



Made for minds.

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For those who demand more than just the news



Moments of peace can be found at the most improbable places – like this Ukrainian artist playing the piano at a barricade in Kiev.

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Our work at DW is defined by one underlining theme: Made for minds. It is the statement that is behind what we do and who we do it for. It represents a standard that has been set for all content and projects that we are involved in.

30

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.

50

As Deutsche Welle's international center for media development, media consulting and journalism training, DW Akademie has been offering media professionals a broad range of training and consulting services for more than 50 years. 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.



For more than 60 years, DW has been providing reliable news and information to people around the world. As Germany’s international broadcaster, we stand for bold journalism that reflects the democracy and freedom of speech that our country is known for.

Our journalists are curious and diligent – just like the people we serve. Our content reflects a daily expedition to discover the world and uncover new stories, perspectives and opinions on global issues. The goal is to provide free information for an open world. DW strives to put its users in a position to draw their own conclusions and to get involved actively in social and political processes.

DW’s new claim “Made for minds” puts our users at the center of the message. We see our target audience as goal-oriented individuals with their own ideas and independent viewpoints – individuals, just like you. And it’s our job to accompany you on your journey of discovery by providing quality news and information. It should serve as the starting point for an international discussion on the world’s most pressing issues – so let’s get started, today.

Sincerely,
Peter Limbourg, Director General

60

DW relies on an international team from 60 nations to create and distribute its content worldwide. DW is a public entity, financed by federal tax revenue. DW is headquartered in Bonn and Berlin, but at home around the globe with foreign bureaus in 20 countries.

5,000

We rely on our network of 5,000 partners to ensure that we are available to audiences worldwide – television, radio and online. The DW app also makes it easy to stay connected with global events when you are on the move. But there are also plenty of other options like podcasting, live-streaming, newsletters, mobile and RSS services.

500,000

DW conveys Germany as a nation rooted in European culture and as a liberal, democratic state. But Deutsche Welle also provides access to the German language, the daily life and the mentality of the people – something that is reflected in its German courses. The desire to learn German hasn’t gone unnoticed either – there are nearly 500,000 fans of DW’s German courses on Facebook.

100,000,000

DW is targeted to people who are interested in Germany and Europe – especially those who are seen as opinion leaders in their respective countries. In authoritarian states, this applies to those who actively stand up for democracy, human rights and civil society. We reach more than 100 million people weekly worldwide, who value us as a reliable source of information.

The questions that need to be answered aren't based on opinion



DW's journalists don't shy from confrontation. They ask the uncomfortable questions and push past the headlines to find the day's most intriguing stories. Their mission is to provide answers to important issues with global impact – because that is what viewers deserve.

DW is an exclusive source for information from a German and European perspective – with journalists from more than 60 countries who are also experts on international issues. With a renewed focus on international news, DW has developed a new platform for in-depth coverage and analysis.



Migration remains an issue that affects millions worldwide. It has turned deadly in Europe in recent years as more and more families look for better lives elsewhere.

We tell it like it is

DW News is the flagship for DW's English channel with a new look and more interaction. News anchors in Berlin are connected to foreign correspondents as well as the social media team in Bonn to provide live insights from the day's news. DW's journalists are inquisitive and want to help viewers discover the world, its people, its challenges and success stories. With fair and balanced reporting on international issues, DW does its part to set the global news agenda.

DW News is broadcast in 60, 30 and 15-minute blocks. Anchors guide viewers through the news covering topics like culture, sports and global business, as well as in-depth features and analysis. DW News also makes regional issues a priority, with a special focus on Asia and Africa.

Breaking the news

Roger Evans, Head of Television News



There are hundreds of TV news channels around the world, each with their own agenda and each with their own way of doing things. And these days, people can get their news and information in other ways as well – on their computer, on their tablet, on their smartphone. But we want to make sure that we offer the best option for impartial, international news and information.

Every day is filled with headlines. It's the job of journalists to break down those headlines into information that makes sense, that provides a context in which the headlines can be understood. Only then can viewers form their own opinions based on the facts. Our job is to inform – not to provide taglines.

