. Internet and mobile services – with articles, audio and video content – are catching up quickly. Particularly for young people, they already play an established role.

However, in spite of all the enthusiasm for this bright new media world, we have not lost sight of the digital divide between North and South.

This is the environment in which Germany’s international broadcaster carries out its statutory mission and shows Germany as a nation rooted in European culture. People who, owing to their social status, have or will have a large influence on public opinion in a particular country and who actively strive for democracy, progress and the right to freedom in authoritarian states are particularly important to us. For them, Deutsche Welle is a multimedia advocate of human rights.

We reach these people with multimedia content in 30 languages via television, radio and Internet. In the DW-AKADEMIE, we pass on our know-how to partners from all over the world.

We offer people the content they want in the formats and through the channels they like to use – in their language of choice. For example, in Africa we still rely on shortwave. In southeastern Europe, we focus primarily on FM frequencies and partner stations, in South America and the Arab World on television, and in China on the Internet. But all of this can change from one day to the next as the usage of information and communication technology

changes rapidly in regions around the world – like with mobile phones in Africa.

Independence and credibility are Deutsche Welle’s great strengths. A country with this kind of media presence in the world also documents the values of democracy and freedom that it represents. For more than five decades, we have provided our audience not only with reliable information, but also with a point of orientation.

Germany must be well-represented in the international competition for opinions. And it’s of benefit to everyone. Our point of view matters. Deutsche Welle provides the German perspective to people around the world – winning friends for Germany on a daily basis.



## “At home in Tanzania, I’m the German.”

EVA KLAUE-MACHANGU, SWAHILI SERVICE

### Every day on shortwave

“I listen to the Hausa service on short-wave every day. It is linguistically great and has interesting content. The reception here in Nigeria is very clear. Over the years the programs have enabled me to extend my knowledge in many areas.”

Liman Mahdi Gashuwa  
Damaturu, NIGERIA



### We communicate German points of view and global perspectives.

Anyone who wants to understand the world and be understood throughout the world must reflect its diversity. Deutsche Welle provides information in 30 languages and has an international team of 1,500 people from more than 60 countries. They guarantee that events and developments – whether in Germany, Europe or the rest of the world – are viewed from a variety of different angles. Deutsche Welle mirrors this variety in its reports, analyses and commentaries.

Deutsche Welle also lets its viewers around the world have a look at German life with its series *Talking Germany*. It’s an entertaining and informative look at the “typical” German – what makes

them tick, what they think and how they feel. Peter Craven, host of the English version, has said himself that he is half English, half Scottish and half German – at Deutsche Welle, he fits right in.

The different angles and points of view that we present on a daily basis help set us apart from the competition – but it also shows our credibility.

Deutsche Welle highlights European perspectives across the board. Our team works close to the institutions involved with the European Union. Our television program *European Journal* is produced in our studio in Brussels. Background information is also provided by the radio program

*Inside Europe* and the multimedia Europe Service on the Internet ([www.dw-world.de/europe](http://www.dw-world.de/europe)).

The Deutsche Welle studios in Washington and Moscow and the correspondents from ARD, Germany’s domestic public broadcasters, also help build a global network. Freelancer journalists also contribute reports for the multilingual services of Germany’s international broadcaster. They are often one of the few reliable sources for inside information from countries like Kenya and Chad, Burma and Tibet or from Iran or Afghanistan.



## “Our viewpoint matters in the Arab World.”

MUSTAFA ISAID, ARABIC SERVICE, DW-TV

### Important contribution

“The Arabic Service of DW-TV makes an important contribution to the intercultural understanding between the Arabic-Islamic world and the West. It allows viewers to take a look at German culture. I hope very much that the schedule will be extended and that even more discussions on current political topics are broadcast.”

Marsuk Al-Schamri  
JORDAN



### We promote intercultural dialogue and work to further international understanding and tolerance.

Deutsche Welle produces a talk show with the state-run Algerian broadcaster EPTV under the title *Between North and South. Culture Salon*, a TV bridge between Germany and Morocco, presents art and cultural scenes. In the program *Youth Across Borders*, young Germans and Egyptians discuss current youth topics. The talk show is produced in cooperation with the partner station ERTU in Cairo and reaches more than one million viewers in Egypt – a market share of 12.5 percent. But coproductions aren't just for the Arab World – we are working with partners in Latin America as well. Deutsche Welle creates a dialogue between cultures and fills it with life in many different ways. Not just

after September 11, 2001, but ever since it started broadcasting in 1953. The main objective back then was to take the tension out of Germany's relationship with the international community of states. Today, the keywords are partnership and cooperation.

