



2011 ENGLISH

ARD¹



NDR/Marcel Mettelsiefen

Chancellor Angela Merkel was the guest of Günther Jauch on 25 September 2011 in "Das Erste".

The German Broadcasting System

The public broadcasting corporations are the core of the overall broadcasting system in the Federal Republic of Germany. They were founded in West Germany in 1945 at the end of World War II under the authority of the allied forces and set up to be democratic, independent and noncommercial public institutions. Their charters continue to guarantee freedom of expression, diversity in programming and high quality.

The mission of the broadcasting corporations is to serve the public with programs providing information, education and entertainment. This model was applied to the states of Eastern Germany in 1991.

The broadcasting system of the ARD is today comprised of nine state broadcasting organizations: Bayerischer Rundfunk (BR), Hessischer Rundfunk (HR), Mitteldeutscher Rundfunk (MDR), Norddeutscher Rundfunk (NDR), Radio Bremen, Rundfunk Berlin-Brandenburg (RBB), Saarländischer Rundfunk (SR), Südwestrundfunk (SWR) and Westdeutscher Rundfunk Köln (WDR). The tenth member is the "Deutsche Welle" (DW), a public broadcasting corporation under German federal law.

Finally, there is a second national public television corporation: "Zweites Deutsches Fernsehen" (ZDF), jointly founded and administered by all of the states. "Deutschlandradio", as a corporation under the joint auspices of ARD and ZDF, provides three national radio programs.

Adherence to the public programming mandate is monitored in the public broadcasting corporations by broadcasting councils. They consist of representatives of the major organized social groups (e. g. labor, industrial management, churches). They represent the interests of the general public, i. e. of all the listeners and viewers. An administrative council monitors their activities and the corporation is headed by a director general ("Intendant").

The public broadcasting system is financed by all listeners / viewers on the basis of monthly license fees. Starting in 2013, these fees will be charged on a residence and business basis. The public broadcasting organizations also take in revenue from advertising and sponsoring, but this is a limited source of income.

Aside from the public broadcasting corporations with their mandate to provide comprehensive broadcasting services, private broadcasting companies also operate in Germany.



WDR/Herby Sachs

Ruth Hieronymi, Chairwoman of the Council of Chairpersons of ARD's Broadcasting and Administrative Councils, and Monika Piel, Director General WDR and ARD President, at a Press Conference in September 2011 (left to right)

ARD and its Members

The ARD general meeting elects a member organization for a term of one year to assume responsibility for conducting the business of the ARD. The director general of the corporation responsible for the conduct of business in a given year is also the ARD chairperson.

The **ARD Secretary General** in Berlin both supports the chairperson and management, and ensures continuity in media policy during the rotation of the chair.

The public broadcasting corporation currently responsible for the carrying out of **ARD business** is:

Westdeutscher Rundfunk Köln (WDR)

ARD President: Monika Piel
Appellhofplatz 1
50 667 Cologne
Telephone: +49-2 21-22 00
Internet: www.ARD.de
ARD Spokesman: Stefan Wirtz

Office of ARD Secretary General

Masurenallee 8-14
14 057 Berlin
Telephone: +49-30-8 90 43 13 11
ARD Secretary General: t.b.d.
Press officer: Julia Niesert

Bayerischer Rundfunk – BR

Rundfunkplatz 1
80 335 Munich
Telephone: +49-89-59 00 01
Internet: www.br.de
Director General: Ulrich Wilhelm
Press officer: Christian Nitsche



Hessischer Rundfunk – HR

Bertramstrasse 8
60 320 Frankfurt
Telephone: +49-69-15 51
Internet: www.hr-online.de
Director General: Helmut Reitze
Press officer: Tobias Häuser



Mitteldeutscher Rundfunk – MDR

Kantstrasse 71-73
04 275 Leipzig
Telephone: +49-3 41-30 00
Internet: www.mdr.de
Director General: Karola Wille
Head of Communications:
Susanne Odenthal (acting)



Norddeutscher Rundfunk – NDR

Rothenbaumchaussee 132
20 149 Hamburg
Telephone: +49-40-4 15 60
Internet: www.ndr.de
Director General: Lutz Marmor
Press officer: Martin Gartzke



