



WIR SIND DEINS  
**WE ARE YOURS**

## IN THE NETWORK

# TEN BROADCASTERS

Established in 1950, the Association of Public Broadcasters in Germany (ARD) now comprises nine regional broadcasters and one global channel:

> **Bayerischer Rundfunk (BR)**

Bavaria

> **Hessischer Rundfunk (hr)**

Hessian

> **Mitteldeutscher Rundfunk (MDR)**

Saxony, Saxony-Anhalt, Thuringia

> **Norddeutscher Rundfunk (NDR)**

Hamburg, Lower Saxony, Schleswig-Holstein,  
Mecklenburg-Western Pomerania

> **Radio Bremen**

Bremen

> **Rundfunk Berlin-Brandenburg (rbb)**

Berlin, Brandenburg

> **Saarländischer Rundfunk (SR)**

Saarland

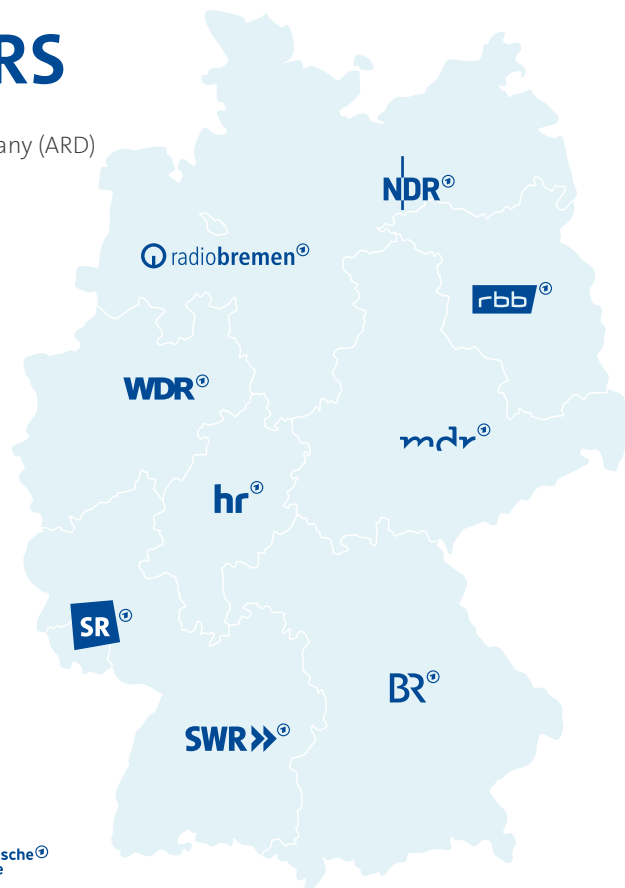
> **Südwestrundfunk (SWR)**

Baden-Wuerttemberg, Rhineland-Palatinate

> **Westdeutscher Rundfunk (WDR)**

North Rhine-Westphalia

> **Deutsche Welle (DW)**





# ARD ALWAYS BY YOUR SIDE

Wherever you go, whatever you need, you'll find something special on ARD. As a Public Service Broadcaster, ARD is directly financed and governed by the public and contributes their lives and our democracy. It serves to inform and entertain, to educate and celebrate our shared culture. With its wide range of programmes, ARD aims to reach everyone in Germany, regardless of background.

This brochure provides an insight into the range of programmes, including TV, radio and online content produced by ARD, and highlights the values that guide our work.

# RADIO THAT'S MUSIC TO MY EARS

Our radio stations are an important platform for Germany's diverse regions. They are everyday companions and provide their users with the most relevant information about their community.

Thanks to their local presence, they convey regional culture and identity while also reflecting national and global events.

To fulfil this objective, we need first-hand information from our teams across Germany and around the world. This is why ARD maintains a global network of more than 100 correspondents who report and analyse international events for radio and television.



## NEWS

Always on, our news channels bring you distinctive, trusted journalism and the latest local and global news.



## CULTURE

The cultural stations report on art, film, concerts, literature and much more – and enable everyone to share the experience on radio.



## YOUTH

The latest music, exciting stories and events for a younger audience on radio, podcasts and social media.

