

The global discussion starts here



The starting point for discovery

Germany has established a meaningful reputation with people from around the world. We know, because we are in contact with them on a daily basis. It's especially the younger generation who look to us for inspiration, dialogue and information.

After 60 years in the media business, we are respected as a credible source of information for audiences around the world. We stand for unbiased news, democracy, equality, tolerance and human rights. DW delivers uncensored information to those who don't enjoy the freedom of opinion and freedom of the press at home.

We represent Germany in the media landscape. It's our job to provide answers to questions on Europe and how we approach globalization and development. Our journalists examine and analyze the day's issues, but we don't take sides. And we are always looking for new ways to start an international discussion with our global audience, just like you.

Sincerely,
Peter Limbourg, Director General



Deutsche Welle at a glance

Who we are

Deutsche Welle (DW) is Germany's international broadcaster and a trusted source for reliable news and information. Peter Limbourg has been Director General since 2013. Around 3,000 employees and freelancers from 60 countries work in DW's headquarters in Bonn and main studio in Berlin. DW operates on an annual budget of approximately 270 million Euros.

Mission

DW conveys Germany as a nation rooted in European culture and as a liberal, democratic state based on the rule of law. DW promotes exchange and understanding between the world's cultures and people. Deutsche Welle also provides access to the German language and culture with innovative content that highlights the daily life and the mentality of the people.

Media

DW has developed regional television lineups in English, German, Spanish and Arabic, with radio and online content available in 30 different languages. DW offers news, features and documentaries covering everything from business, science and politics to arts, culture and sports.

Audiences

DW uses interactive platforms to engage in dialogue with people who are interested in Germany and Europe. We reach out especially to international decision makers and opinion leaders. In authoritarian states, this applies to those who actively stand up for democracy, human rights and civil society. We also ensure that those who speak or want to learn German will have access to content that will help them do so. DW reaches more than 100 million people weekly worldwide.

Distribution

We rely on a global satellite network, partner stations and online services to make tuning in as easy as possible. DW also utilizes other means of distribution like apps, podcasting, live-streaming and on-demand services.

DW Akademie

As Deutsche Welle's international center for media development, media consulting and journalism training, DW Akademie offers media professionals a broad range of training and consulting services. DW Akademie also provides cross-media traineeships, a bilingual master's degree, as well as media training for executives of organizations and companies working internationally.



“Dialogue helps put misunderstandings into perspective. An open exchange of ideas can lead to positive solutions and conflict resolution.”

Hala Mahdy

When the sun sets at our headquarters in Bonn, a new day is just beginning for our audiences in Latin America. Rest assured, our journalists at the studios in Berlin, Moscow, Washington and Brussels, as well as ARD bureaus in Africa and South America are also at work, providing you with the reliable analysis that you are looking for. Cultural influence is decisive in creating a comprehensive view of the world. Our employees from more than 60 countries are committed to that. But you will also benefit from our partners' diverse perspectives that are presented in our programming and our work.

With **Shababtalk**, we have created a talk show that gives the younger generation a voice – with representatives from Europe and the Arab world. It puts the focus on people like Hala and is just one example of innovative shows that focus on real, international issues that are locally relevant. Dialogue is also essential online, where our users throughout the Arab world exchange opinions, ideas and thoughts on current issues.



Hala is a freelance news editor in Cairo, Egypt



Hakan is an architect in Istanbul, Turkey



“Success is based on
integrating the details to make
each piece of work unique.”

Hakan Aldogan

The real stories from a globalized world don't fit in a headline – and that's why we provide you with all the background information. We are precise in our work, something that is inherently German. Our employees analyze and assess everything to make sure that the results are airtight – down to every last journalist, software developer and cameraman. **Journal** is our flagship for news, there for you every hour around the globe.

DW remains an extremely valuable resource for people like Hakan who are constantly on the move, with an extensive look at international culture while revealing the influence that Europe has had on the world. With **Euromaxx**, DW lets you experience the glamour, atmosphere and way of life that continues to define the region and its people. On the other side of the spectrum, **European Journal** serves as your compass when navigating politics. We also work with regional partners to create programming that highlights a unified EU.



“Germans are meticulous, organized and very passionate about what they do. If they put their mind to something, they succeed.”