Radio Bremen

Diepenau 10
28 195 Bremen
Telephone: +49-4 21-24 60
Internet: www.radiobremen.de
Director General: Jan Metzger
Press officer: Michael Glöckner



**Rundfunk Berlin-
Brandenburg – RBB**



Masurenallee 8–14
14 057 Berlin
Telephone: +49-30-97 99 30
Marlene-Dietrich-Allee 20
14 482 Potsdam
Telephone: +49-3 31-97 99 30
Internet: www.rbb-online.de
Director General: Dagmar Reim
Press officer: Justus Demmer

**Saarländischer
Rundfunk – SR**



Funkhaus Halberg
66 100 Saarbrücken
Telephone: +49-6 81-60 20
Internet: www.sr-online.de
Director General: Thomas Kleist
Press officer: Peter Meyer

**Westdeutscher
Rundfunk Köln
WDR**

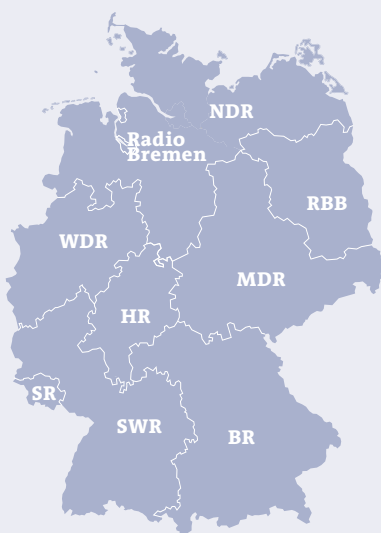


Appellhofplatz 1
50 667 Cologne
Telephone: +49-2 21-22 00
Internet: www.WDR.de
Director General: Monika Piel
Press officer: Gudrun Hindersin

**Deutsche
Welle – DW**



Kurt-Schumacher-Strasse 3
53 113 Bonn
Telephone: +49-2 28-42 90
Internet: www.DW-WORLD.DE
Director General:
Erik Bettermann
Press officer: Johannes Hoffmann



**Südwestrund-
funk SWR**



Neckarstrasse 230
70 190 Stuttgart
Telephone: +49-7 11-92 90
Internet: www.SWR.de
Director General:
Peter Boudgoust
Press officer: Wolfgang Utz

Cooperation inside the ARD is coordinated by commissions, in several of which ZDF holds representation. Individual directors or corporations are responsible for longer-term functions. ARD is represented by appointed individuals in dealings with institutions, such as the European Broadcasting Union (EBU).

ARD has created **independent institutions** for the purpose of carrying out certain **joint tasks**. The major instances are **ARD Degeto** (production and purchase of films), the **German National Broadcasting Archives (DRA)**, the **Institut für Rundfunktechnik GmbH (IRT)**, research and development).

The **ARGE Rundfunk-Betriebstechnik** (ARGE RBT, testing and measuring), the Training Centre **ARD.ZDF medienakademie**, the **SportA**, an agency dealing in sporting rights, and the **Fee Collection Centre (GEZ)** are also managed by ZDF.



WDR/Herby Saxhs

HD Central Production Television at WDR in Cologne

In order to provide the entire population of Germany with radio and television, ARD and its members utilize all the currently available broadcasting technology: closely connected networks of “terrestrial” – that is, earthbound – transmitters, satellites and cable, plus – on an ever increasing scale – the Internet.

Terrestrial transmission of radio broadcasts is still largely analog (FM), whereas for television and other modes of transmission, digital procedures are increasingly being used, such as Digital Audio Broadcasting (DAB and DAB+) and Digital Video Broadcasting (DVB).

All radio channels and all TV channels are transmitted additionally or mainly by **satellite**. The **radio channels** are **digital**, while the **television channels** will be exclusively digital starting in May 2012. “Das Erste” has been broadcasting in HD since February 2010. Furthermore, ARD channels are fed into cable networks. On Internet, mainly all those ARD radio channels that are broadcast in MP3 or other special formats, can be heard.

