



Wir sind deins.



**ARD**



THERE FOR YOU



## 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.

### 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 11 of the German Interstate Broadcasting Treaty (RStV), 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 an integral part of the German media landscape – offering diversity and quality at local, regional and national level.

### FUNDED AND OVERSEEN BY THE GERMAN PUBLIC



ARD members are independent public service institutions, providing diverse content, promoting social discourse, and ensuring freedom of opinion through all of their radio, television and online programmes. This public asset is funded by a monthly licence fee of EUR 17.50, which is paid by nearly all households. Such a 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, and monitoring editorial decisions and economic efficiency.

## 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.

## NINE REGIONAL BROADCASTERS IN THE NETWORK

Established in 1950, ARD today comprises nine regional broadcasters:

- > **Bayerischer Rundfunk (BR)**  
Bavarian Broadcasting Corporation
- > **Hessischer Rundfunk (hr)**  
Hessian Broadcasting Corporation
- > **Mitteldeutscher Rundfunk (MDR)**  
Central German Broadcasting Corporation  
(Saxony, Saxony-Anhalt, Thuringia)
- > **Norddeutscher Rundfunk (NDR)**  
Northern German Broadcasting Corporation  
(Hamburg, Lower Saxony, Schleswig-Holstein,  
Mecklenburg-Western Pomerania)
- > **Radio Bremen**  
Bremen Broadcasting Corporation
- > **Rundfunk Berlin-Brandenburg (rbb)**  
Berlin-Brandenburg Broadcasting Corporation
- > **Saarländischer Rundfunk (SR)**  
Saarland Broadcasting Corporation
- > **Südwestrundfunk (SWR)**  
South-western Broadcasting Corporation  
(Baden-Wuerttemberg, Rhineland-Palatinate)
- > **Westdeutscher Rundfunk (WDR)**  
Western Broadcasting Corporation (North Rhine-Westphalia)



## ARD THERE FOR YOU

ARD exists to serve German society. This mission underpins all we do. Our public broadcasting network offers free access to information, education, culture and entertainment to everyone in Germany. Reflecting the diversity of German society, ARD's content portfolio is instrumental in promoting social cohesion. By fulfilling our mission, we contribute to improving society.

In this brochure we would like to highlight the values that guide us and give some examples of how we embody them in our programmes and beyond.

- UNIVERSALITY**  
CONTENT FOR EVERYONE
- INDEPENDENCE**  
PUBLIC FUNDING FOR AN INDEPENDENT ORGANISATION
- EXCELLENCE**  
JOURNALISTIC EXCELLENCE AND DISTINCTIVE CONTENT
- PLURALITY**  
AS DIVERSE AS SOCIETY ITSELF
- REGIONALITY**  
CLOSE TO PEOPLE
- INNOVATION**  
RELIABLE IN A CHANGING WORLD
- ADDED VALUE**  
PARTNERSHIP WITH MEDIA, CULTURE AND SCIENCE
- ACCOUNTABILITY**  
TRANSPARENT AND SUSTAINABLE



## UNIVERSALITY CONTENT FOR EVERYONE

As a broadcaster working for the benefit of society, we bring together people and opinions, create shared memories and promote cohesion within our country. Universal access to our content is an important foundation for ensuring that relevant topics in Germany are within everyone's reach.

## EXCELLENCE JOURNALISTIC EXCELLENCE AND DISTINCTIVE CONTENT

High quality journalism and distinctive programming are our hallmarks. We help people navigate today's information society by providing up-to-the-minute coverage, in-depth reporting, and documentaries. Our programmes inspire, entertain and spark action. We tell stories that reflect the life and culture of our country in a way that no other media provider does. At the same time we are cosmopolitan and open to both the new and unknown.



## INDEPENDENCE PUBLIC FUNDING FOR AN INDEPENDENT ORGANISATION

ARD is a public asset. It is therefore our responsibility to report on important political and social events in a balanced, impartial and comprehensive manner that reaches everyone. Public funding, coupled with oversight by society through supervisory boards, ensures that reporting is reliable, fair and free of political and commercial influences.