We want to create a platform that provides a balanced view of the world. That means being critical, but staying unbiased. It means sticking with stories when others have moved on to the next headline. And it means setting an agenda with the topics that matter rather than just following the crowd.

Our brand-new TV studio in Berlin is at the heart of our news bulletins, but we report on what is happening around the world. We pay special attention to developments in Africa and Asia, but also rely on our expertise in Europe and Germany.

It's not about reinventing the wheel – it's about making the best wheel possible.

We make news matter

The art of the interview, the power of presentation and the trustworthiness of the messenger: These are all important factors when it comes to news anchors. Viewers rely on these individuals to provide them with a balanced view of the day's issues. At DW, the team of anchors is as varied as the organization itself. Hailing from Delhi, London, New York and other cities in between, their knowledge and experience helps guide them in their daily

work. From the multilingual world-wanderer to the self-proclaimed news junkie and the American Berliner, they all use their talents and backgrounds to provide the best reporting possible. Interviews with big personalities like Edward Snowden and Bill Clinton have shown they know how to ask the hard questions. And coverage of the Charles Taylor trial, the financial crisis of 2008 and The NSA affair have proven they can get to the bottom of the story.



Phil Gayle



Sumi Somaskanda



Brent Goff



Laila Harrak

Social media takes the main stage

Our social media desk is constantly scanning and searching for the stories that are hidden beneath the surface. They will bring these to light in regular segments on DW News. Journalists like Eilsabeth Shoo and Carl Nasman will be monitoring and analyzing social input for DW News, ensuring that world events and issues are seen from a different angle. In addition, @dwnews will disclose all of the details while creating a platform for dialogue online.

Introducing Studio 3

Studio 3 is DW's new hub for international news – combining broadcasting technology with aesthetic appeal. Planning and creation took just 18 months, which is fast for a project of this magnitude. It's also virtually equipped with an augmented reality system that allows for the imprinting of virtual graphics into the set. Studio 3 is DW's central newsroom but studios in Brussels, Washington D.C. and Moscow also contribute to DW's quality international news coverage.

So, what makes the new studio tick?

30

kilometers of cable are used in Studio 3.

6 million

pixels covering 26 square meters make the video wall hard to miss.



750

meters of LED strips help provide indirect lighting and 90 Fresnel lanterns illuminate the studio.

1,100

kilograms of total weight is supported by a massive frame behind the wall.

‘It’s important to tell stories from countries that nobody else mentions’

Five bodyguards, two vehicles and hardly any equipment – that was life on the road for Jan-Philip Scholz and Adrian Kriesch in Mali and Somalia. There was no talk about going out to eat after work while stationed in either country – two of the most dangerous in the world. The job is to tell important stories from every region of the world, but the risk involved varies dramatically depending on where you are. For Scholz, the real heroes are the local reporters that DW works with. They are extremely courageous – and their contacts, knowledge and assessments of the situations are invaluable.

DW’s coverage of West Africa has been reinforced with the opening of a foreign bureau in Lagos. As well as news gathering and reporting from the field, Scholz and Kriesch collaborate with a network of correspondents working in English, Hausa and French.

Massayia for dinner?

At the end of a long day, the Arab world turns to **Massayia** for its daily dose of international news. The news team helps add context to the daily headlines and depth to global issues. Watch on DW (Arabia) Monday to Friday. dw.com/massaiya

Radio remains a trusted source for news in Africa

Continuing a 50-year radio tradition in Africa, **AfricaLink** covers stories like Boko Haram and South Sudan from a European perspective while providing the latest international news. Tune in mornings from Monday to Friday on one of DW’s 100 African partner stations. dw.com/africalink



The Bobs Awards recognize the best of online activism by showcasing people who are going online to fight for freedom of expression, transparency and justice. Broad-minded people who strengthen the civil society and democracy worldwide. thebobs.com

Because regional problems quickly turn into international issues



The "I am Charlie" demonstrations have shown how local events can create a chain reaction of global activism, stretching from Paris to Hong Kong within hours.