Broadcasting organizations require extensive studio facilities in order to produce and transmit such a broad variety and scope of programs – from news broadcasts to TV shows. To record and produce outside the studio, mobile broadcasting units or vans outfitted with audio / visual equipment are necessary.

Joint Tasks • Technology

ARD.ZDF medienakademie



gemeinnützige GmbH

Wallensteinstrasse 121

90 431 Nürnberg

Telephone: +49-9 11-9 61 90

www.ard-zdf-medienakademie.de

Deutsches Rundfunkarchiv DRA



Bertramstrasse 8

60 320 Frankfurt

Telephone: +49-69-15 68 70

Internet: www.dra.de

ARGE Rundfunk-Betriebs- technik – ARGE RBT



Wallensteinstrasse 119

90 431 Nürnberg

Telephone: +49-9 11-6 57 30

Internet: www.rbt-nbg.de

Institut für Rundfunktechnik GmbH – IRT



Floriansmühlstrasse 60

80 939 Munich

Telephone: +49-89-32 39 90

Internet: www.irt.de

Degeto Film GmbH

ARD Degeto®

Am Steinernen Stock 1

60 320 Frankfurt

Telephone: +49-69-150 93 49



picture alliance / dpa

**Championship game of the FIFA women's World Cup in "Das Erste": Japan – USA
Saki Kumagai (l), Alex Morgan (r)**

Financial Structure

The cost of production and transmission of radio and television programs is high. Transmitters and studios have to be built and maintained and transmission lines must be hired. Feature films and transmission rights to such activities as sporting events have to be acquired and copyrights must be purchased. Last but not least, the employees and freelancers demand payment for their services.

The public broadcasting corporations receive most of the funding from **license fees** paid by their listeners and viewers. The public financed more than 80 % of the programming produced by ARD broadcasting organizations under state law in 2010. Revenues from advertising, co-productions, co-financing, marketing of programs, etc. accounted for the rest.

Currently, the total license fee for receiving devices amounts to € 17.98 per month. This consists of a basic fee of € 5.76 and a television fee of € 12.22. Of the total amount, the ARD broadcasting corporations receive € 12.51.

Revenues from fees are lower in the smaller broadcasting areas than in the larger ones. In order to be able to provide a uniform level of quality and variety of

programming everywhere in Germany, the ARD member organizations cooperate in a number of ways. In a revenue equalization system, the financially stronger ARD-members support the weaker corporations.

Starting in 2013, fees will be charged independent of the devices being used for viewing/listening. A simple rule will then apply for all consumers: One residence, one fee. Companies and institutions will also be expected to continue their show of solidarity by participating in the financing of the system.

DW receives subsidies from the federal government.

Varying volumes of **advertising** are broadcasted on 33 ARD radio programs and on first channel "Das Erste" before 8:00 pm. The total air time for TV commercials may not exceed 20 minutes per workday, averaged annually.

The ARD public broadcasting corporations have established their own independent companies to handle advertising contracts. These nine companies are all members of the "ARD-Werbung". Their marketing and service firm is the "ARD-Werbung SALES & SERVICES GmbH" (AS&S).

**ARD-Werbung
SALES & SERVICES GmbH (AS&S)**

Bertramstrasse 8

60 320 Frankfurt

Telephone: +49-69-15 42 40

Internet: www.ard-werbung.de



NDR/Dirk Uhlenbrock

Tom Buhrow,
anchorman of the “Tagesthemen” in “Das Erste”

Television

The individual broadcasting corporations under state law contribute to the cooperative program of ARD (“Das Erste”) according to their financial capacity.

Programming is coordinated by a standing committee whose chairperson is the Program Director of “Erstes Deutsches Fernsehen”. He is assisted by coordinators from the various programming areas.

All enquiries from abroad are handled by the Department of International Relations.

The standing committee is advised by the “Programmbeirat”, the television advisory board, whose members are re-

Frank Plasberg, Sandra Maischberger, Günther Jauch, Anne Will and Reinhold Beckmann (from left to right)
presenter of the talkshows in “Das Erste”.

presentatives of the monitoring councils of the individual broadcasting outlets.