Since 2001 we have considerably enhanced our journalistic services for people in Islamic countries, both in Arabic and in Persian for Iranian users. Other examples are new radio programs with listener participation – in Arabic, Indonesian and the Urdu service for Pakistan.

Deutsche Welle has more than 4,500 partners worldwide. These partners not only present

programs and online content from Bonn and Berlin as part of their service, journalists from the Deutsche Welle and the partner broadcasters also make coproductions on location on topics such as mega-cities, equal rights and educational opportunities. The partners also make use of further training courses offered by the DW-AKADEMIE and send guest journalists.

Bringing up topics and opinions for discussion and getting people to communicate with each other – these are ways of initiating dialogue. We have to know about each other to understand each other.

**“Freedom starts in the mind.  
That’s why we can  
change things.”**

**VLADIMIR DOROKHOV, RUSSIAN SERVICE, BELARUS**



#### **Profound listening experience**

“Up until 1968, I considered many programs to be Western propaganda. At that time, Deutsche Welle provided detailed reports on the situation in Czechoslovakia. I will remember them as long as I live. Since then, I have been a regular listener. It was DW that was the first to report on the Soviet invasion of Afghanistan and the Chernobyl catastrophe. In my opinion, the trademarks of Deutsche Welle are its relevant reports and its credibility.”

**Nikolai Loginov  
Moskau, RUSSIA**



**We provide comprehensive  
and uncensored information to  
countries that lack free media.**

February 2010: Once again, the ruling powers in Teheran use jamming stations to block satellite transmission over Hotbird 8. This affects DW’s Farsi program as well as broadcasts from BBC and Voice of America. This jamming technique – something from the Cold War era – has also been used to block DW’s Amharic program in Ethiopia.

Two-thirds of people still live in states with no freedom of the press and freedom of expression. Over the past five decades, Deutsche Welle has gained a high reputation worldwide as a “voice of freedom”. The first big tests for Germany’s international broadcaster were the Greek military coup in 1967 and the “Prague Spring” one year later. As

the troops of the Warsaw Pact occupied Czechoslovakia, Deutsche Welle extended its reporting and offered technical help to independent broadcasters in the country.

To this day, Deutsche Welle has remained true to its obligation to provide media assistance in regions of crisis and conflict. An example are the wars in the Balkans: in 1992, it started an Albanian Service and in 1995 it began broadcasting in Bosnian. In the following years, Deutsche Welle, together with other Western international broadcasters, launched an information offensive for Serbia and Montenegro. In 2006, Belarusian programming went on the air with the support of the European Union.

Critical journalists are sued; media institutions have their licenses rescinded; authorities demand large fines: the measures have become subtler. They are employed by authoritarian states in Africa as well as in Asia, Latin America and eastern Europe.

With its international Weblog Awards *The BOBs*, Deutsche Welle continues its promotion of free press. In the last few years, the awards have been presented to a photographer from Belarus, a blogger from Cuba and a website and software platform from Kenya.



**“People count on us  
as a source of  
reliable information.”**

**ERNING ZHU, CHINESE SERVICE**

#### **Multimedia connection**

“I normally read the newsletters. If I am especially interested in something, I look on the website. Because of my working hours, I can only listen to some programming from the Chinese Service on the radio, mostly on the weekend. I download any programs that I particularly liked, where the reception was bad or that I missed as MP3s from the website – such as Hits from Germany, Listeners’ Garden and the Youth Magazine Show.”

**Zhao Yadong  
Shanghai, CHINA**



**We communicate the values of democracy and support human rights.**

User access of the Chinese services on the Internet is widespread, notwithstanding rigorous interference by the Chinese cyber police. People are looking for reliable information to form a reliable picture of what is happening in the world – and in their own country. And not only when Beijing is the focus of international attention, such as during the 2008 Olympic Games.

Deutsche Welle is not afraid to take a firm stand. Its reporting reflects the democratic principles to which it is bound by its mission and its own aspirations. In a self-confident yet also self-critical dialogue, it represents the German and European code of values and works towards strengthening

civil society. For many countries, its programming offers a chance to get to know German and European points of view. For others, it is an opportunity for criticism, mostly in states in which there is no freedom of the press or opinion and human rights are not respected.

