

Advertise worldwide with  
the “Made in Germany” effect





## Deutsche Welle – Made in Germany, respected around the world

For more than 60 years, DW has been Germany's leading provider of international information, contributing a German and European perspective to global events. Our international audience values the quality, credibility and relevance that we provide. DW's smart, quality programming contributes to an attractive advertising environment. The "Made in Germany" effect makes us unique in the international media landscape and provides you with added value.

## DW is known all over the world for...

- providing quality information from Germany – on TV, online and on mobile devices
- news and television programming covering economics, politics, culture and lifestyle
- quality journalism and analysis that is sustainable and objective
- regionalized content
- five 24-hour television channels
- online and mobile services in 30 languages



## An exclusive group

Our target audience understands quality. They are wealthy, educated individuals with high standards. They expect media to go beyond just being “good” by providing them with premium, personally-relevant content. Our audience is made up of global leaders in business and politics from a financially strong, influential demographic. They are opinion leaders with buying power – an interesting and clearly-defined group that we reach with precision.

## Target audience

- International decision makers
- Financially strong professionals – business owners, managers, attorneys, doctors, etc.
- Opinion leaders and active participants in the political process

## Facts\*

- 83 percent value DW as a reliable partner
- 90 percent value DW's high-quality journalism
- The target audience knows more about Germany and German business and culture
- The target audience has a positive attitude regarding Germany and the German economy

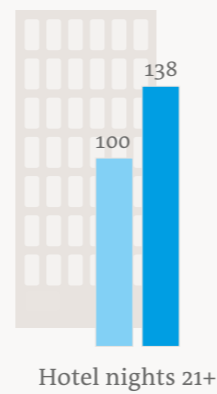
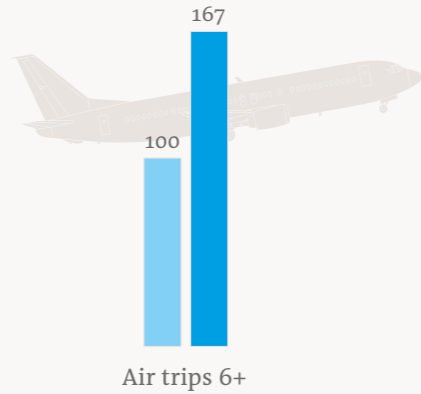
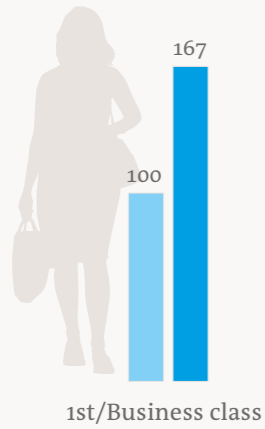
\* Source: DW Market and Media Research 2012



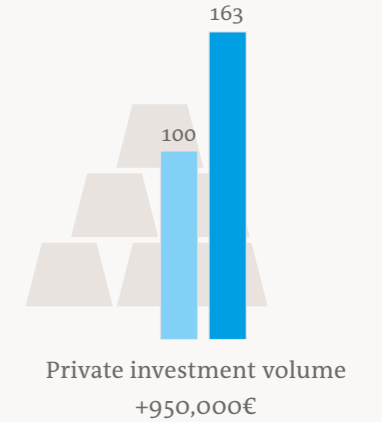
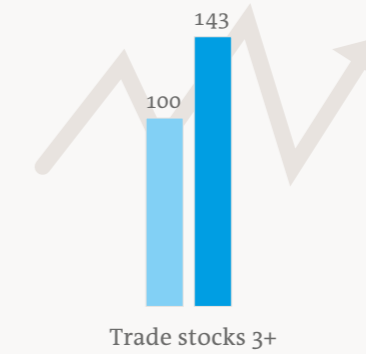
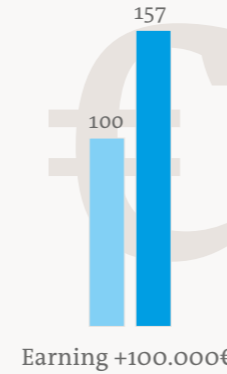
# DW viewers...

■ Average of affluent individuals     ■ Monthly DW TV viewer  
 IPSOS Affluent Survey 2015, representative of top earners over 18 years old from 21 European countries

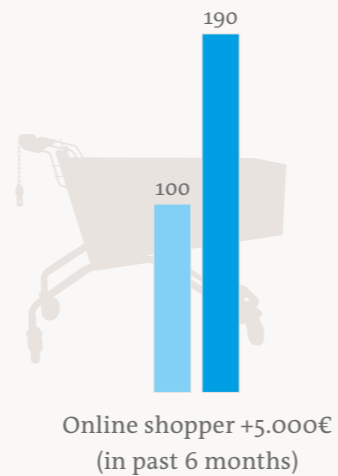
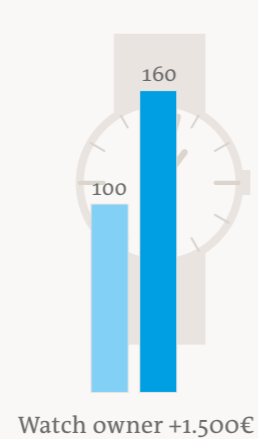
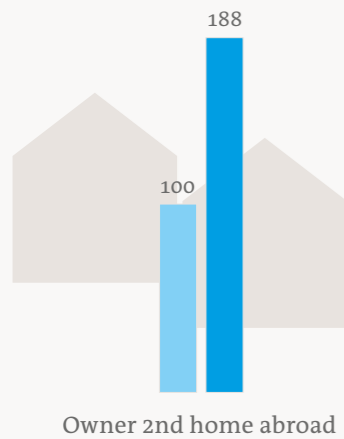
... **travel regularly** – more than BBC World News, CNN, euronews, France24, TV5Monde and Sky News-viewers