ARD has established a **common newscentre operation**, “ARD-aktuell”, at NDR in Hamburg. Its staff produces the three news programs: “Tagesschau”, the German news broadcast that is watched by the most viewers across all age groups, “Tagesthemen” and “Nacht-magazin”.

Other cooperative broadcasts are produced by individual outlets for all members.

The studio facilities in Berlin, the capital of Germany, are utilized by television, radio and the Internet. They also share a network of foreign correspondents. This network, consisting of more than **100 correspondents** in 31 locations, is one of the largest worldwide.

Program Directorate of Erstes Deutsches Fernsehen

Arnulfstrasse 42

80 335 Munich

Telephone: +49-89-59 00 01

Internet: www.DasErste.de

Director: Volker Herres

Press Officer: Silvia Maric

Director Department of
International Relations:

Hans-Martin Schmidt





BR/Barbara Bauriedl

Das Erste • Joint TV Programs

Das Erste offers a wide variety of TV for all viewers: From regular news and sport broadcasts (for example, the German soccer league) to entertainment shows, a variety of series, political magazines, cultural broadcasts, made-for-TV movies, feature films, family programs, religious and musical broadcasts. On workdays, ARD and ZDF broadcast a “Morgenmagazin” and a “Mittagsmagazin”. In the early evening hours on workdays “**Das Erste**” offers a news program followed by two daily soaps and other series and shows of ARD’s own production. In total, ARD broadcasts 24 hours of television programming and a nationwide videotext program daily on its main transmitter chain.

Technically, ARD can reach almost everyone in Germany. In fact, “Das Erste” is watched by 37.8% of all viewers every day. Average viewing time is 28 minutes a day, which represents 13.2% of each viewer’s total television “consumption”.

ARD presents its own program package of **digital television**. Included are all television channels and radio

The “Tatort” team from BR in Munich:
Udo Wachtveitl (l) and Miroslav Nemec (r)

programs from ARD, as well as many interactive services. The joint television channels **EinsExtra**, **Einsfestival** and **EinsPlus** can only be received **digitally**.

The ARD/ZDF children’s channel, **KI.KA**, broadcasts a program without commercials for the youngest viewers.

As a joint project, ARD and ZDF also operate **PHOENIX**, the current affairs and documentary channel.

The cultural channel **3sat** is produced by ARD together with ZDF, Austrian and Swiss television.

The European cultural channel **ARTE** is another joint venture involving the ARD, along with ZDF and ARTE France.

KI.KA

99 081 Erfurt

Telephone +49-361-2 18 18 90

Internet: www.kika.de



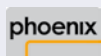
PHOENIX

Langer Grabenweg
45-47

53 175 Bonn

Telephone +49-2 28-9 58 40

Internet: www.phoenix.de



ARD-Koordination

3sat

SWR Funkhaus Baden-Baden

Hans-Bredow-Strasse

76 530 Baden-Baden

Telephone +49-72 21-9 29 29 14

Internet: www.3sat.de



ARTE G.E.I.E

4, Quai du Chanoine

Winterer

F 67 080 Strasbourg Cedex

Telephone +33-3 88-14 22 22

Internet: www.arte-tv.com





RBB/Thomas Ernst

Dieter Moor, live from the Berlinale for RBB Television and "Das Erste"

Regional TV Programs • Radio

With seven **regional programs** aside from the national "Das Erste", the ARD broadcasting corporations demonstrate their regional competence. These programs – **Bayerisches Fernsehen, hr-fernsehen, MDR FERNSEHEN, NDR Fernsehen** (from NDR and Radio Bremen), **rbb Fernsehen, SWR-/SR-Fernsehen** and **WDR Fernsehen** – all broadcast 24 hours a day.

A significant element in some of these programs is the fact that they have their **own news broadcasts**. **Regional information** and entertainment programs are broadcast, along with educational programs and music, cultural and science programs, documentaries, feature films, series, game shows and talk shows.

Cooperation also plays a major role in these programs: All of the outlets are able to expand their program selection through access to a common "program pool".

Technically, these TV-programs reach virtually all of the population within their broadcast areas. All of them broadcast by satellite and can be seen in other regions as well. They account for 13.0 % of the average viewing. At least 35.5 % of all viewers tune into them once a day.

