

DEUTSCHE WELLE



Our Content

TV, Radio and Internet





The details make the difference

Whether you want news, background information or quality features and documentaries, Deutsche Welle offers programming around the globe to keep you informed. We provide real insights from Germany and Europe with sound analysis of world politics. We are Germany's international broadcaster and as such present a unique view from the heart of Europe. Multimedia means something for everyone: DW-TV is broadcast worldwide in German and English, as well as in Spanish for Latin

America and Arabic for Northern Africa and the Middle East. DW-RADIO and DW-WORLD.DE offer comprehensive coverage in 30 languages. With more than 50 years of journalistic experience, Deutsche Welle is a renowned source for reliable information for people from different cultures around the world. It's about more than just the headlines – Deutsche Welle is for those who want to see the people and faces behind the stories.

Tune in to Europe

For independent and reliable news and analysis from a European perspective, just tune in to Deutsche Welle. Whether you are listening to DW-RADIO in Africa, watching DW-TV in Latin America or clicking through DW-WORLD.DE in Eastern Europe – Deutsche Welle is your source for the latest news and opinions from Germany, Europe and around the world.

You can find everything you would like to know about reception at www.dw-world.de/reception.





Always in focus

A unique mix of programming for a sophisticated audience – that is the benchmark for DW-TV, Deutsche Welle’s international television service. With the best stories and briefed on the latest news and information, **Journal** provides news every hour, with “In Depth” adding more business coverage during the work week and an extra dose of sport on weekends.

In addition, current reports, magazines and documentaries covering politics, business, culture and sports are at the heart of DW-TV’s programming. The broadcaster is a trusted source for independent, reliable and quality news and information from Germany, Europe and around the world.

Knowledge is power

DW-TV brings you closer to the developments that will shape the future. **GLOBAL 3000** examines the implications of globalization and the consequences for people and the environment. The documentaries featured on **In Focus** take you on an informative trip around the world. **European Journal** keeps

you up-to-date on what's important in Europe. **Quadriga**, the international talk show, discusses a wide range of topics. **Tomorrow Today** presents fascinating projects and technology from the world of science.





From the studio to the stadium

For lifestyle, entertainment and culture in Europe, tune in to **euromaxx**. DW-TV's life and style magazine is loved by fans around the world. **popXport** shows that the music scene is alive and well in Germany by showcasing the hottest bands and latest trends three times a month. **Talking Germany** highlights the truth behind the clichés, and **Made in Germany** presents care-

fully-researched reports on what drives German business. For sports fans around the world, DW-TV has **Bundesliga Kick off!** for goals and glory the whole soccer season long.

For all the details on what our schedule has to offer, just go to www.dw-world.de/programguide.

Broadcasting from the beginning

With a history that goes back more than 50 years, DW-RADIO has gained a lot of experience in reporting for a global audience. Our editors and staff around the world provide the latest news while digging for the details: analysis and background information from the areas of politics, business, culture and sports.

Up-close and level-headed with a view of what's important. We don't just give you a closer look, we help you stay a step ahead. You can listen to our programming using the most modern technologies, and the classics as well. On the Internet, shortwave, satellite or mobile devices: DW-RADIO is your constant companion for reliable information.





The best from Europe and around the world

Everything starts with the **news**. Every hour on the hour. Every day of the week. Always on top of what's going on in Germany, Europe and around the world. To round things out we have in-depth reports and magazines offering insights into current affairs – with analytical poignancy from our headquarters in Bonn and colorful commentary from locations around the world.

With **Inside Europe**, you will stay in tune with what's happening around the continent while **Living in Germany** shows the personal side of – what else – life in Germany.

Arts on the Air brings you the latest news and views from the world of culture and **World in Progress** offers a fresh look at development issues around the globe.

For whiz kids

DW-RADIO places an emphasis on education. Our goal is to make our listeners smarter each day. For a look at advances that will change our lives or offbeat oddities, our team of reporters from **Spectrum** keep you on top of things. And that's just a fraction of our radio programming. News and sports, insights into European life and behind the scenes from the worlds of business and politics - it's all on DW-RADIO.

For audiences in Africa, DW-RADIO offers its special series, **Learning by Ear**, designed to reach out to young people across the continent and to educate them in an entertaining way about the major issues of the day. You can find out more about DW-RADIO and how to listen to its programming around the world at www.dw-world.de/english/radio.





First-class around the globe

DW-WORLD.DE brings the worldwide web together: online platforms, social media, blogs, podcasts, news feeds, streams and mobile media. The latest news, background information, analysis and commentaries – radio and television programming is transformed into audio and video content. DW-WORLD.DE includes 30 languages and different types of applications for everyone who wants to know what's moving Germany and the world.

Clicking behind the scenes

The editors at DW-WORLD.DE focus on background information and analysis to make sure that the day's top story, comprehensive dossiers or features that accompany radio programming include the details you need. We believe that the stories behind the headlines matter. We pay attention to global events for our millions of users around the world and produce our

reports carefully and thoroughly. Our multinational and multicultural team works around the clock to ensure that you get the most from our versatile online services – like writing blogs from the Arctic, radio reports from Africa or posting up-to-date videos from the Berlinale.





The cutting edge of communication

In 2004, Deutsche Welle was the first international broadcaster to utilize podcasting – that service has now grown to more than 200 available podcasts. We will always be there when it comes to finding the perfect mix of technology to fit your needs. DW-WORLD.DE offers audio and video streaming in many different formats, like Flash and Windows Media as well as mp3

and peer-to-peer. Or stay connected with our services for mobile phones – including the DW-TV live stream and the day's news highlights. Just go to <http://mobile.dw-world.de>. And if you want all the details, you can hand select your favorite topics and we will put together a newsletter for you and deliver it via e-mail or text message.

For another point of view

Deutsche Welle can also help you find your way in Germany, Europe and the world. For everyone who wants to learn German, we offer free German courses with a virtually endless amount of learning material like audio courses on DW-RADIO, podcasts and streams, web-based training and quick courses for your mobile phone. **DW-WORLD.DE/germancourses** has learning tools to fit every personality.

Study-in-Germany.de provides you with everything you need to know about education and you can experience history day by day at **Today-in-History.de**. And with **The BOBs**, Deutsche Welle takes users on a trip through the blogosphere. It's our way of supporting this young and exciting form of communication, as well as the free exchange of opinion between cultures. You can find more information at **www.thebobs.com**.



Questions about programming or reception?

Our customer service representatives would be happy to help you:

Fax: +49.228.429-15 4000

E-mail: info@dw-world.de

At **www.dw-world.de** you can also access our current schedule of programming or sign up to receive updates via e-mail.

The easiest way to surf on the go

The mobile tag from DW-WORLD.DE offers you the quickest and easiest way to access our mobile portal with your mobile handset. For example, just download the free software from **<http://reader.kaywa.com>** and take a picture of the mobile tag. You will be taken directly to our mobile portal so that you can surf to your heart's content. Enjoy.



Imprint

Deutsche Welle
International Promotion
53110 Bonn

Person responsible: Michael Tschochner
© Deutsche Welle 2009

Photos: Veer 1|5|21|25, Deutsche Welle 2|6|14, Laif 9|10|18, Corbis 13|17|22