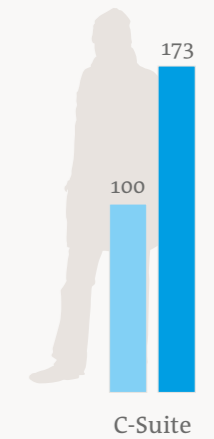
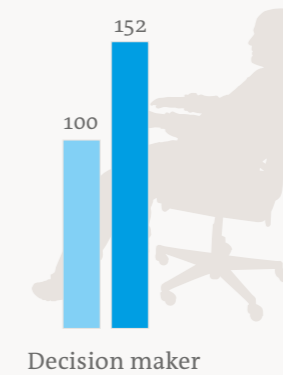
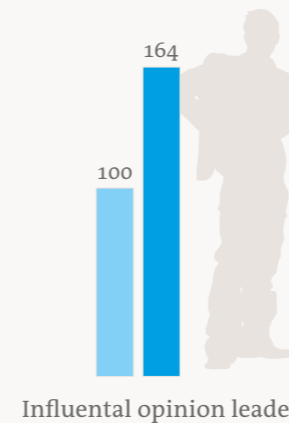
... **have disposable income** – more than BBC World News, CNN, euronews, France24, TV5Monde and Sky News-viewers



... **value luxury** – compared with BBC World News, CNN, euronews, France24, TV5Monde and Sky News-viewers



... **are business-oriented** – compared with BBC World News, CNN, euronews, France24, TV5Monde and Sky News-viewers





The background image shows a grand, ornate restaurant interior. A balcony with a decorative wrought-iron railing and gold leaf accents overlooks a dining area. A large, multi-tiered chandelier with pink glass shades hangs from the ceiling. The walls are covered in intricate gold leaf patterns and murals. A waiter in a white shirt and dark tie is visible on the balcony, and another is in the dining area below. The lighting is warm and ambient.

## The right target audience for your message

We will ensure that your advertising hits the mark with our diverse target audiences all over the world. Our five 24-hour television channels in four languages and our online services in 30 languages comprise a multimedia network that spans the globe. DW's attractive programming environment presents the perfect platform for your message. Our content is globally relevant and really hits home with regionally-focused analysis covering important issues.

## Facts – TV

- Nine satellites covering our broadcasting regions worldwide
- Five individual 24-hour TV channels in four languages: English, German, Spanish, Arabic
- Reaches 361 million households worldwide
- A weekly audience of 50 million for all television content
- More than 20 unique TV formats/productions
- Weekly production of over 40 TV programs
- Daily production of 1,400 broadcasting minutes