Deutsche Welle fulfils its journalistic task responsibly. Reports on many aspects of social reality in Germany itself – such as equal rights, demographic developments and integration – convey a clear message and encourage people to engage critically with their own everyday lives.

Whether the topic is the processes of transformation in southeast Europe, the rapid economic

growth in Asia or Africa’s quest for independent development: Deutsche Welle accompanies events with critical sympathy. It also provides a platform for those voices that are denied freedom of expression in their own country, and integrates them as part of the whole picture. Germany’s international broadcaster remains impartial.

The courses at the DW-AKADEMIE also provide impulses to question established concepts. Journalistic ethics and freedom of opinion are an integral part of the seminars for media producers throughout the world – in authoritarian regimes as well.



## Deutsche Welle is Germany's international broadcaster.

**It is meant to** “promote understanding of Germany as an independent nation with its roots in European culture and as a liberal, democratic, constitutional state based on the rule of law”. It is to “provide a forum for German and other points of view on important issues in Europe and on other continents with the aim of fostering understanding and exchange between cultures and people.” At the same time, it is meant to promote the German language. This is Deutsche Welle’s statutory mission.

**It fulfils** this mission with journalistic services on television, radio and the Internet ([www.dw-world.de](http://www.dw-world.de)): TV in German and English, Arabic and Spanish; radio and online in 30 languages, from Amharic to Swahili and Indonesian to Urdu.

**It targets** people all over the world who are interested in Germany and Europe, particularly those who can decisively influence important developments and decisions in their countries. In authoritarian states, it addresses the people who actively engage in promoting democracy, freedom and progress. Here, Deutsche Welle often reports on events in the target countries themselves.

**It tailors** its services to these target groups. As they usually do not speak German, it reaches people primarily in their national language or in the “lingua franca” English. German-language services mainly target people with good knowledge of the language, German teachers and people learning German.

**It offers** further training to people from developing and transformation countries who work in broadcasting and has done so for more than four decades. This now includes an International Media Studies Master’s Program.



**It provides** Intercultural Media Training in its Academy for management personnel in German companies and institutions that go abroad.

**It relies** on a team of around 1,500 employees and hundreds of freelancers from 60 countries

**It reaches** around 86 million people worldwide every week and is held in high regard as a reliable source of information.

**It disseminates** its media services via a worldwide satellite network, partner stations and on the Internet, where audio and video content is available as live streams, on demand, podcasts and for mobile access. Its radio programs are broadcast in some regions on medium wave, on short wave and in selected major cities also on FM.

**It went** on air for the first time on 3 May 1953.

**It is** a public-service organization and is financed by federal government funds. The annual budget is around 275 million euros. Since 2001, its Director General has been Erik Bettermann.

**It has** its headquarters in Bonn. Radio and online services are produced in the broadcasting centre in the former government district on the Rhine. Deutsche Welle has concentrated its television activities in Berlin.

[www.dw-world.de/about-us](http://www.dw-world.de/about-us)

[www.dw-world.de/press](http://www.dw-world.de/press)



**“Composing Germany  
new every day is  
part of our mission.”**

**JÜRGEN BRENDDEL, CULTURAL DEPARTMENT**



#### **Magnificent television**

“I saw the magazine ARTS.21 on DW-TV. I was impressed by the variety and the openness to different trends in culture and art. Combining a report on the Berlin label Sonar Kollektiv and one on the works of the historian Fritz Stern in one program makes for magnificent television. I am looking forward to the next edition.”

**Christoph Jung**  
São Paulo, BRAZIL



**We have a cultural mission and present culture from Germany and Europe.**

Summer 2009: Music lovers from around the world can listen to Beethoven’s nine symphonies in a digital concert hall with a video live stream from Deutsche Welle. A premiere from the German Chamber Philharmonic Orchestra of Bremen under Paavo Järvi and made possible by the partnership between DW and the Beethovenfest Bonn.

Germany’s international broadcaster has a cultural mission that includes showing Germany as a country of science and research. Deutsche Welle carries out this mission in all its media: on television, programs such as *ARTS.21*, *euromaxx*, *popXport* and *KINO* provide a comprehensive picture of German and European cultural life. Its radio service also broad-

casts a number of cultural magazines, as well as recorded concerts. Many services are also available on the Internet – in multimedia form.

