



The new shape of information

Explore the world with a trusted expert

Bringing the world around you into focus

People need information they can rely on – especially when the daily headlines lack depth. Deutsche Welle has always stood for sophisticated content, objectivity and a commitment to intercultural understanding. In Sao Paolo or Paris, Dar es Salaam or Delhi, you will always have access to what's moving Germany, Europe and the world. To help you shed light on the details, DW has created a new television lineup, a new website and a new design – all with the structure and reliability that Germany's international broadcaster has embraced since day one.

Go to www.dw.de and see what we have to offer – in 30 languages and across all types of media.



Global reach that is second to none

More than 1,400 employees from over 60 countries – and hundreds of freelance correspondents around the world. DW's reputation is based on its foundation of experts from the news desks, the technical departments, studios and relay stations. We are there to help you explore the world – because we are at home around the globe. The interconnection of intercultural expertise and in-depth knowledge is the basis for our programming.

For example, DW is building bridges between Europe and the Arab world with new talk shows focusing on dialogue and a six-hour block of Arabic programming in prime-time. **The New Arab Debates – With Tim Sebastian**, puts a spotlight on the Arab revolutions and offers a voice to those involved.

But we have tailored our new television lineup to meet the needs of all our viewers – no matter where they are. Our international channel with 24 hours of English programming brings you right to the core of global developments. We have introduced groundbreaking new programs like **Shift – Living in the Digital Age**, where we highlight how the Internet is changing society and how we can keep up. And we have completely reworked our programming for Latin America, with a channel featuring 20 hours of Spanish programming and new shows focusing on regional issues.

For the complete overview, go to www.dw.de/tv.

Journalistic diligence isn't bound by time zones

When the sun sets at our headquarters in Bonn, we are still hard at work at our new bureau in Argentina. Rest assured, our journalists at the studios in Berlin, Moscow, Washington and Brussels, as well as correspondents around the globe will provide you with the reliable assessments and analysis that you are looking for. 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 meticulous 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.

This wide range of programming doesn't just require dedication and passion – it is dependent on people who don't see journalism as a business, but as a profession. And it requires the freedom to work as an unbiased source of information.

More than 5,000 programming partners also profit from this quality by including our content in their lineups. And this approach is paying off – as highlighted by our availability around the globe and around the clock.







Always available

Deutsche Welle's first radio broadcast was sent out on the airwaves in German in 1953. Today, DW programming is available in 30 languages around the world. We were the first broadcaster in Germany to go online and with podcasting, we branched out early into areas like on-demand content. But before we start using a new technology, we make sure that you can benefit from it.

Our completely redesigned website www.dw.de makes it easier for you to sift through the latest news and events to find the details that matter most. A rich variety of media integration and a reliable structure provide orientation for your online journey. You will also find multimedia features and specials, and the most important insights to current issues. Not to mention a huge collection of audio and video material in our Media Center – a digital archive that has been seamlessly integrated into the website.

Pulling the masterpiece together

We help keep track of the latest developments from the news world. We show you the other side of the story, when the others don't, and listen when you have something to say. Your opinion matters because it helps shape our programming. But we also receive new impulses from the coproductions that we develop with partners around the world. Crossing borders – that is the idea behind **Claves**. It's a show that puts the necessary focus on local issues with the help of our trusted regional partners in Latin America – including ARTV in Chile, SJRTV in Mexico and RTVC in Colombia. And with **Shababtalk** we are working with Al Hayah TV – the leading channel in Egypt – to bring the next generation to the forefront.

DW is also branching out into new areas of education with the radio program **Learning by Ear**. We provide educational content tailored to the modern-day reality of young listeners in Africa, Afghanistan and Pakistan – with topics like civil society, climate change, health, media and globalization. Most of the authors are from the target region and the series are produced on location.

Our international blog awards **The BOBs** also serve as your digital guide through the blogosphere. It's a forum for bloggers and media producers to tackle important issues. DW has shown the importance of freedom of opinion around the world by highlighting past award-winners like the Tunisian blogger Lina Ben Mhenni, the creators of the Egyptian Facebook page “We are all Khaled Said” and the Cuban blogger Yoani Sánchez.



Explore everything we have to offer

Did you know that DW offers free German language courses? Or that DW Akademie provides a platform for sharing knowledge with partners worldwide and training media professionals from developing and transition countries? Or that the Deutsche Welle Global Media Forum in Bonn has become one of the most prominent conferences on media and international development? Then find out more at www.dw.de.

Get in touch – we would be happy to hear from you.

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