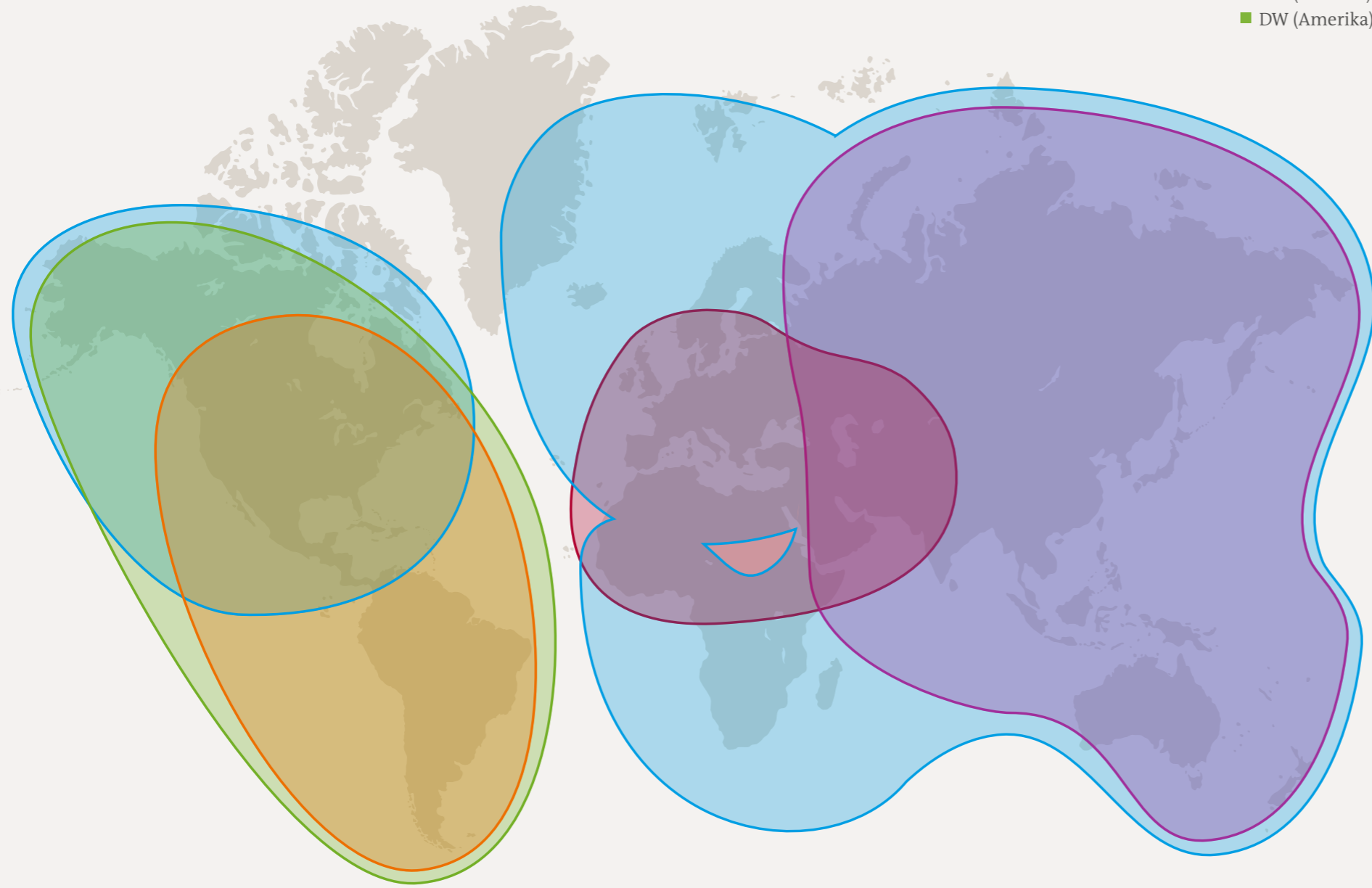
## Facts – Online and mobile Services

- Internet content in 30 languages
- Live-streaming via dw.com and the DW app
- All programs and segments available online on the DW Media Center
- Approximately 120 million page impressions per month



# Our global television network

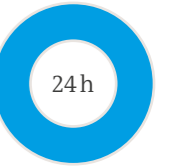
- DW
- DW (Arabia)
- DW (Latinoamérica)
- DW (Deutsch)
- DW (Amerika)



DW – the English channel – is on air 24 hours a day around the globe

For Europe, Asia, the Arab world and Latin America, programming is adapted to regional languages

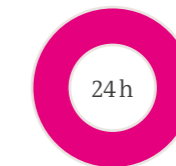
**DW**  
24 hours in English  
nearly global coverage



**DW Arabia**  
24 hours in Arabic

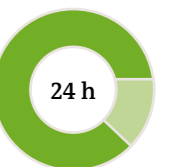


**DW (Latinoamérica)**  
24 hours in Spanish



**DW (Deutsch)**  
24 hours in German

**DW (Amerika)**  
20 hours in German  
4 hours in English





## Our reputation is your advertising advantage

Studies prove:

- If the source of a message is reliable, the advertisement will have more credibility with target audiences
- Strong brand values, a good reputation and programming quality will actively contribute to giving your message a positive image

### “Made in Germany” means effective advertising

DW can offer you a decisive competitive advantage with the tradition of a proven brand image. The “made in Germany” effect represents a standard that is embodied by the credibility and precision found in every DW production.

This highly-valued, globally-recognized designation of origin cannot be reproduced by the competition. Here is where we stand out, offering truly unique added value to your advertisement with effective global results.

### The German way to produce content

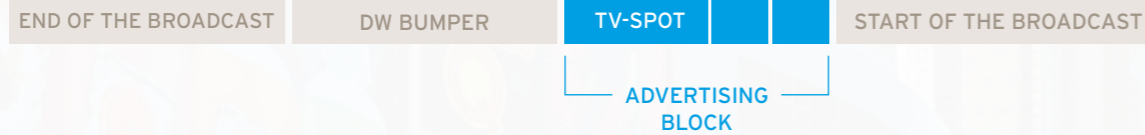
- Serious journalism that makes a lasting impression with depth and relevance
- Over 60 years of credibility, objectivity and reliability
- The highest level of journalistic quality and responsibility
- Social responsibility put in practice through a global commitment to media development, freedom of opinion and human rights



## The TV Spot – Classic and effective

Whether stand alone, via cross media or with production assistance, DW offers a range of TV advertising options for every budget which can be individually adapted to fit your communications strategy.

- TV spots create instant brand recognition
- TV spots have a lasting effect and help build a strong brand image
- TV spots increase consumers' buying incentive
- TV advertising can turn a brand into a discussion