Political decisions and events at a local or national level can create a tide of momentum that sweeps across entire regions. It's this rapid chain of events that makes globalization so compelling and so terrifying. Globalization has had massive effects on the business world as well. The smallest economic decisions can send markets into a crisis, from Tokyo to Frankfurt and New York and back again. But these major changes don't necessarily happen overnight. There is a slow build up that accompanies them. The only way to truly comprehend an intricate story is to understand the details – and that is where DW steps in.

DW's connection to Europe provides a unique perspective – an extensive look at international culture while revealing the influence that Europe has had on the world. But DW's resources are truly international. Working hand in hand with partners enables DW to create content that reflects the interests of our audience and takes regional issues to the global stage.

Countering propaganda, but not counter-propaganda

Ingo Mannteufel, Head of Department for Europe and Russia



In the hybrid warfare over Ukraine, there has to be a voice of reason. That can and should be the job of the international media. In January 2014 as the situation in Ukraine deteriorated, DW released the Ukrainian-language news program Geofaktor, to provide a fresh perspective in what was quickly becoming an arena of conflicting reports. In Eastern Ukraine, misinformation is rampant and events become confused as both sides attempt to control the narrative. That makes it even more important to be closer to the scene. DW Russian and DW Ukrainian have had local freelance journalists for more than 20 years in Ukraine. But we wanted more and that's why we opened a bureau in Kiev – to help provide balanced coverage of an extremely difficult and confusing situation.

Responsible journalism doesn't contribute to a single agenda or fan the flames of public animosity. In the case of Ukraine, the role of the impartial observer becomes integral in presenting a sober and realistic assessment of the facts aside from jingoistic nationalism or the fog of war. What is said becomes critical in a situation where words are being used as ammunition. Getting the facts straight in a conflict zone can be a daunting task. In Eastern Ukraine, reporters on the ground have been threatened, accused of telling lies, imprisoned and even killed. Delivering impartial news and analysis is a big challenge. While neutrality is a fundamental principle of good journalism, the truth does not always lie in the middle. Of course, it's our duty to step in and make sure that all important facets of the stories are being told in order to ensure that everyone can form their own opinions based on verified facts, not on rumors and propaganda.

Unveiling Egypt

Now, more than ever, it's important for women to have a voice in the Arab world. DW gives Reem Magued an opportunity to provide just that on her show **Women at a Turning Point**. She has made it her job to find women of all social, religious and ethnic backgrounds who have overcome obstacles to achieve great things. Watch on DW (Arabia).

dw.com/salem

Arabic talk show stirs controversy

The guests on DW's **Shababtalk** don't hesitate to speak openly about issues important to Arab youth. They prove that taboo is in the eye of the beholder with a unique Arabic forum about everything from gender relations to dissenting political opinions. Join anchor Jaafar Abdul Karim on DW (Arabia) every week.

dw.com/shababtalk

High-ranking official at a loss for words during interview

Veteran interviewer Tim Sebastian is relentless in cutting through the spin and rhetoric to really apply the pressure. When faced with a tough cross-examination and hard facts, his interview partners can only agree to disagree. Be there for round two on **Conflict Zone** – starting in September.

dw.com/conflictzone

Around the world in 25 days – with solar power?

Two Swiss pilots circumnavigate the globe in a solar plane, a Muslim-woman in France takes on terrorism, a Viennese hotelier gives work to refugees – true stories are impossible to fabricate. **Focus on Europe** puts a spotlight on these people and more. DW will introduce them every week.

dw.com/focusoneurope

When media partnerships lead to empowerment



Sara Hashem, Head of Distribution MENA Region

“I have two names, Dahab and Manal. Dahab is the one serving food on the street and Manal is the university graduate. It’s hard for me to forget that I hold a bachelor’s degree after all. But what I can do, is push Manal aside for now; put her and her dreams on hold until it’s time.”

No one knows when the time will come for this young Egyptian woman selling food in a small alley in Cairo. But she is full of hope and determination. The long hours at work to provide for her family don’t stop her from writing poetry and attending courses. Her funky glasses, the bookshelves above her tiny street-oven and her irresistible sense of humor might have remained unnoticed if it weren’t for Women at a Turning Point.