In the awareness that culture plays an important role in image formation and also helps foster intercultural understanding, Deutsche Welle acts as a partner for important cultural events such as the Berlin International Film Festival and Documenta. It also uses the international language of music for special initiatives. One example is its collaboration with the Beethoven Festival in Bonn. Since 2001, DW has invited young musicians to the festival: from Ukraine, Turkey, China, South Africa and Egypt, as well as Vietnam and Brazil.

With the Deutsches Symphonie-Orchester Berlin (DSO), Deutsche Welle organizes international concerts, for example in Belgrade, Skopje, Pristina, Warsaw, Abu Dhabi and Beijing.

Deutsche Welle commissioned the famous Spanish director Enrique Sánchez Lansch to produce the music documentary “The Promise of Music”. It focuses on the young, charismatic conductor Gustavo Dudamel and his “Simón Bolívar Youth Orchestra of Venezuela”.

“The Beethoven Project” brings classical music to HDTV and the German Chamber Philharmonic Orchestra of Bremen under Paavo Järvi is the star of the show.



## “Language makes our identity audible.”

SABINE SEIFERT, LANGUAGE COURSES

### German via partners

“Without the partnership with Deutsche Welle, there would certainly be no German Service on NBC or such extensive reporting on world events. In return, NBC is very important to Deutsche Welle for taking its programs to the entire country. We have the network of stations to do so.”

**Wilfried Hähner**  
Namibian Broadcasting Corporation  
Windhoek, NAMIBIA



### We cultivate and promote the German language.

Language connects. The journalists at Germany’s international broadcaster experience this fact every day. Listeners, viewers and users contact DW and talk about their enjoyment of the German language and about how Deutsche Welle’s educational services have helped them.

Promoting the German language is part of DW’s statutory mission and we provide a variety of courses. There are free German courses for beginners and advanced learners in 30 languages: *Deutsch – warum nicht*, *Radio D* or *Marktplatz – Business German*. There is also supplementary material for language students and information for teachers. News reports with vocabulary and slowly-spoken

audio versions and the *Dialektatlas*, a guide to different German dialects and cultural regions, can be accessed online along with *Sprachbar* and *Stolpersteine*. The course *Deutsch Interaktiv* provides over 1,000 exercises. The latest addition is the video soap *Jojo sucht das Glück*.

Cross-media learning and teaching are what makes the language courses provided by Deutsche Welle so effective. DW not only promotes the dissemination of the German language, but also provides insights into everyday life in Germany as well as the German mentality.

Here, too, we use the competence of our partners: the educational language services for

beginners have been conceived in collaboration with the Goethe Institute, and the adventure stories in *Mission Europe* have been produced jointly with Radio France Internationale and Polskie Radio. The partners for the *Marktplatz* series are the German Chambers of Industry and Commerce (DIHK) and Capacity Building International (InWEnt).

The German language programs and Internet services are Deutsche Welle’s calling card. Their target audience includes people throughout the world with a good knowledge of German who would like to cultivate their connection with the German language.

[www.dw-world.de/germancourses](http://www.dw-world.de/germancourses)

## “Our courses and workshops are top exports.”

PETRA BERNER, DW-AKADEMIE



### Informative workshop

“The DW-AKADEMIE course on radio and development seemed interesting to me because it allowed me to experience foreign trainers who would perhaps do things differently. The workshop was very informative. In particular, we learnt to not only describe the problems in our country, but also to reflect positive aspects of development and successful projects.”

Rasoul Ahmad Sabawoon  
Radio Rabai Balkhi  
Mazar-i-Sharif, AFGHANISTAN

### We pass on our know-how to partners throughout the world.

Johannesburg: DW-AKADEMIE trains journalists from around the world to work as video journalists for their TV stations at home during the 2010 World Cup in South Africa. “Reporting the World Cup” targets societal stories with the Konrad-Adenauer-Stiftung acting as partner. San Salvador: Thirteen young producers from Nicaragua, Guatemala and El Salvador plan a new youth radio station – with a high entertainment value and a lot of information. Phnom Penh: Journalists from state-run television try to overcome the silence that prevails in Cambodia about the Khmer Rouge’s reign of terror. They want to use pictures to tell about this incomprehensible horror.



In the course of more than 45 years, Deutsche Welle has trained media workers from developing and transformation countries. Quite a number of the participants have gone on to become decision-makers in their countries – and influential envoys for Germany.