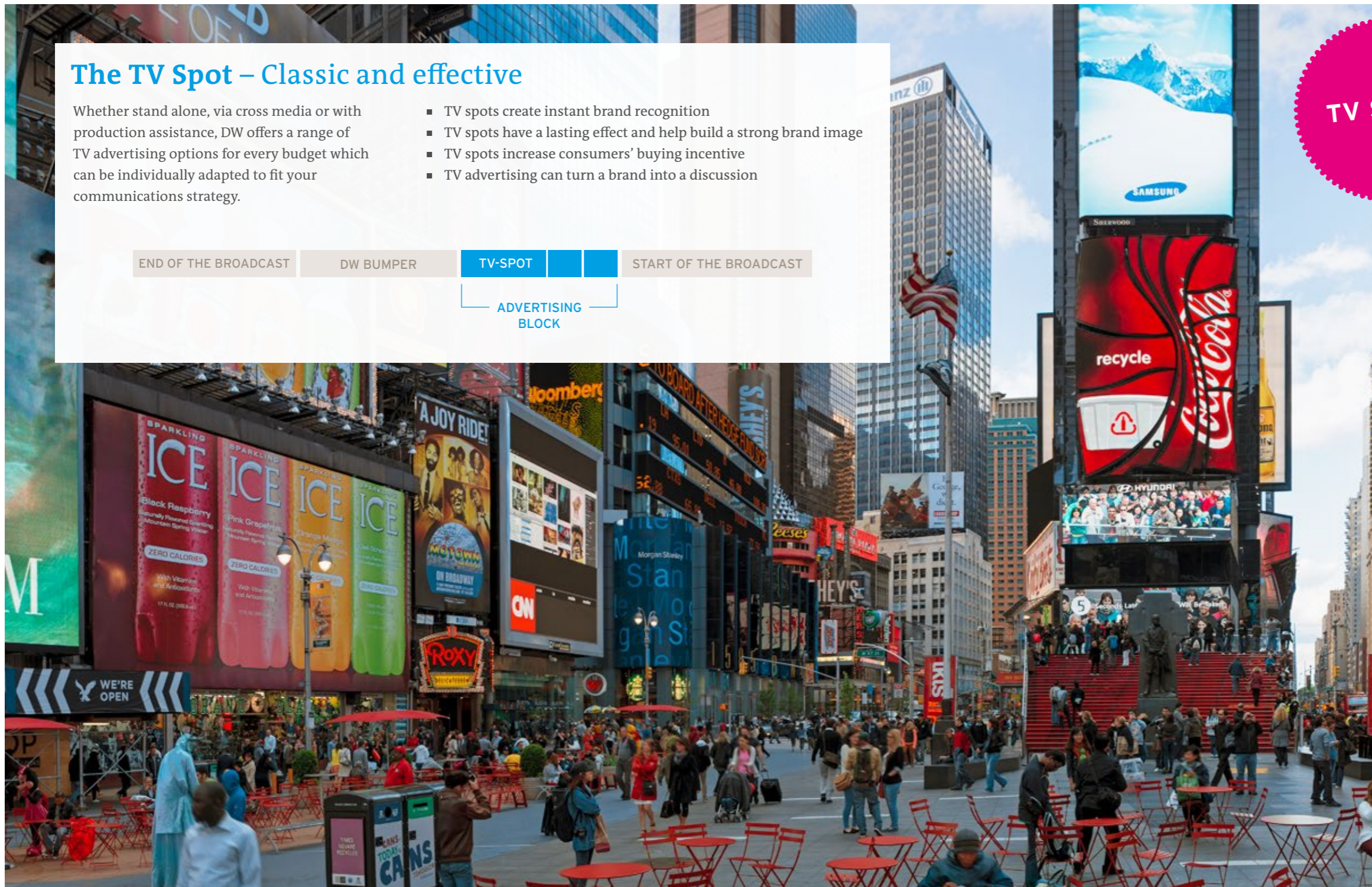
TV SPOT

## What you get with TV spots on DW

- Short and effective ads that get attention
- Effective ad placement next to popular programming
- Effective and lasting consumer impression

## What DW can offer you

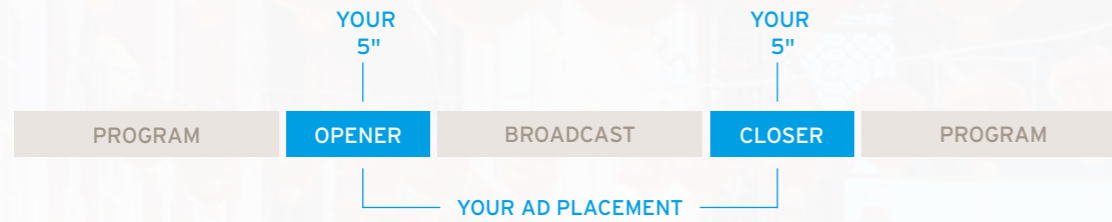
- Cost-effective price/performance ratio
- Full-service ad production upon request
- Attractive ad packages





## TV-sponsoring – Where the audience turns to

As a TV sponsor, your advertisement is placed where it is prominent and highly recognizable – increasing the emotional value of your brand. Sponsor messages start the broadcast with a 5-second opener and conclude with a 5-second closer.



TV  
SPONSORING

### What you get as a sponsor on DW

- Exclusive placement of your advertisement
- A close connection to the program and its audience
- Lasting brand image transfer

### What DW can offer sponsors

- Competitive sponsoring packages
- Full-service production of sponsor trailers upon request



## Company video portrait – Show the world who you are

A unique way to present your company or product to a global audience is with a minute-long video portrait. You can highlight your latest products and put your company on center stage while communicating intricate details and corporate background directly to target audiences. These corporate portraits are also perfect for trade fairs or integration into your company's website. We also provide a full-range of production services from storyboarding to the finished product. By working with DW, you can take advantage of our expertise and produce an effective and credible corporate portrait that is customized to meet your goals.

YOUR 60"

PROGRAM

DW BUMPER

COMPANY PORTRAIT

PROGRAM

COMPANY  
VIDEO  
PORTRAIT



## What you'll get with a company video portrait

- The time and space to create an attractive corporate image
- Ad placement broadcast alongside popular DW shows
- Greater added value and audience recognition

## What DW can offer you

- Full-service production of your company portrait
- Adaptation of your current corporate video



## Prize contest – A special incentive for your target audience

Turn your product or service into something that will really attract attention. Together we can find the perfect place and program for a contest that will effectively and directly connect with your target audience.