In a media landscape widely dominated by news and entertainment there is hardly an opportunity for the real

heroes who change their world and their community on a daily basis to speak up and tell their stories. However, new opportunities emerge when DW enters into partnerships with local media, like ONTV in Egypt. DW focuses on local stories, whereas the local partner is encouraged to present these stories from a global perspective. That’s when social workers, activists, unconventional reformers and many others who never make it into the headlines are appreciated and empowered.

DW’s partnership with ONTV has proven to be more than an empowerment of individuals. When the Egyptian partner was pressured to take the show off screen by authorities, DW continued airing it on DW (Arabia). Proving that syndicating content and strengthening the bonds of partnership between local and international media are certainly ways to ensure free media.

Staying ahead of the curve

Markets rise and fall as the world turns each day. The business community runs on information and **Business Brief** keeps audiences updated with continuous coverage so they can always make the right decision. Tune in every day on DW.

dw.com/businessbrief

The efficiency and precision that defines German companies

A combination of innovation, regulation, politics and motivation has created the economic powerhouse. DW’s **Made in Germany** goes behind the scenes from the financial centers to the creative hubs to discover what makes it all work.

dw.com/english/madeingermany

The Deutsche Welle Global Media Forum draws media representatives from around the world and people from the fields of politics, culture, business, development and academia. Together they discuss and design approaches to meeting the challenges of globalization in which the media play a central role. dw.com/gmf

The revolutions and trends that are defining a generation



Designers from all over Africa are making a statement in fashion and there is no telling where the next inspiration for global trends will come from.

Baroque. Beethoven. Bauhaus. Each era throughout history has been shaped by the art, design and music that was consumed, critiqued and admired. These are elements that are essential to understanding how a culture lives and thrives. Germany's cultural foundation helps set the stage for intriguing stories about cultural identity and the shifting and recurring nature of design. Berlin is a city that perfectly captures the zeitgeist of modern Europe. DW's connection to Berlin and its different communities has created a starting point for insightful content that provides depth to the ideas that are shaping a generation's trends.

The great composers, conductors and concertos have always been in Europe and DW helps audiences rediscover the classics by working with organizations like the Beethovenfest and the Deutsche Symphonie Orchestra. But we offer access to the modern classics as well – to help our users stay in tune with what sets this generation apart from the rest.



At home in Europe, live from Berlin

Nadja Scholz, Deputy Head of Lifestyle Department



Is it really possible to define what it means to be “European”? At Euro-maxx, we scour the continent for entertaining stories which paint a picture of modern Europe. Along the way, we end up with Karl Lagerfeld’s cat, tuning the strings alongside Nigel Kennedy and at Georg Baselitz’s exhibition at the La Biennale in Venice. The media landscape is full of programming which covers either culture or lifestyle – but we couldn’t imagine the two being separated. Euro-maxx is unique in that it provides a stage for both areas to interact, intersect and innovate. It bridges the gap between culture and lifestyle for viewers who want to understand more about the design, music, art and trends that set the tone for Europe – and the world.

We also try to create a personal connection with viewers as they are the focus of all that we do. What do they

want to see and experience? That’s what we have asked on social media – and the result is Euro-maxx Extratour: A segment where we travel to the places in Europe at the request of our viewers.

We feel at home all around Europe, but our homebase is in Berlin. It’s fitting that Euro-maxx is broadcast in a city that represents such a vibrant fusion of history, art, culture and nightlife. It’s quickly become one of the most attractive cities around the globe. Artists, musicians and designers are flocking to Berlin to be a part of the scene – and we are at the center of it all. We broadcast to viewers worldwide from the Brandenburg Gate, in English, German, Spanish and Arabic. And we try to provide viewers with a daily snapshot of Europe – a cultural and artistic landscape that is continually changing.

DW strikes a chord with music fans

Has music changed? Or just the listeners? DW’s music programming covers everything from classical opuses to modern pop so that you can discover something new or enjoy a different side of old favorites. PopXport follows the hottest trends in German music and goes in front of the lights and backstage with new bands that are making their mark. Tune in and you could hear your new favorite song for the first time. While you’re at it, if you want to know how to get to Carnegie Hall, just ask Sarah Willis. She is a world-class French horn player and host of Sarah’s Music, DW’s show with a unique insider perspective on classical music. But the main event is on Europe in Concert where every week DW puts you at center stage for brilliant performances from rock and pop legends, jazz artists and singers from all over the world. Don’t miss a beat on DW.