ARD AUDIOTHEK

# EVERY CHANNEL ON ONE PHONE

The ARD Audiothek contains the most important context and information of the day, a wide range of podcasts, reports, radio plays, programmes for children and comedy. Whether as an app, a website or in the car, it brings you the best live and on demand content from ARD stations, whenever you want.

Audiothek

Discover now on [www.ardaudiothek.de](http://www.ardaudiothek.de) and as a free app!



## GENERALISTS

A friend to millions of people every day, our stations inform and entertain with a mix of great music and latest news.



## REGIONAL

Content for where you live – radio stations that deliver cultural identity and value their local area as much as their audiences do.



## DIVERSE

Presenting the world in all its diversity – that is our ambition across the radio network, but especially for our international stations.

# TV QUALITY TV FOR YOU

ARD's nine regional TV channels spotlight the creativity and diversity of Germany's regions. Combining local stories and wider perspectives, they offer a viewing experience that brings the distinctive characteristics of Germany's regions into millions of homes, support and shape regional identity and connect viewers to their communities.

ARD's national programme, Das Erste, offers independent, high-quality content for all age groups and sections of the population. It is ARD's flagship channel on German television, jointly operated by all nine ARD members.



## SUCCESSFUL CRIME

Tatort is the crime series that has had viewers asking the same question every Sunday for more than 50 years: Who did it?



## GLOBAL ENTERTAINMENT

First-class series like Babylon Berlin thrill millions in Germany and are appreciated by audiences worldwide.



## SLEEP ASSISTANT

With his fairy tale stories, the Sandmännchen has been a bedtime treasure for generations of children across the country.

# ARD MEDIATHEK EVERYTHING TO GO



Films, series, documentaries, shows and more: the ARD Mediathek brings together the best TV and video content from our network. More than half the population already access content at home and on the go, including live streams of ARD TV programmes. The ARD Mediathek puts the audience in control. It enables users of all ages to stream our content, wherever and whenever they choose to watch.

**ARD 1 Mediathek**

Find ARD Mediathek on all devices – from phones to flat screen TVs.



## PUBLIC VAR

Not only football enthusiasts, but all sports fans can find the latest news on Sportschau – on their TV, their mobile or tablet and via the app.



## NEWS FLASH

Tagesschau is the most successful news brand in Germany, assessing the most significant news stories for audiences on television, radio and online.



## WORLD-WIDE-VIEW

Reports and analysis from around the world, presented and explained by an extensive network of specialists and correspondents.

## ARD AND MORE

# LET'S NOT DO THIS ALONE

We can be more creative when we work together. That's why the nine regional broadcasters collaborate with each other or with other public broadcasters at home and abroad to produce joint programmes or co-productions.

The news channel provides people with information and analysis on federal and global subjects 24/7.



Designed for children, educational and of the highest quality – that is the children's channel of ARD and ZDF.



The broadcaster that builds knowledge – from astronomy to cement production. For young and old.



From the Bundestag to documentaries to talk shows – phoenix analyses contemporary history.

Films, the latest series and new music. ONE is ARD's fiction and entertainment channel.



The Franco-German cultural channel shows European life and cultural heritage across borders.



The young online channel from ARD and ZDF with innovative programmes for the 14 to 29 demographic.



Culture, science and education – that's what 3sat delivers. Produced in Germany, Austria and Switzerland.