## PLURALITY AS DIVERSE AS SOCIETY ITSELF

ARD's content reflects the diversity of our country and its people, responding to their needs and expectations, whether it be news or sports, satirical shows or comedy, film or radio drama, pop music or classical concerts. We strive to offer the German public something to identify with.

## REGIONALITY CLOSE TO PEOPLE

ARD's nine regional broadcasters are deeply rooted in their respective region, providing an authentic reflection of the country – its local traditions, mindset, unique characteristics and everyday life; from the island of Amrum in the north to the Zugspitze mountain in the south. We enrich the cultural life of people where they are at home. As an integral part of daily life, our channels ensure that the voice of every region can be heard.



## ADDED VALUE PARTNERSHIP WITH MEDIA, CULTURE AND SCIENCE

We work in close partnership with other media and cultural stakeholders in Germany and provide key support to the creative industries. This is because we commission services almost exclusively from within our own country. Broadcasting programmes is our core service. But we also contribute to many other areas of life, for example by supporting young talent, promoting media skills and engaging in many other cultural and media partnerships.



## INNOVATION RELIABLE IN A CHANGING WORLD

For decades, we have leveraged new technology to benefit our audience. Innovative devices and multimedia products enable us to work even more cost-effectively and achieve a higher level of success. But we go further than just upgrading our technology; we also work to develop novel journalistic formats and means of creative expression.

## ACCOUNTABILITY TRANSPARENT AND SUSTAINABLE

We aim to deliver maximum value with the financial resources entrusted to us, and to be fully transparent about how we do it. Close communication with our audience helps us to improve our services. And we constantly review what we do and learn from our mistakes, so that we will be able to continue to fulfil our remit in the future.



## ABOUT ARD: RADIO RADIO PROGRAMMES

Radio is an attractive and relevant mass medium that accompanies our everyday lives. Audience feedback demonstrates year after year that ARD radio channels remain as popular as ever. Eight of the ten most listened to radio programmes in Germany are broadcast by ARD. ARD's 64 regional radio stations are in tune with what people want, offering news, culture, fact and entertainment – from the region, for the region.

### WHAT MAKES ARD PROGRAMMES SPECIAL

Every day over 7 million people – more than one in ten – listen to at least one of ARD's several cultural and information stations. Only public broadcasting offers such wide-ranging cultural programming, with news broadcasts, radio plays, features, cultural reports, educational programmes, articles, reportage, debates and interviews, reviews and tips, as well as a broad range of classical music and much more.



### A HIT WITH YOUNGER AUDIENCES

Some 6 million listeners under the age of 30 tune in to an ARD programme every day. ARD offers radio channels which specifically address younger audiences, entertaining them and keeping them informed about social and political issues. Through special initiatives and programmes, these channels promote creative talent and local artists who are not part of the international mainstream.

### CONTRIBUTING TO SOCIAL DISCOURSE

Those who listen to ARD's information programmes know what is happening in their region, in Germany and in the world. Well-established regional reporting is an integral part of ARD's radio offering, with regional issues and areas of interest often making up around half the coverage. In addition, ARD's information programmes shine a spotlight on regional politics, following the day's political stories in every region as they unfold.

### SUPERIOR NOISE-FREE SOUND QUALITY

DAB+ transmits audio signals and additional multimedia services digitally using antennae. This radio standard ensures clear, stable quality and does not rely on internet connectivity, meaning that DAB+ would remain available even in the event of a network overload. ARD is a driving force in expanding the use of DAB+, thereby contributing to diverse, modern and sustainable digital radio for German listeners.

### TRAFFIC BROADCASTS AND TRAFFIC TELEMATICS

ARD's traffic newsrooms deliver information to more than 33 million navigation devices in Germany. This means that ARD radio is the largest provider of TMC-coded traffic reports worldwide. The TPEG transmission format uses DAB+ digital broadcasting technology to broadcast more precise traffic information. The majority of navigation device manufacturers use the information supplied by ARD.

### MUSIC ENSEMBLES AND MUSIC EDUCATION

The regional broadcasters' orchestras, choirs and ensembles also deserve a special mention for the role they play in the early musical education of children and young people. Across Germany, there are hundreds of cross-media projects in nurseries and schools through which pupils can actively engage with music, learn new skills, and discover or develop their talents.