Keeping up with the Jauchs

DW is working to ensure that viewers worldwide get an authentic glimpse of German prime time. Our unique partnership with Germany’s public broadcasters ARD and ZDF means that some of Germany’s most respected TV personalities are broadcast around the globe on DW’s German-language television channels, DW (Amerika) and DW (Deutsch). From ARD’s eccentric and intelligent TV host **Günther Jauch** to **Maybrit Illner**’s political talk show or hard-hitting debate on **Hart aber Fair**, this partnership creates a real window to Germany.

Berlin records influx of Spanish-speakers

Every day, more Spanish speaking young people are arriving in Berlin to explore a new lifestyle. Every week, **¡Aquí estoy!** on DW (Latinoamérica) shares their stories. Get a unique perspective on life in the city and find out what life in Germany is like for them. dw.com/aquietoy

Germany is the world’s most popular destination for artists

Artists from every corner of the world and from every discipline are gravitating towards Berlin, which is becoming a major center in the art universe. Keeping up with the creative scene is **Arts. 21**, which reveals the people behind the hype in German art, theater and literature, each week on DW. dw.com/arts21

The future relies on today's discoveries, innovations and breakthroughs



Projects like the Amazon Tall Tower Observatory will help our generation to learn and develop solutions for the future.

What are the issues and innovations that are going to determine our future? Who are the people working on solutions to regional, international and global problems? That's what DW's journalists are determined to find out. Whether it is in the rain forests of Guyana or the lab in Berlin, our journalists are exploring the world of science and technology so that users have a better grasp on many of the issues that can and eventually will affect us all.

But technology is with us nearly every minute of the day. It's in our bedrooms, offices and our pockets. Have we become slaves to the technology that was supposed to make our lives easier? It's definitely changed how we interact with each other – but is it bringing us closer together or pushing us further apart? Sometimes the best way to understand something is to take a step back and see the big picture.



Making global content a grassroots movement

DW's editorial teams develop content that combines global with local appeal by taking a core concept and adapting it for regional tastes. A prime example of this strategy succeeding is *Inovator*, DW's weekly science magazine for Indonesia. In an Indonesian media landscape dominated by entertainment, *Inovator* stands out by covering science, technology, the environment and European lifestyle. Based on this

success, DW has developed formats in India, with the Hindi science and technology show *Manthan*, and in Bangladesh with a similar Bengali production, *Onneshon*. The results in Indonesia are clear: In only two years, DW has added eight regional TV stations and two national broadcasters to carry *Inovator* – and success in the other markets is sure to follow.

Inside a connected world

Vanessa Fischer, Head of Globalization Team, Business and Science Department



Our world is becoming more interconnected and more interdependent by the day. But, how does that affect our lives? It does in ways that are both major and mundane. *Global 3000* puts a face on globalization and highlights the stories of the everyday people who feel its consequences.

The world's population is growing, while soil is getting scarce. Intense large-scale land acquisitions are an increasing global market and small farmers in Africa and Asia are feeling the consequences of this rush for land. So, the question remains, can we feed everyone?

Armed conflicts, economic downturns or the consequences of climate change: More and more people worldwide are depending on international aid. But, how and where is this coordinated? Largely via Dubai, the biggest hub of the international aid industry.

What makes the world a better place? Low-cost technology, for instance, which makes prosthetic hands affordable for thousands of people. Thanks to a man from South Africa these individual components for prosthetics can be produced using a 3D printer. These can then be shipped all over the world.

Global Brains, like him, are most welcome on *Global 3000*, as well as *Global Snacks*, street food that we enjoy and share with our viewers. We also take a weekly look at people and their ideas on how to preserve the world's biodiversity as part of *Global Ideas*. By dissecting all of the issues related to globalization, we can help create a complete picture about how the world is changing – for better or for worse.