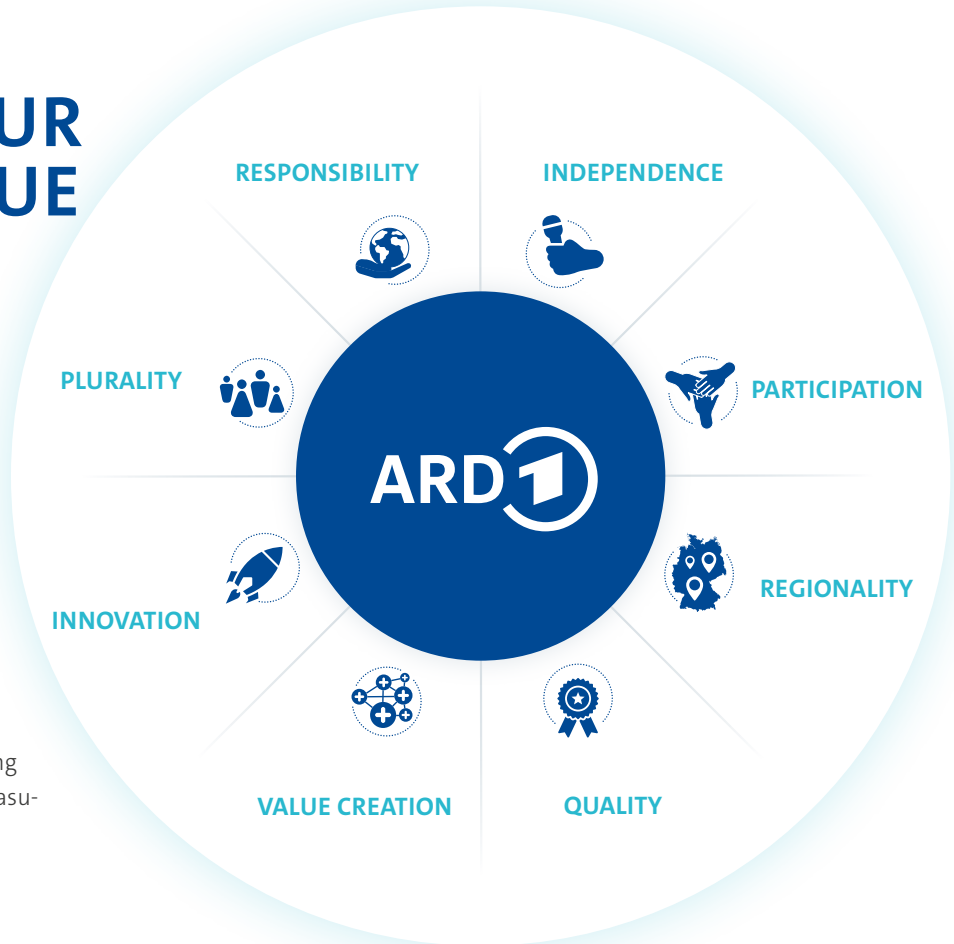


ARD

# SHAPING OUR PUBLIC VALUE

ARD serves society. This responsibility constantly guides our work. It enables us to fulfil our democratic, social and cultural mission in the most effective way and is the benchmark for all that we do on behalf of this country's citizens. Eight values describe our contribution to society in Germany – our public value. Crucially, they represent what we demand of ourselves individually and collectively.

The following pages will show how ARD and its member organisations bring these values to life in lasting and measurable ways.



# ON BEHALF OF SOCIETY INDEPENDENCE

**In times of uncertainty and spreading falsehood, independent and trustworthy media are invaluable. That's why I like to rely on public service media like the tagesschau.**

SAMUEL GROESCH, MAINZ

Almost 600 representatives of the broadcasting and administrative boards control ARD and its member organisations. They represent the interests of the general public – from farmers to digital specialists, from teachers to state politicians.



Tagesschau is the most trustworthy German news source – on tv and online. The 8 p.m. edition alone is watched by 9.45 million people every day.



# ONE ARD FOR ALL PARTICIPATION

1.853 hours of ARD programmes were broadcast in German Sign Language last year. The share is being steadily increased.



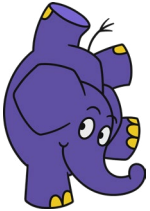
Hamburg's Elbphilharmonie concert hall or Schwerin Castle: on their website, NDR offers information on the most popular destinations in the north in plain language – as text or audio. This allows more people to participate in the history of these places.

**For around 80,000 deaf people in Germany, sign language is what makes access to the programme possible in the first place.**

FATMA HAZIRI, POTSDAM

BEST CONTENT WITH ITS OWN PROFILE

# QUALITY



Our children's programmes stand for fun, entertainment and valuable content – without commercials. Today, children can gain their first programming experience on the [programmieren.wdrmaus.de](https://programmieren.wdrmaus.de) website.



Podcasts such as Tagesschau's "11KM" give users a dive deep into topics that matter to them.

ARD's Audiothek offers more than 100,000 podcasts curated and catalogued across all themes.