LENGTH VARIES

PROGRAM

AD BLOCK

CONTEST

PROGRAM



PRIZE  
CONTEST

### What you get with a prize contest

- Ad placement according to target group and programming environment
- A high-level of audience interaction and participation
- Increased demand for your product or service

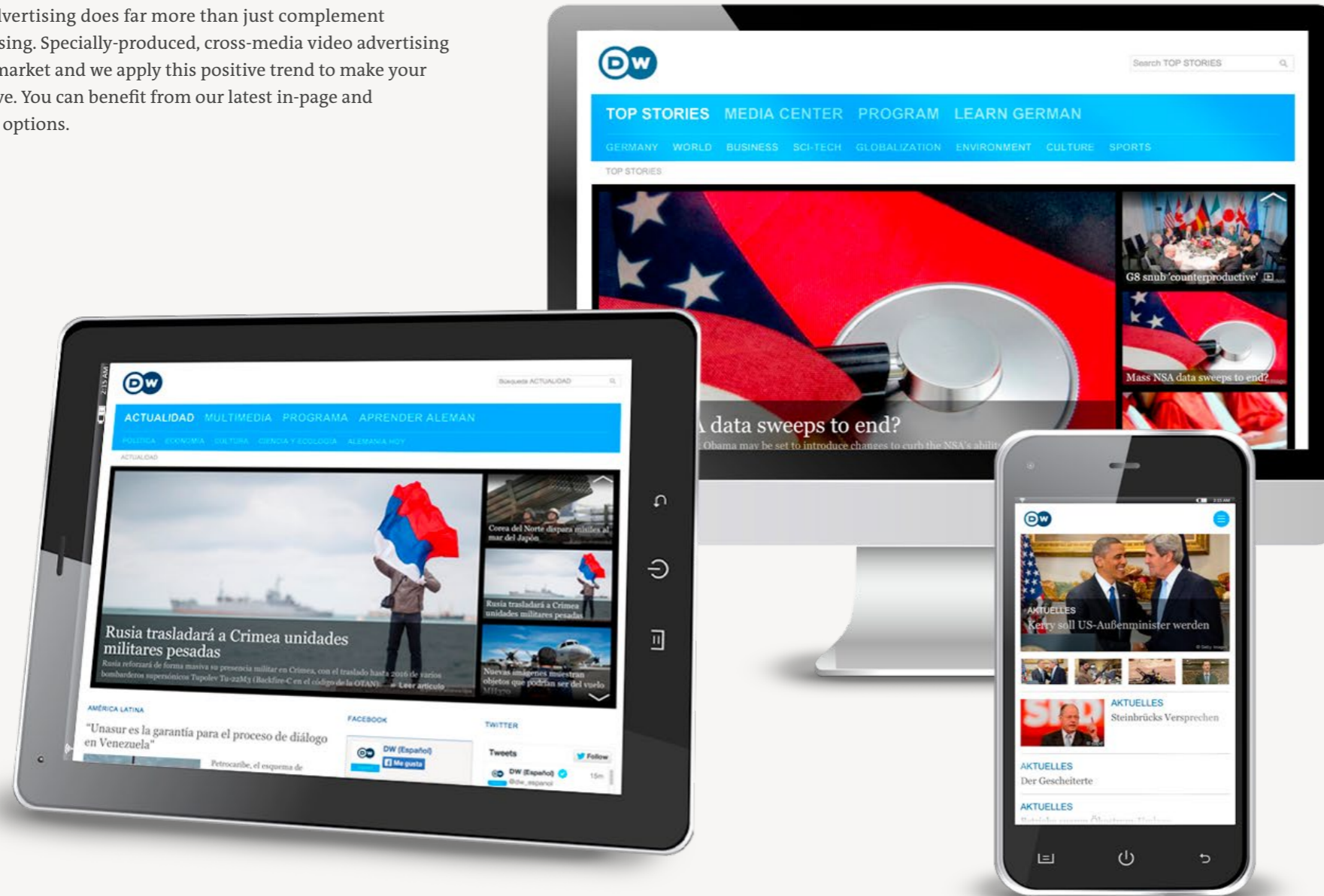
### What DW can offer you

- Full-service production upon request – using your graphics and artwork
- Negotiable pricing to fit your goals and budget