## ABOUT ARD: TELEVISION REGIONAL CHANNELS

The regional channels of ARD's nine broadcasters provide local information, services and entertainment programmes.



### CLOSE TO PEOPLE AND EVENTS

ARD maintains a unique network of regional broadcasting centres, studios and local correspondents to reflect the diversity of each region. They report for the television programmes broadcast by BR, hr, MDR, NDR, Radio Bremen (jointly with NDR), rbb, SR (jointly with SWR), SWR and WDR. About one third of the population in Germany tunes in on a daily basis.

### BROADCASTING POLITICS AND CULTURE

The regional channels report on local political matters and focus on local culture and traditions. The vast majority of airtime featuring original content covers politics and society. Original content is consistently broadcast during the most popular viewing times, when the public is particularly keen to view regional programming.



### TELEVISION CONVEYING A LOCAL IDENTITY

By systematically prioritising regional content, ARD is providing a contemporary response to an increasingly fragmented society, and the desire for a strong local identity in a globalised, ever more complex world – without excluding global events.



### PARTICIPATION CREATES CONNECTION

The regional channels encourage audience participation, for example through phone-ins, and provide other opportunities for involvement and connection. This is particularly true of afternoon programmes, which highlight regional topics and invite in local experts.

### TWO PILLARS FOR SUCCESS

The success of the regional channels is based on popular broadcasts in the late-afternoon and early-evening slots, which offer information and services with a strong regional focus. In addition to this there are popular programming highlights such as event broadcasts and special programmes covering incidents within the region, which feature extensive, cross-media reporting.

### CROSS-MEDIA OFFERINGS FOR ALL CHANNELS

The regional channels also pursue a strong cross-media strategy. Content makers no longer create material exclusively for television, radio or the internet. Instead they design the same story for multiple platforms. Online offerings range from regional news apps to information accompanying television and radio programmes.



## ABOUT ARD: TELEVISION COLLABORATIVE PROGRAMMES

ARD's success as a national brand is based on regional broadcasters collaborating on programme production and design.



Das Erste

ARD's national programme, Das Erste, offers independent, high-quality content for all age groups and segments of the population. It is ARD's flagship channel on German television, jointly operated by all nine ARD members. Generations of viewers have considered it to be the epitome of credibility and expertise.

- › Some 48 million people tune in to Das Erste every week.
- › It is considered to provide the highest-quality programming on German television.
- › Its broadcasts promote an interest in politics and stimulate discussion.
- › Its annual output is made up of about 42% informational content and about 38% fictional content.
- › Sports are also strongly represented, covering more than 50 different types.

**ARDText**<sup>1</sup>

ARD Text provides condensed news on current affairs, sports and general-interest topics. Teletext accompanying Das Erste is frequently used, and highly rated and valued. In addition to ensuring that hearing-impaired viewers have access to content through subtitles, which are frequently live, it also offers a weekly news summary in simple language.



**one**<sup>1</sup>

Within the ARD family, ONE is a drama and entertainment channel with a young, fresh approach aimed at 29 to 49-year-olds. Of its programming, which comprises film, entertainment and events, its drama series are the most noteworthy and successful.



**alpha**<sup>1</sup>  
ARD Bildungskanal

ARD-alpha is a unique channel focusing solely on education, combining the best science and knowledge formats of the ARD family. Adults are not the only ones who value ARD-alpha's content – its family-viewing shows are also popular with children. The channel gives explanations, helps put information into the right context, and provides background information.



**tagesschau**<sup>1</sup> **24**

News channel tagesschau24 keeps viewers abreast of the latest political, economic, cultural, sports and science news. It also offers magazine programmes, talk shows, reportage and documentaries. tagesschau24 is developing new cross-media information formats while also driving technical innovation.



## ABOUT ARD: ONLINE JOINT ONLINE OFFERINGS

In an online world dominated by commercial offerings, ARD provides trustworthy journalism unencumbered by the constraints of advertising and sponsorship. ARD's online world comprises a broad range of topics such as news, sports and business, as well as shows about the arts and documentaries, to name but a few. It also gives access to ARD's central catch-up services, ARD Mediathek and Audiothek.



