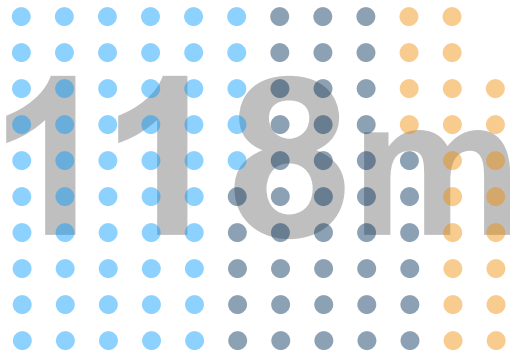
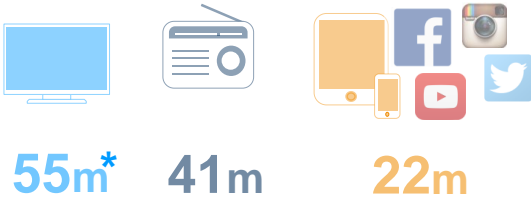




WEEKLY AUDIENCE WORLDWIDE

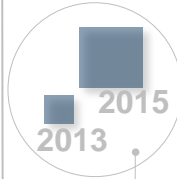


WEEKLY AUDIENCE PER MEDIA SERVICE



AUDIENCE GROWTH

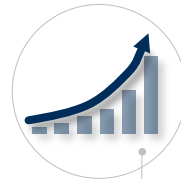
DW's weekly audience has increased from 101m by more than 17m in only two years, taking it to an all time high.



The online reach increased fivefold

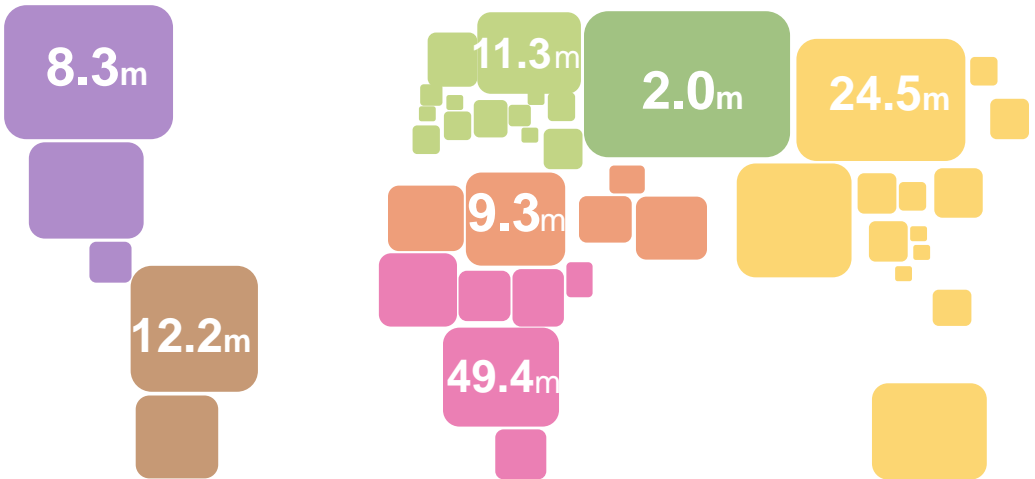


More than 150.000 downloads of the new DW News App in the first four weeks



Most of the online boost is coming from social media in Arabic and in Asian languages such as Hindi or Bengali

WEEKLY AUDIENCE IN REGIONS



Source: The DW audience estimate includes research conducted within the past four years. Data represents inhabitants in 60+ countries. Also included: web analytics, TV ratings and Social Media stats. | DW Media Research 2015  
 \* Data from before the relaunch in June 2015.