## More than just TV – You can advertise on every DW online and mobile platform

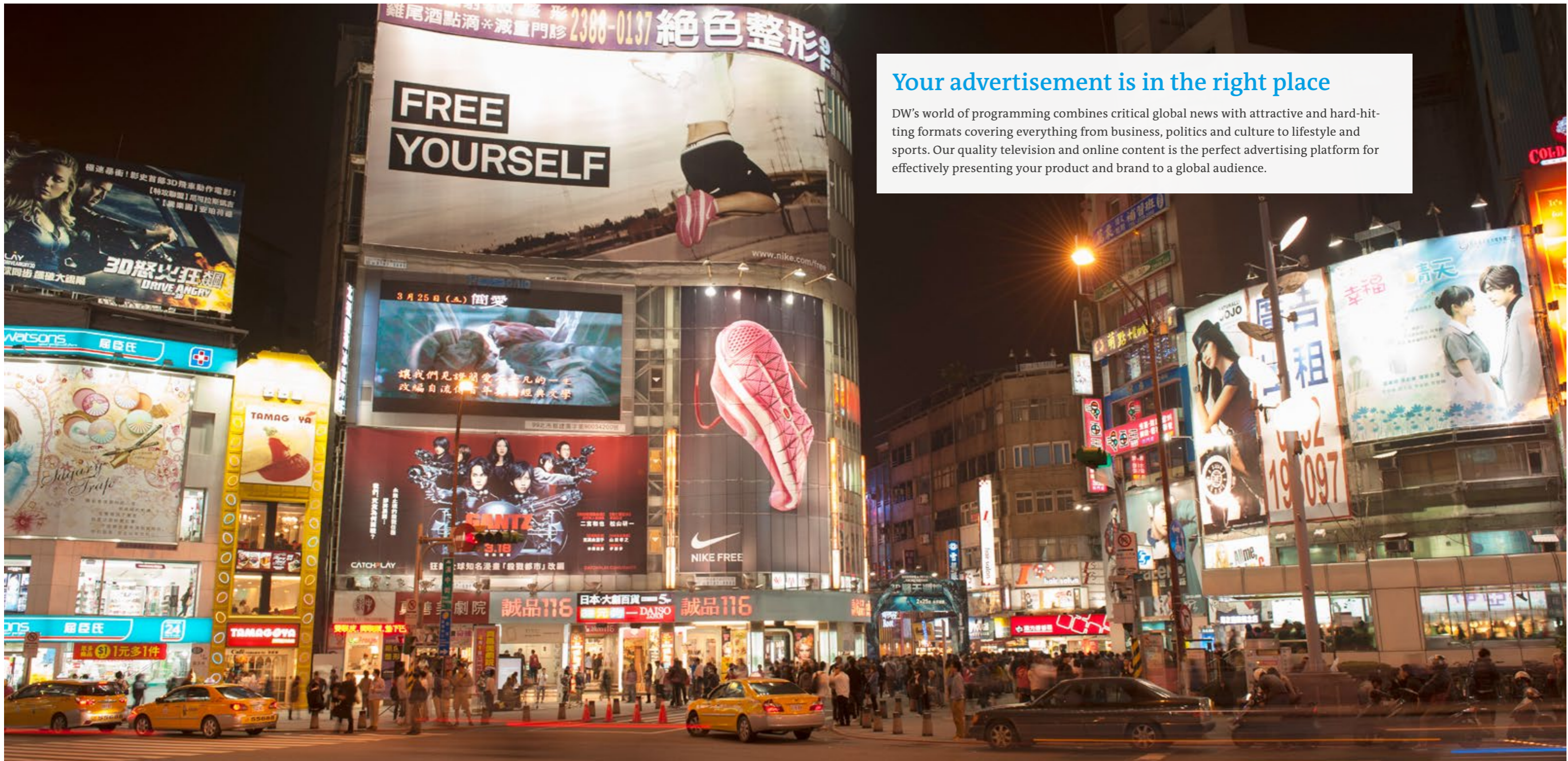
Online and mobile advertising does far more than just complement traditional TV advertising. Specially-produced, cross-media video advertising is a steadily growing market and we apply this positive trend to make your message more effective. You can benefit from our latest in-page and in-stream advertising options.



## Advantages of crossmedia advertising

- Your advertisement is visible with just a single click on PC, tablet or smart phone
- Your advertisement has maximum exposure – 24/7 worldwide
- Provides an effective extension of your TV advertisement on every online and mobile channel
- Your advertisement will reach more contacts and target audiences
- Ad packages available on TV channels, dw.com, DW app, DW Media Center and DW newsletters





### Your advertisement is in the right place

DW's world of programming combines critical global news with attractive and hard-hitting formats covering everything from business, politics and culture to lifestyle and sports. Our quality television and online content is the perfect advertising platform for effectively presenting your product and brand to a global audience.





## DW News

### The News Magazine

**We tell it like it is, broadcasting every hour worldwide 24 hours a day in English...**

DW News is the flagship for DW with continuous coverage of key stories from Europe and the world.

In 15, 30 and 60 minute broadcasts our reporters dig beneath the surface to provide in-depth coverage of top international stories along with reports from politics, business sports and culture.

With expert analysis and reliable reporting, DW News does more for its audience. Correspondents on the ground and experts in the studio deliver detailed analysis of issues that affect our viewers around the world. With expertise on Germany and Europe, DW covers stories viewers won't see elsewhere and provides insight into the people and places behind the news.



# Made in Germany

## The Business Magazine

Every week, **Made in Germany** features a half hour of...