**I like the mouse, the elephant, the duck, and Shaun the sheep. But my favourite thing is when they explain to me how something works.**

ANNA STADELMANN, HARBURG



## CLOSE TO OUR COMMUNITIES

# REGIONALITY

**SPORT**<sup>mdr</sup>  
**IM OSTEN**

The sports programmes on the third channel are more than just the Bundesliga: MDR's "Sport im Osten" gives athletes and clubs a local stage and communities the chance to cheer them on.

"Sport im Osten" and football in the East have been closely connected for many years. MDR's coverage of the regional league is remarkable in terms of quality and scope and is probably unrivalled.

RALPH GRILLITSCH,  
FC CARL ZEISS JENA

"rbb24" or "WDR aktuell": ARD's regional apps deliver the most important local information and background information to your smartphone – anywhere, anytime.



AS DIVERSE AS SOCIETY ITSELF

# PLURALITY

To show Germany as it is, we need diverse editorial teams. The talent workshop "WDR grenzenlos" promotes the diversity of ARD and thus enriches the country and its people.

VASSILI GOLOD, KYIV



Talent workshops such as "WDR grenzenlos", the "rbb Sommerakademie" or "MDR fresh" promote diversity at every level of our organisations. ARD aspires to be as diverse as society itself.

The ARD Mediathek offers users our full range of channels and exclusive content. More than 200,000 videos are available on demand.

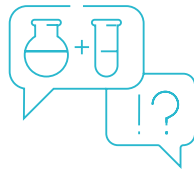




# ROBUST AND RESILIENT INNOVATION

ARD cooperates with more than 90 scientific organisations.

In addition to innovation projects, the focus is also on recruiting talented young journalists and technicians.



The "Audiothek on the move" feature was specially developed for car journeys. It offers personalised recommendations through the car's entertainment system - like audio content on interesting places and stories on your journey.



**SWR is a good example of the future-orientation of society here in the south-west.**

**Our students at Hochschule Offenburg also benefit from the numerous innovation projects initiated by the broadcaster, as they are given opportunities for internships, final theses and often their professional future at SWR.**

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PROF. DR. STEPHAN TRAHASCH,  
OFFENBURG

## ENDURING COMMITMENT TO PUBLIC SERVICE

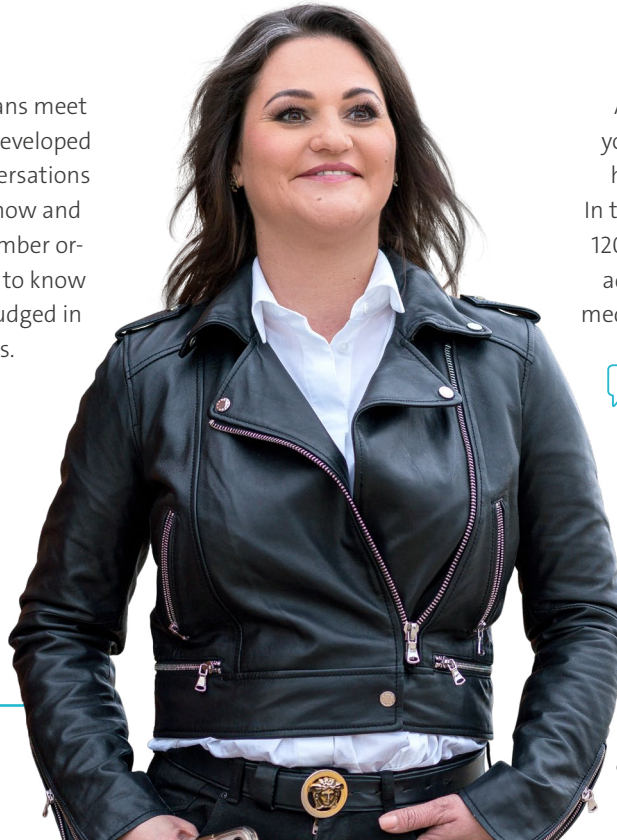
# RESPONSIBILITY



Formats like "Russian-Germans meet SWR", which has now been developed into a series, aim to get conversations going, enabling people to know and understand ARD and its member organisations better. We want to know how we are perceived and judged in different social groups.