Devaki Patil

Rediscovering German roots, examining German culture and tradition, or exploring German influences on business, style and art worldwide: If you want to know about Germany, DW is the first place to look. Our editorial team works hard to explain what it means to be “Typisch Deutsch” and offers a refreshing look at culture in the 21st century. But your thirst for knowledge isn’t quenched with bullet points – and education is something that continues throughout an entire lifetime.

In some cases, language holds the key to real cultural understanding, which is why we have invested so much into helping people like Devaki learn German online. With *Jojo sucht das Glück*, DW has created an entertaining websoap that breaks down the German language, cultural taboos and daily life. And with **Community D**, you have access to an online network of German-speakers from around the world.



Devaki is a student in Mumbai, India





Mark is a blogger and communications specialist in Nairobi, Kenya



“Digital citizens and digital natives are shaping both international media and culture – and their tools should be clarity, disclosure and objectivity.”

Mark Kaigwa

In the age of Twitter headlines, breaking news on smartphones and constant updates, quality journalism is required to provide the big picture. But being social means being interactive as well. Online specials like webdocs from **Global Ideas** give you access to new insights and perspectives. Our multinational team speaks your language – with online and radio content in 30 languages. In Africa, where radio plays a major role in distributing information, **AfricaLink** highlights the issues that are affecting the continent and its people. Listeners have tuned in to DW for more than five decades in Africa and the strength of our programming continues to grow. **Learning by Ear** is an easy, innovative way to learn about everything from deforestation and health to higher education and business – on the radio or even on mobile phones.

You can also help DW shape the public agenda at the **Deutsche Welle Global Media Forum**. This annual, interdisciplinary event highlights the role that the media can play in today’s world. And **The Bobs** recognizes the best in blogging and online activism. It provides bloggers like Mark with an innovative platform that puts the spotlight on social media.