Video documentaries are the world's number one learning resource

People everywhere are learning more about technology, medicine and the environment with documentaries. On DW's *Tomorrow Today*, cutting-edge, intriguing research trends are all presented in one place where every week viewers discover the secrets behind the science.

dw.com/tomorrowtoday

Online maps save lives during emergencies

Using data from social media, the developer of crisis-maps provides responders with invaluable real-time information. This is only one of the amazing online innovations you'll find out about on *Shift* – DW's destination for everything from the online world.

dw.com/english/shift

The desire to change is fundamental to the human experience



Children in Africa, like these in Cape Town, face a difficult journey to a good education.

If there is interest in a subject, there is a desire to learn – and that should be supported wherever and whenever possible. This basic principle applies to African youth with little or no access to an educational system, just as much as it applies to media managers who want to make more of their career. DW wants to turn these sparks of interest into fires of achievement – and that is being accomplished with programming and special educational projects.

For more than 50 years, DW Akademie has been working with media organizations and individuals by providing training and educational programs. The goal is to help develop free, diverse and independent media landscapes. With a master's program, German courses and a variety of other products, it is setting an example for other organizations around the world.



Nigerian youth start local radio station

The young people in Lagos say they were inspired by the stories they heard on Crossroads Generation, the radio novella from DW's **Learning by Ear**. The radio show has been a huge hit with young people across Africa who tune in to learn important life lessons. dw.com/lbe

It all started in Rwanda...

DW Akademie's storied history began in 1965 with a training program for radio technicians from Rwanda. Since then, it has steadily expanded its work promoting press freedom and freedom of expression. DW Akademie's mandate to promote media development is more important than ever, but the challenges have become increasingly complex. These days, information can reach every corner of the world which is why media development has taken center stage in

development policy. It is meeting these challenges with an innovative and interdisciplinary approach. They work on political frameworks in consultation with government authorities and NGOs, for example, and advise journalists and the media on developing new business models to assure their financial independence. Today, DW Akademie works in 50 countries around the world, with sustainably designed programs and clearly defined aims.

Aiming to fit all sizes

André Moeller, Head of Educational Programs



There is no "right" way to learn a language. People are all wired differently, especially when it comes to languages, which is why we wanted to offer as many ways as possible to learn German. This includes using tried and true worksheets, but also expands to new realms like social media, soap operas, crime series and, of course, the news.

Take the Bandtagebuch for example. By working with the Munich based rap group EINSCHOCH6, users experience a hip-hop lifestyle first hand, with a tour around Germany – from the recording studio to the Berlin Wall. The project even tours the world! Here we combine concerts by the band with individual workshops for students and teachers.

Our first goal is to help people learn German, but we also want to give users an authentic look at life in Germany. Programs like "Jojo sucht das Glück" – the first soap opera for language learners – come alive with realistic dialogue and even slang. They help make German more accessible to younger generations. Using narratives with intrigue, suspense and humor keeps people interested. And these types of formats attract new users and create a connection that just isn't possible with traditional methods.

We are always looking for new ways to attract new users – and our success in the digital world has proven that we are on the right track. Our online language courses are accessed more than 6 million times per month. We have nearly 600,000 fans on social media channels and more than 420,000 newsletter subscribers. Another plus? It's all free. So people can try out whatever they want and not have to worry about breaking the bank.

Where years of dedication are paid in success



Amateur and professional athletes alike are part of the growing dynamic that can be categorized as sport – but sometimes hard to define.

The World Cup and the Olympic Games have shown us how one single event can send shockwaves around the globe. Fans create an emotional connection to teams, competitions and individual athletes. DW helps foster this connection by presenting the most interesting stories from the world of sports. From the groomed pitches of the Bundesliga to the red clay of Roland Garros and the blackened tar of Formula 1, DW is there to make sure that fans stay in the front row.