### ARD MEDIATHEK

ARD Mediathek provides live-stream television and radio programmes, and access to TV and radio broadcasts on demand from all of ARD's offerings. ARD Mediathek is accessible using the browser on any device. It is also available as an app for on-the-go viewing, as well as for smart TVs.

### ARD AUDIOTHEK

This audio library showcases the best of radio programming for online catch-up listening. It pools first-rate content from all of ARD's radio stations as well as Deutschlandradio, including radio dramas, comedies, documentaries or features. All audio files are available for easy download so listeners can enjoy them on demand, wherever they are.

### ARD AT YOUR FINGERTIPS

ARD offers many apps that further reflect the quality and diversity of our programmes. For example, TV and radio broadcasts can be live-streamed, while a range of information, media education programmes, and video and audio contributions can be accessed at any time using mobile devices. In addition, social media channels offer many ways of communicating with ARD.

### ARD.DE

All of ARD's varied content can be accessed through the ARD.de platform, which also links to ARD Mediathek. This online portal provides access to all of ARD's online offerings, categorised under several topics. The editorial staff of ARD.de share information about ARD's programmes on social media and communicate daily with the platform's users.



### TAGESSCHAU.DE

ARD's central news portal provides reliable information about national and world events, and is also available as an app for smartphones and tablets.



### SPORTSCHAU.DE

Nationwide sports news and background reporting, featuring multimedia formats and an extensive page with sports results.

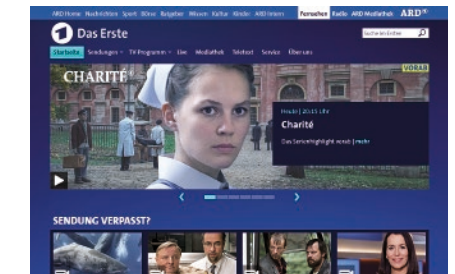


### BOERSE.ARD.DE

Independent, up-to-date and detailed information on business and financial markets.

### DASERSTE.DE

Broadcasts on demand, livestreaming, information and background details on programmes as well as opportunities to interact with programmes.



## ABOUT ARD: TELEVISION & ONLINE PARTNERSHIP PROGRAMMES

ARD produces four programmes, as well as an online platform for younger audiences, as part of a joint venture with other German and European public broadcasters. ARD is also a member of the European Broadcasting Union (EBU), with which it organises and broadcasts various events, including the Eurovision Song Contest.



ARD and ZDF's joint children's channel, KiKA, provides information, education, advice and entertainment for children. Its aim is that television should not only be fun but also educational. Its fresh, diverse and innovative content makes KiKA the most popular children's channel for pre-school children, with a market share of 26.3% in 2017. Amongst three to 13-year-olds, the market share was 18.3% for the same period.



funk, ARD and ZDF's content network, has been online since October 2016. Its target audience of 14 to 29-year-olds ranges from students to young professionals, which is why funk produces different formats aimed at people with a variety of interests. Content is mainly distributed via third-party platforms like YouTube, Facebook, Instagram and Snapchat.



ARTE, a pan-European cultural channel, promotes dialogue and mutual understanding across the Continent. It places a premium on cultural diversity and multilingualism. ARD and ZDF deliver around 40% of ARTE's programming, with ARTE France providing a further 40%. 20% is supplied by ARTE G.E.I.E in conjunction with public broadcasters from Belgium, Austria, the Czech Republic, Switzerland, Finland, Greece and Italy.



ARD and ZDF's current-affairs and documentary channel places a particular emphasis on detailed, analytical and nuanced reporting. Live events are closely interwoven with documentaries, discussion programmes and digital media offerings. It is also responsible for providing an authentic portrayal of how political institutions and democratic processes work.



Culture, science and education are the ingredients of 3sat, produced jointly by ZDF, ARD, Austria's ORF and Switzerland's SRG. It provides viewers from Germany, Austria and Switzerland with a wide spectrum of cultural programmes, ranging from everyday events to background topics, covering literature, film, art, satire, architecture and music.



# Wir sind deins. **ARD**<sup>1</sup>

BR HR MDR NDR Radio Bremen RBB SR SWR WDR



## LEGAL NOTICE

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