The **ARD radio stations** are involved in a lively exchange of programs.

They cooperate on various co-productions and they produce **four common night time programs**, for which a variety of studios are responsible.

In addition, some of the ARD radio stations produce **programs in different languages** and in German for foreigners living in Germany, which are carried by other regional stations. Funkhaus Europa (WDR with Radio Bremen and RBB) provides **special broadcasts for foreigners**.

Apart from that, each organization offers its listeners its own programming: **four or more programs per broadcast area**.

There are additional channels via DAB and DAB+, Bayern Mobil (BR), MDR KLASSIK, SWR Info, 1LIVE diggi and the WDR traffic channel VERA, for example. The children's channel Kiraka.de (on WDR) and DRadio Wissen are solely web channels.

ARD's radio programs reach 51.2 % of the population every day and account for 54.6 % of all radio use – 101 minutes a day.

The **popular stations** Bayern 1, hr1, Antenne Brandenburg and radioBERLIN 88,8 (RBB), Bremen Eins and SWR1 all broadcast **information, entertainment and music**. Advice and request programs are part of the package, as are

political reports, commentaries and magazine-style broadcasts, all aimed at the broadest possible range of listeners.

The cultural programs hr2-kultur, MDR FIGARO, NDR Kultur, Nordwestradio (Radio Bremen/NDR), kulturradio (RBB), SR 2 KulturRadio, SWR2 and WDR 3 broadcast programs designed for listener groups with special interests. These outlets provide radio plays, features, readings and broadcasts on literature, science and politics. The musical spectrum reaches from classical music to jazz. The **all-music station** BR-KLASSIK offers only “serious” music.

Bayern 2, Antenne Saar (SR) and WDR 5 mainly broadcast the **spoken word**. The spectrum ranges from radio plays and readings to information and also includes school and children’s radio.

and information, as well as pop music. There are also newscasts on the hour, along with traffic reports.

YOU FM (HR), MDR SPUTNIK, N-JOY (NDR), on3-radio (BR), Bremen Vier, Fritz (RBB), 103.7 Unser-Ding (SR), DASDING (SWR) and 1LIVE (WDR) broadcast the latest rock, hiphop, new beat and electronic sounds, catering particularly for **young listeners**. In addition they offer interactive radio with listening audience phone-ins and discussions, short reports and “radio comics”.

Popular “rockfree” music, from easy listening hits to dance music and operettas, as well as entertaining and informative short reports and commentaries are featured on hr4 and WDR 4.

The broadcasting facilities of each state offer **regional entertainment and information programs** par-

“Nichts.
Was im Leben
wichtig ist”,
“SWR2
Radio Play
on Sunday”
with Kostja
Ullmann (l) and
Marlon Kittel (r)



SWR/Monika Maier

B5 aktuell, SWR Info, hr-info, MDR INFO, Inforadio (RBB) and NDR Info – during the day – offer **news and wire service information**, short reports, commentaries and interviews, updated every 15 or 20 minutes.

BAYERN 3, hr3, MDR JUMP, NDR 2, radioeins (RBB), SR 1 Europawelle, SWR3 and WDR 2 all aim at a **younger – or young-at-heart – audience**, with short reports and commentaries, tips

particularly on Bayern 1, hr4, MDR 1, NDR 1, Bremen Eins, radioBERLIN 88,8 (RBB), Antenne Brandenburg (RBB), SR 3 Saarlandwelle, SWR4 and WDR 2.

Deutsche Welle is Germany’s international broadcaster that produces television, radio and online content in 30 languages. It provides a European perspective to its global audience and promotes intercultural dialogue.



Radio • Online

DW-TV is available in German, English, Arabic and Spanish, **radio and online** in 30 languages – from Amharic to Kiswahili and Indonesian to Urdu.

Deutschlandradio broadcasts country-wide 24 hours a day from two stations, one in Berlin and one in Cologne. Both stations concentrate on **news and cultural programming**.