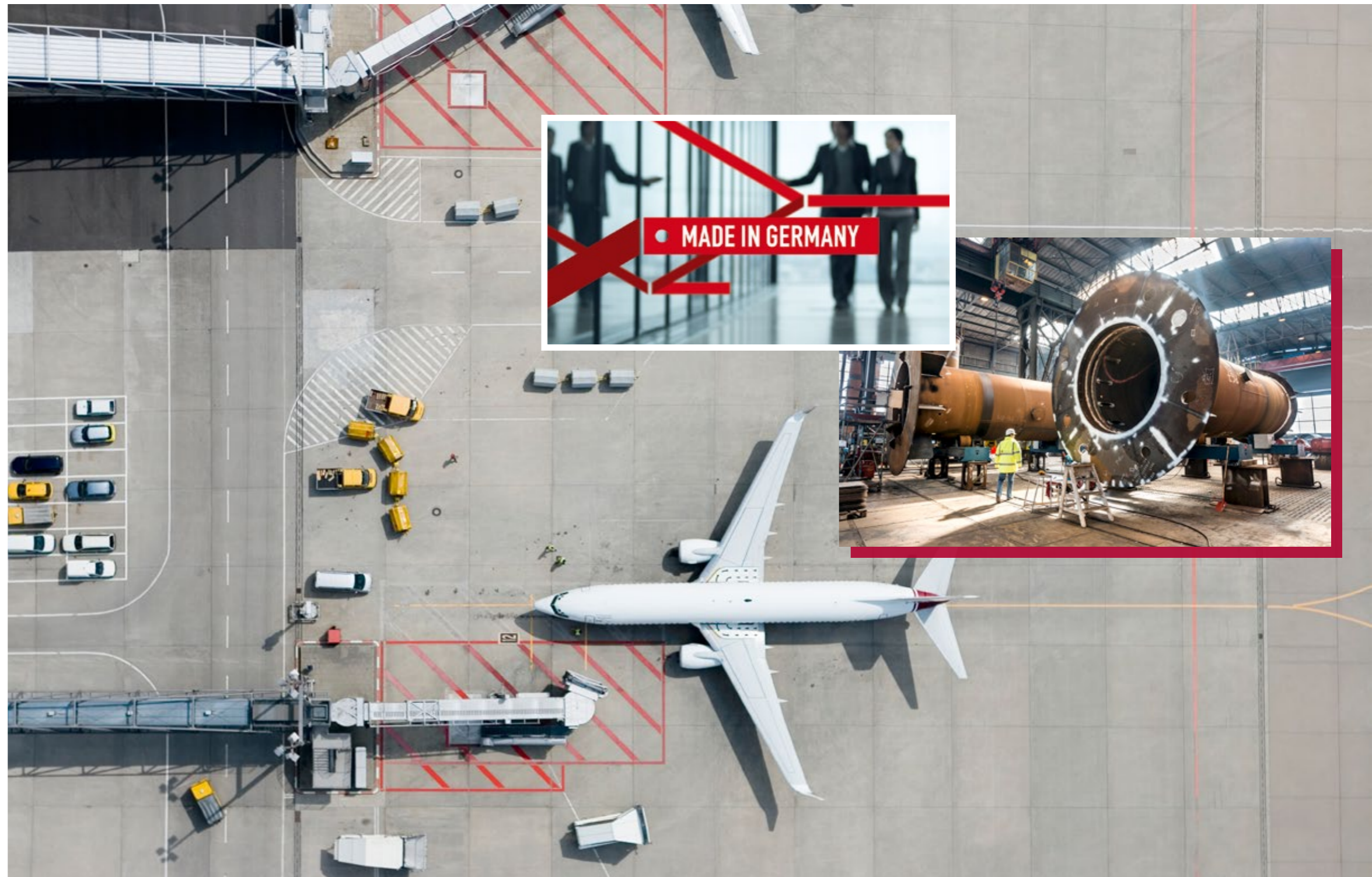
- current economic affairs
- fascinating portraits of managers and decision makers
- the latest news from German and international companies
- market analysis and developments

The program also focuses on...

- innovation and hi-tech that is made in Germany
- new industry trends in sectors like automotive, biotech and renewable energy

**Made in Germany is produced in four languages: German, English, Spanish und Arabic – and is broadcast up to 34 times a week. In addition:**

- Supplementary online and mobile content
- All episodes are available online in the DW Media Center





# Global 3000

## The Globalization Program

DW's globalization magazine looks at critical issues in globalization, like...

- sustainability and environmental protection
- the opportunities and risks posed by globalization
- social responsibility and human rights
- protection of freedom and cultural values

Every week, Global 3000 presents...

- fascinating images of a globalized world
- captivating stories, reports and interviews

Global 3000 is produced in three languages: German, English and Spanish – and is broadcast up to 26 times a week. In addition:

- Supplementary online and mobile content
- All episodes are available online on the DW Media Center





# Euromaxx

## Lifestyle Europe

This popular series has won numerous international awards, including the Hot Bird Award and the prestigious Broadcast Designers Award. Euromaxx presents Europe and its many diverse facets to audiences all over the world.

**Euromaxx is as multi-faceted as Europe itself, an entertaining kaleidoscope of...**

- people and lifestyle
- literature and film
- artists and concerts
- fashion and music
- celebrities and parties

**Euromaxx – Broadcast worldwide daily**

- Documentaries, reports and profiles
- Content adapted for specific broadcasting regions

**Euromaxx is broadcast seven days a week, 365 days a year in four languages: German, English, Spanish and Arabic. In addition:**

- Supplementary online and mobile content
- All episodes are available online on the DW Media Center







## Drive it!

The Motor Magazine

**Drive it!** is DW's series for car lovers, putting them in the driver's seat every week with...

- important market innovations
- exciting comparison test drives
- heart-pumping motor sports
- extraordinary events
- an exciting look behind the scenes of the automotive world

**More highlights...**

- Reports about exotic models and dream cars
- Profiles of custom cars and their owners

**Drive it!** is produced in German, English and Spanish and is broadcast worldwide up to 48 times a week.

**In addition:**

- Supplementary online and mobile content
- All episodes are available online on the DW Media Center



# Arts.21

## The Cultural Magazine

Germany is becoming a crossroads for the creative scene in the 21st century. Arts.21 showcases this world, covering a colorful mix of...