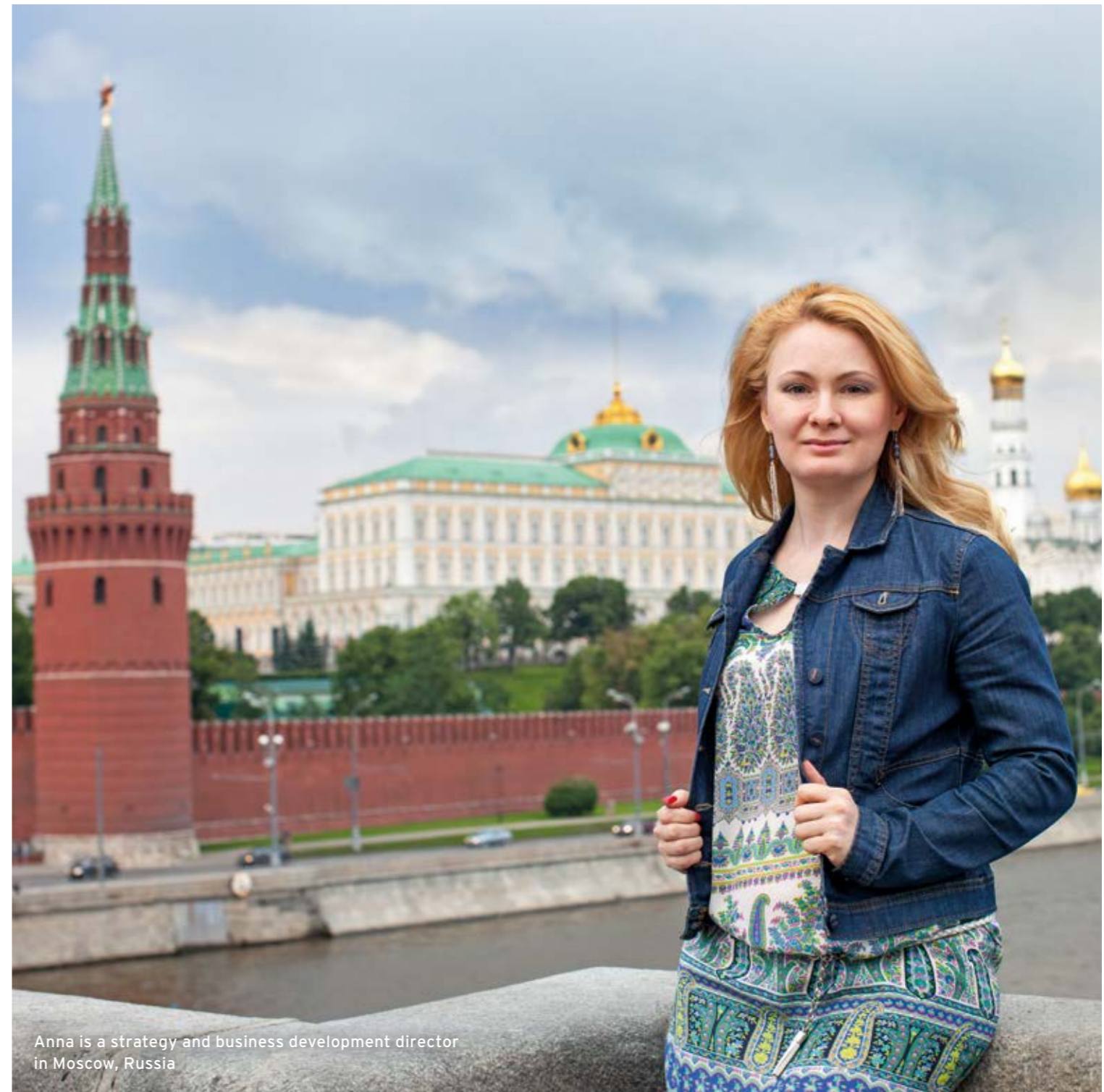


“Reliable information is essential for making the right decisions quickly.”

Anna Akimova

Our team of experts is dedicated to looking far and beyond the tickers that dominate television news. At www.dw.de, you have access to unique stories with all of the details and specifics. It’s an extensive online resource that lets you explore the world with solid information and sound reporting. But we don’t just provide information, we listen. You can log on to any of our Facebook fan pages to contact us directly and stay on top of what’s new. Our strength lies in connecting the latest information and credible analysis in the digital world with an unbiased and comprehensive view of Europe.

Entrepreneurs and executives like Anna rely on DW for information on European business and we continue to deliver with in-depth features and coverage. Whether it is the fallout from the latest political decisions from Brussels, or the up-and-coming designer from Berlin, DW is there. With **Made in Germany**, you have access to the most compelling German companies and we also have programming that is tailored to individual markets – like **Geofaktor** for Russia and Ukraine.



Anna is a strategy and business development director in Moscow, Russia



Duncan is an assistant instructor and PhD candidate in Austin, USA



“Germany is home to many of the most important and influential philosophers, artists and political theorists of the last 300 years. And their influence is still evolving.”

Duncan Moench

Our years of experience and our roots in Europe have helped create a cultural foundation made up of Bauhaus and Goethe and everything in between. The great composers, conductors and concertos have always been in Europe and we bring people like Duncan closer to the classics by working with organizations like the Beethovenfest and the Deutsches Symphonie Orchester. But we also make sure you have access to the modern classics as well – with shows like **Arts.21** and **Europe in Concert**.

DW podcasts can serve as a soundtrack to your daily commute. Our award-winning documentaries like the **Beethoven Project** and special series like **Wagner 200** give you a unique look behind the scenes and our collections of classic music provide you with modern snapshots of musical masterpieces. DW has been synonymous with culture and the arts since the first broadcast in 1953.



“International partners provide new impulses and help create unique programming that spans continents.”

Monica Ramirez

Six television channels have been developed to meet regional needs. In Latin America, this means providing interesting new perspectives and showing how globalization affects the region. It’s our goal to offer a unique view of the world and its people. By collaborating with our international partners like Monica, we help local representatives share their view of their home country and continent, their people and their issues. With **Claves**, we have created a platform for intercultural dialogue that reaches from Santiago to Stuttgart.

Our more than 4,000 trusted partners also benefit from **DW Akademie**. We have been providing media professionals access to renowned journalistic training for decades – and we have even started a master’s program at our headquarters in Bonn. DW Akademie gives journalists and media professionals – especially in developing countries – the tools to succeed in the modern media landscape.



Monica is a media professional and DW partner in Santiago de Querétaro, Mexico