Financed by the Federal Ministry for Economic Cooperation and Development, DW provides further training for around 3,000 media producers every year in journalism, technology and management. DW-AKADEMIE focuses on sustainable, long-term cooperation with partners in selected regions. Current examples include Colombia, Vietnam and Egypt. For example, in cooperation with the

Fraunhofer Institute at the “German University” in Cairo, Deutsche Welle has set up a “Media Campus”. DW also works on selected projects in collaboration with German political foundations, the Goethe Institute and other institutions.

Since autumn 2009, students from all over the world have taken part in a master’s program that DW is offering in cooperation with Bonn University and the University of Applied Sciences Bonn-Rhein-Sieg. It also provides a course in intercultural communication aimed at German executives who are sent abroad. The course focuses primarily on how to deal with media in the respective host country.

“Each user receives  
an individually-tailored  
product.”

SHEILA MYSOREKAR, DISTRIBUTION



#### Symphony on demand

“I live in the middle of the Amazon rainforest near the Colombian and Venezuelan borders. Thanks to Deutsche Welle, I was able to download the great Ninth Symphony by Beethoven, which I had been looking for for some time. It is remarkable how you can still discover mysteries in such a well-known work. I have already recommended your website to many of my friends.”

Luiz Alberto Pepino  
BRAZIL



We continually modernize our  
services and communication  
channels.

Listeners of the Hausa Service call in on mobile phones from west Africa and take part in an ongoing radio discussion via text message. A modern scenario: of the more than three billion mobile phone users in the world, two-thirds live in developing countries. Every other person in Africa uses a mobile telephone. China has one of the most dynamic Internet markets in the world with recent studies suggesting that more than 300 million people are online – and that number is growing rapidly. Audio and video as podcasts, streaming or on demand, on a home PC or mobile: digital media and distribution methods are now supplementing traditional services.

Deutsche Welle is a pioneer in many areas of technological development. In 1996, it was the first public broadcaster in Germany to go online. There, it was the first to offer downloadable audio and video podcasts – today, it is also present on popular partner platforms such as YouTube and Sevenload. Step by step, it has digitized the production and distribution of radio and television programming. Cross-media work and multimedia presentation are part of everyday routine.

Deutsche Welle’s content is tailored to individual audiences, delivered using the medium that each audience prefers. Our editorial staff works with multimedia tools to customize content. They take

the different lifestyles and experiences into account and pay attention to how usage changes.

What remains as a constant is our promise of providing reliable, trustworthy and high-quality reports and features – regardless of the medium.

For more than five decades, Deutsche Welle has stood for professionalism, quality, innovation and efficiency. And it will continue to do so in future.



**“Telling things as they are.  
That’s how we gain friends  
for Germany every day.”**

**HILLA MICHEL-HAMM, DW-TV**

**Impressive openness**

“I think it is impressive that Deutsche Welle is not only always precise and objective in its news information, but above all bluntly honest in its reports and commentaries. That’s why the slogan ‘Tell the truth even if it goes against you’ fits Deutsche Welle.”

**Mohamad Ahmad Hussain  
Talman, YEMEN**



**We use our credibility to promote Germany’s good reputation worldwide.**

“Germany makes a big contribution to promoting peace and preventing conflict,” a Congolese listener writes to Deutsche Welle. A Mexican student has experienced Germany as a “friendly country” and “completely changed” her previous image “of cold people and landscapes”. More than 15,000 responses to an audience survey by Germany’s international broadcaster for the 2006 World Cup show that Germany’s image is changing. The country has a positive image even if many clichés still persist. Most of those who responded are well informed about Germany’s culture and history. During a visit to the broadcaster in 2006, German President Horst Köhler

said Deutsche Welle had partly contributed to the fact that Germany enjoys a reputation as a fair and reliable partner. Köhler said the country “needs a stronger voice outside” to be able to convey its strengths and its multi-faceted involvement.

Deutsche Welle reports independently, comprehensively, truthfully and pluralistically. This also affects Germany’s image. Over the decades, DW has achieved a good reputation – and above all credibility – among its partners and users. This is the only way we can reach people in different cultures and gain their loyalty on a lasting basis. As a public service institution, with an elected Director General and the Broadcasting Board and Admin-

istrative Board as supervisory bodies, Deutsche Welle is neither a government-run station nor a PR agency for the Federal Republic of Germany.

We provide information on current affairs from Germany, Europe and the rest of the world. But DW stands for much more than that: it informs people about what is happening in their own countries and analyzes political and social occurrences, while including opinions from a German and European viewpoint. It is clearly recognizable as a German voice from the heart of Europe.

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