- well-known personalities from the art scene
- rising stars and interesting new talent
- major debates and the avant-garde
- the biggest events and secret shows
- specials covering new trends

Arts.21 is broadcast worldwide up to 33 times a week in German, English and Spanish. In addition:

- Supplementary online and mobile content
- All episodes are available online on the DW Media Center





# Kick off!

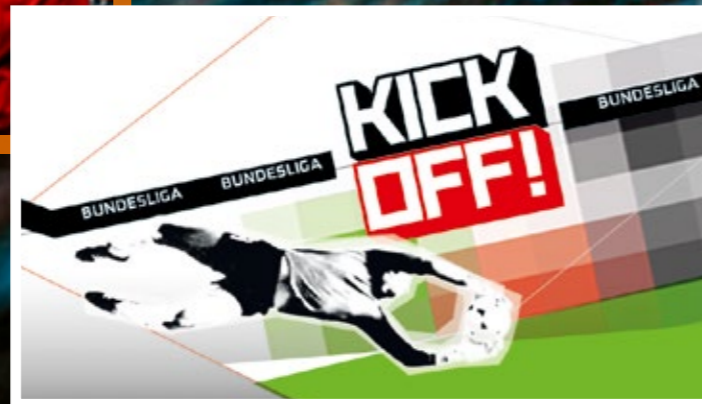
## The Bundesliga Highlights

**Kick off! is pure Bundesliga soccer – featuring all the games, all the goals, every week on DW. With interviews and in-depth reporting from the sidelines and inside the locker room – Kick off! brings the Bundesliga to fans around the world!**

- Reporting that gets up-close to the game and the players
- Compelling interviews and insider perspectives
- Event specials and formats such as FIFA World Cup 2014 or “50 years of Bundesliga”
- Your ideal advertising platform in a high-demand soccer market

**Kick off! is broadcast worldwide up to 32 times a week in German, English, Spanish and Arabic. In addition:**

- The supplementary broadcast, “Kickoff!–Countdown” delivers a preview of the week ahead along with interviews covering all of the Bundesliga action from the weekend.
- Supplementary online and mobile content
- All episodes are available online on the DW Media Center







### DW News

#### News

We tell it like it is, broadcasting every hour worldwide 24 hours a day in English. “DW News” is the flagship for DW with continuous coverage of key stories from Europe and the world.



### Euromaxx

#### Lifestyle Europe

Europe in all its facets: the countries and cultures, the everyday and the exceptional, the gossip and the glamour.



### Made in Germany

#### The Business Magazine

“Made in Germany” gives an inside view into the global economy with gripping business reports from the heart of Europe. Our reporters are where the economic action is.



### Global 3000

#### The Globalization Program

The magazine looks at the issues moving us today. “Global 3000” gives globalization a face and shows how people are coping with the opportunities and risks they confront in a rapidly changing world.



### Focus on Europe

#### Spotlight on People

What drives people in Europe – politically, socially and culturally? How do Europeans lead their lives? What are their views, hopes and fears? “Focus on Europe” – Spotlight on People provides the answers.



### Kick off!

#### Bundesliga Highlights

All the top matches, goals, highlights: The best of the Bundesliga – Germany’s premier league – in compact, concise coverage.



### Business

#### News

A German look at the world of business from a European angle. We offer reports, business news and analysis from the world’s most important financial centers, the key markets and leading producers.



### Arts.21

#### The Cultural Magazine

A magazine from a country that has more to offer than Beethoven and Bayreuth. Culture in Germany is 21st century: A thriving, cosmopolitan cultural scene, major festivals and fairs.



### Drive it!

#### The Motor Magazine

“Drive it!” keeps you in touch with the latest auto news from Germany and Europe: The latest models out for a test-drive and head-to-head with competitors.



### In Good Shape

#### The Health Show

How to live a long and healthy life: “In Good Shape” offers reports and studio discussions with experts on the best way to achieve a healthy lifestyle.



### Tomorrow Today

#### The Science Magazine

Developments and trends in research: From space travel to environmental conservation, from genetic engineering to medical innovations, “Tomorrow Today” has the scoop on science.



### Conflict Zone

#### DW’s top political interview

Hard-hitting interview going beyond the normal soundbite culture. Prepare to enter the “Conflict Zone”.



### Quadriga

#### The International Talk Show

Unique perspectives on world affairs. Four journalists from different countries and cultures meet up in a studio at Berlin’s Brandenburg Gate to discuss burning political issues of the moment.



### Shift

#### Living in the Digital Age

How is the Internet changing society – in Germany and around the world? This is the magazine for digital culture, issues and technology, delivered directly from blogs and boardrooms.



### PopXport

#### The German Music Magazine

“PopXport” charts the success of Germany’s home-grown talent. Be the first to pick up on new music made in Germany and find out about the artists behind the names.



### Europe in Concert

#### Top Acts Live

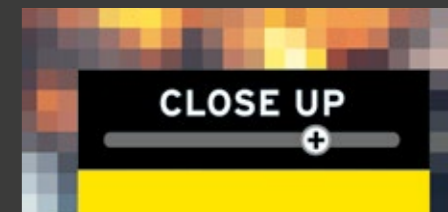
Rousing concerts from the best in European rock and pop: Live, pure, unfiltered. Up close and personal with the legends and the superstars of tomorrow.



### Discover Germany

#### The Travel Guide

From Sylt to Garmisch-Partenkirchen, from Aachen to Zittau, this travel guide is bumper-packed with tips and background features on the wealth of tourist destinations to be found in Germany.



### Close up

#### The Current Affairs Documentary

The weekly half-hour program delivers in-depth reporting on topical political issues and newsworthy events. Revealing the story behind the stories, “Close up” is informative, gripping and visually powerful.



**We are always available to answer any questions you may have about TV and online advertising opportunities with DW.**

We look forward to hearing from you soon.  
[adsales@dw.com](mailto:adsales@dw.com)

Follow us on:



More TV programs: [dw.com/programs](http://dw.com/programs)