Deutschlandradio

Raderberggürtel 40
50 968 Cologne
Telephone: +49-2 21-34 50
Internet: www.dradio.de
Director General: Willi Steul
Press officer:
Dietmar Boettcher-Frech



For the **Internet** and for **mobile devices** ARD presents websites and features to inform, educate, advise and entertain users. In providing these pages, which are **freely accessible** and open to everyone, ARD helps all residents to become part of the “knowledge society”. Additionally, there are no advertisements or sponsors on the homepages, in contrast to the typical highly-commercialized environment of the web. With its serious, quality content ARD leads the way.

All topics and offerings provided by ARD on the Internet can be accessed at www.ARD.de. This also includes the ARD media library with the video- and radio-on-demand services (ARD Mediathek). For license fee payers, this is an attractive feature.

ARD’s online services also serve as platforms for communication offerings to their users. www.ARD.de is the central portal which leads to the wide variety of offerings from member channels and stations and provides information on current programs, as well as on events and issues from around the world.

In the category “Fernsehen” (TV), **DasErste.de** provides information on program listings and featured personalities of “Das Erste”.

Under “Nachrichten” (news), **tagesschau.de** – which draws upon information from ARD radio and television and from ARD’s international network of correspondents – reports on regional, national and international events are presented even more quickly than on the “Tagesschau” news program.

bourse.ARD.de (stock exchange) presents the latest and most significant developments in the financial world, in the form of radio and television reports from the world’s stock exchanges.

sportschau.de provides news and background information – as well as pictures and multimedia features – from the world of sports.

The ARD Online Coordination is responsible for the seamless integration of all of the online activities of ARD.

ARD Onlinekoordination

Telephone: +49-61 31-929 3 26 88
Internet: www.ard.de

ARD is the abbreviation for “Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland”. Translation: The “Association of Public Broadcasting Corporations in the Federal Republic of Germany”.

The ARD consists of nine independent broadcasting corporations under state law. Their joint task is to provide radio and television to the public in the Federal Republic of Germany. The tenth member of ARD is the international broadcasting service “Deutsche Welle”.

The programming provided by ARD and its member corporations covers a wide range of listener and viewer interests. In keeping with its mandate under law, this includes news, education, culture and entertainment, always taking into account majority and minority interests. The stations in question broadcast regionally, nationally and internationally, as the case may be.

Television programming includes regional focus on the “Third Programs” and general programming on “Das Erste”.

In addition to this, there is the children’s channel, KI.KA, and the current affairs and documentary channel, PHOENIX, (broadcasting responsibility shared with ZDF), 3sat, a cultural channel broad-

cast via satellite, in which the ARD is involved, the European cultural channel ARTE and the program package for digital television, ARD Digital.

Radio programming consists primarily of the stations operated by the individual broadcasting corporations under state law. These stations serve a given state or broadcast region and cater for the needs of specific target and age groups. Some broadcasting corporations also have “regional window stations”.

Deutschlandradio offers three nationwide radio programs.

Radio and TV programs, as well as a multimedia Internet portal, are produced for the worldwide broadcast by the “Deutsche Welle”.

In 2011, around 42.7 million radios and 36.5 million television sets were registered in Germany. Listeners and viewers anywhere in this area can choose from among at least four ARD radio outlets and at least eight TV channels by ARD or joint projects. Via cable or satellite the choice is much greater.

ARD and its member stations present their own Internet pages on news, education and entertainment, which refer back to the content of the respective programs.

IMPRINT

PUBLISHERS

The press offices of the ARD member broadcasting corporations and the program directorate of Erstes Deutsches Fernsehen.

EDITOR

Redaktion ARD-Jahrbuch, DRA, Frankfurt am Main.

COVER

WDR/Annika Fusswinkel.

COMPOSITION, LITHOGRAPHY, GRAPHICS

Peter Wolf, KommunikationsDesign, Hainburg.

PRODUCTION

Druckverlag Kettler GmbH, Bönen.

DATE OF PUBLISHING

1.12.2011

DETAILED INFORMATION ON THE ARD

Consult www.ARD.de and www.ARD.de/intern. In addition, the ARD guidelines 2011/2012 and the ARD report concerning the fulfillment of its assignment 2009/2010 are available for recall at ARD.de/intern.