**Dialogue and exchange are important – especially in these times. I think it's great that SWR, as a public broadcaster, has sought dialogue with us Russian-Germans and that we keep in touch.**

OLESJA ROMME, LAHR



At the Youth Media Day, young people learn on site how journalism is made. In total, ARD offers more than 120 projects for children and adults to learn how to use media safely and thoughtfully.





## ADDED VALUE FOR THE COUNTRY

# VALUE CREATION



➤ **21.000 JOBS**

ARD is an important and reliable partner for the German creative industries. In this sector alone, it secures more than 21,000 jobs - outside its own organisational structure.

Collaborating with Die Welt or Süddeutsche Zeitung on research, being active in the “International Fact Checking Network”, and through other joint initiatives, ARD works together with other media companies to advance research and products.



**With our production company, we are part of the Central German media landscape. MDR makes many great and high-quality productions for children's programmes possible in this country that would otherwise not exist in this country.**

ANKE KOSSIRA, LEIPZIG



## ABOUT ARD: ORGANISATION

# FEDERAL MEDIA NETWORK

ARD stands for „Association of Public Broadcasting Corporations in the Federal Republic of Germany“. This consortium includes nine self-governing regional broadcasters serving Germany's 16 federal states and airing approximately 250 hours of television and 1,500 hours of radio programming per day. It also provides online services and teletext. The tenth consortium member is Deutsche Welle, Germany's state-funded international broadcaster.

### COOPERATION WITHIN THE CONSORTIUM



ARD members work together in commissions and working groups, with joint institutions taking on specific tasks. These include ARD Degeto, which is responsible for film production and acquisition, the ARD Capital Studio in Berlin, which reports on nationwide politics, and the German Broadcasting Archive Foundation (DRA). Every year, ARD appoints the Director-General of one of its members to chair ARD for 12 months. This Chairperson is supported by the ARD Secretariat-General in Berlin, particularly in relation to media policy issues.

### FUNDED AND OVERSEEN BY THE GERMAN PUBLIC



ARD members are independent public service institutions, providing diverse content, promoting social discourse, and ensuring free speech through all of their radio, television and online programmes. This public asset is funded by a monthly licence fee, which is paid by nearly all households. This licence fee scheme allows ARD to produce programmes that are independent of commercial or political interests, thereby ensuring credible, legitimate and reliable information. As such, ARD can be said to belong to civil society, with representatives of key social groups sitting on broadcasting and administrative boards; monitoring editorial decisions and economic efficiency.

## LEGAL REMIT OF ARD



ARD's remit is laid down in the founding articles of the nine broadcasting corporations and, at national level, in Section 26 of the German Interstate Media Treaty (MStV), which also determines the number of channels. ARD's mission is to inform, educate, advise and entertain. Radio, television and online programmes offered by ARD are accessible to people with disabilities and available universally.

This ensures that all social groups in Germany, irrespective of their age, can benefit from news, drama, documentaries, sports programmes, radio broadcasts and concerts. ARD and its affiliates produce a range of content that is at the heart of German culture and media - offering diversity, originality and quality at local, regional and national level.

## FEDERAL CONSTITUTIONAL COURT

EXTRACT FROM THE RULING OF THE FIRST SENATE  
DATED 18 JULY 2018 (1 BVR 1675/16 - RN. 80)

„In the light of these developments\* it is becoming increasingly important for subsidised public service broadcasting to focus, by providing authentic, carefully researched information, on the key task incumbent upon it, namely:

- to distinguish between fact and opinion
- not to provide a distorted representation of reality
- not to emphasise the sensational
- but rather, to provide a counterbalance that ensures diversity and offers guidance.“

\* Explanatory note of the editors: this refers to the increasing difficulty in separating fact from opinion, and content from advertising. It also refers to doubts about the trustworthiness of sources and judgements which have become more prevalent in this age of social media and platform economies.



Mediathek



Tagesschau



Sportschau



Audiothek



KiKA

## CURIOUS FOR MORE?

Has our brochure sparked your interest? On this page, we have put together the most important links so that you can dive straight into our programme or find out more about ARD and its structure.

[www.ard.de](http://www.ard.de)

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