‘100 seconds from a dreamland to a nightmare’

Sports help define places and people. Besides soccer and the Olympics, DW covers many unique sports stories that take you on a journey to exotic locations and present situations you may never have encountered. For example, DW’s Stefan Nestler adds a unique perspective to mountaineering on his blog Adventure Sports. Nestler is a climbing enthusiast who spends a lot

of time in Nepal and the Himalayas. The Nepal earthquake affected him on a personal level. “About 100 seconds were enough to transform Nepal from a dreamland to a nightmare country,” he said. His blog has always provided an intimate look at alpine sport in Nepal and now it covers the tragedy in a way you won’t see anywhere else.

Where the world champions call home

The World Cup highlighted just how much German football has grown in the last few years. The German Bundesliga is now one of the world’s premier sports leagues and every week on DW’s **Kick Off!** fans are given an inside track to all the teams, coaches and players. It brings the Bundesliga to “fussball” fans worldwide.

dw.com/english/kickoff

Your take on what matters most

The best programming can only be made with the right input. That's why DW is in dialogue with its viewers, listeners and users around the world for suggestions and ideas. It's with this input that DW can ensure the best news and information to fit its audiences' needs.

ممتاز... تبحر عن الواقع كما هو. لها صدى في صميم ضمير... أعجبتني منشوراتها لأنها تشمل الحقيقة عن مواضيع حساسة. فتنمى لكم مزيد من التألق في سماء السلام و الحب للإنسانية جمعاء.

شكراً DW..Danke

An excellent channel with authentic reporting that hits a nerve with the audience. Truthful journalism to sensitive topics. I wish you even more success in a world full of peace and love for humanity.

Kamiran Ismail Hajem

Vielen Dank für Ihre Berichte über das unsägliche Leid durch Boko Haram in Nigeria. Warum erfährt man so wenig in anderen Medien? Im Juni letzten Jahres habe ich Ihre Nachrichten entdeckt. Sie sind mit Abstand die beste Informationsquelle!

My thanks goes to DW for the coverage of the suffering caused by the Boko Haram in Nigeria. Why doesn't this command more attention from other news sources? I first discovered your news last year. It's, without a doubt, the best source of information.

Lampa, Germany

Deutsche Welle is doing a better job of trying to remain unbiased on this highly polarized issue than many other news sources around the world.

Smithers, USA

Очень приятно было обнаружить в информационном сообществе Европы объективный и высокопрофессиональный русскоязычный ресурс... Считаю, что в некотором смысле этим разрушен барьер между двумя цивилизационными пространствами, взаимопользовными друг для друга...

It was great to discover an objective and professional source on Russia in the European media landscape. I think the information from DW can help avoid misunderstandings and even break down barriers between the EU and Russia.

Alexander, Ukraine

Mumekuwa wawazi kutangaza matukio mbali mbali yanayotokea hasa pale unapotokea ukandamizaji wa haki za wananchi, penye dalili ya udikteta mumekuwa hamutafuni maneno.

DW covers all the issues. Especially when it has to do with human rights and dictatorships – you report fearlessly and objectively.

Seif Sharif Hamad, Zanzibar

اینجانب کمتر از دو ماه است که با وبگاه فارسی دویچه وله آشنا شدم. مطالب خبری، عکس ها، بررسی مسایل اجتماعی از زوایای دیگر و طراحی سایت برای من جای بسی شگفتی و شادمانی را ایجاد کرد که نمره بیست و درجه عالی برای کار حرفه ای شما قابل شوم. وبگاه شما از نظر تنوع مطالب متنوع بوده حوصله خواننده را سر نمی برد طراحی و دسترسی سریع مطالب بخصوص عکس ها به همراه توضیحات زیر نویس و اطلاع رسانی خوب و حرفه ای و بررسی مسایل اجتماعی از نکات ارزنده سایت شما به شمار می رود.

I just recently discovered DW. I really like the news, picture galleries and website as well as how DW reports on social issues from a different perspective – especially when compared to other sources in Farsi. DW's content is diverse and interesting, and it's quick and easy to navigate. One of DW's strengths is definitely the professional reporting on social issues.

Unknown

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I use your website and Facebook page to learn about different events happening around the world. Whenever I need information about the most important issues, I turn to DW. The Hindi website is the best option that I have to find out about politics, science and even lifestyle.

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[...] Aprovecho para felicitarlos por los excelentes contenidos que publican, soy su fan!

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