





Are you looking for high-quality content to complement your lineup? Then look no further than DW. As one of the leading content providers in Germany, we are known for our global news, in-depth reporting and factual entertainment - and our international audience values the credibility and relevance that we provide.

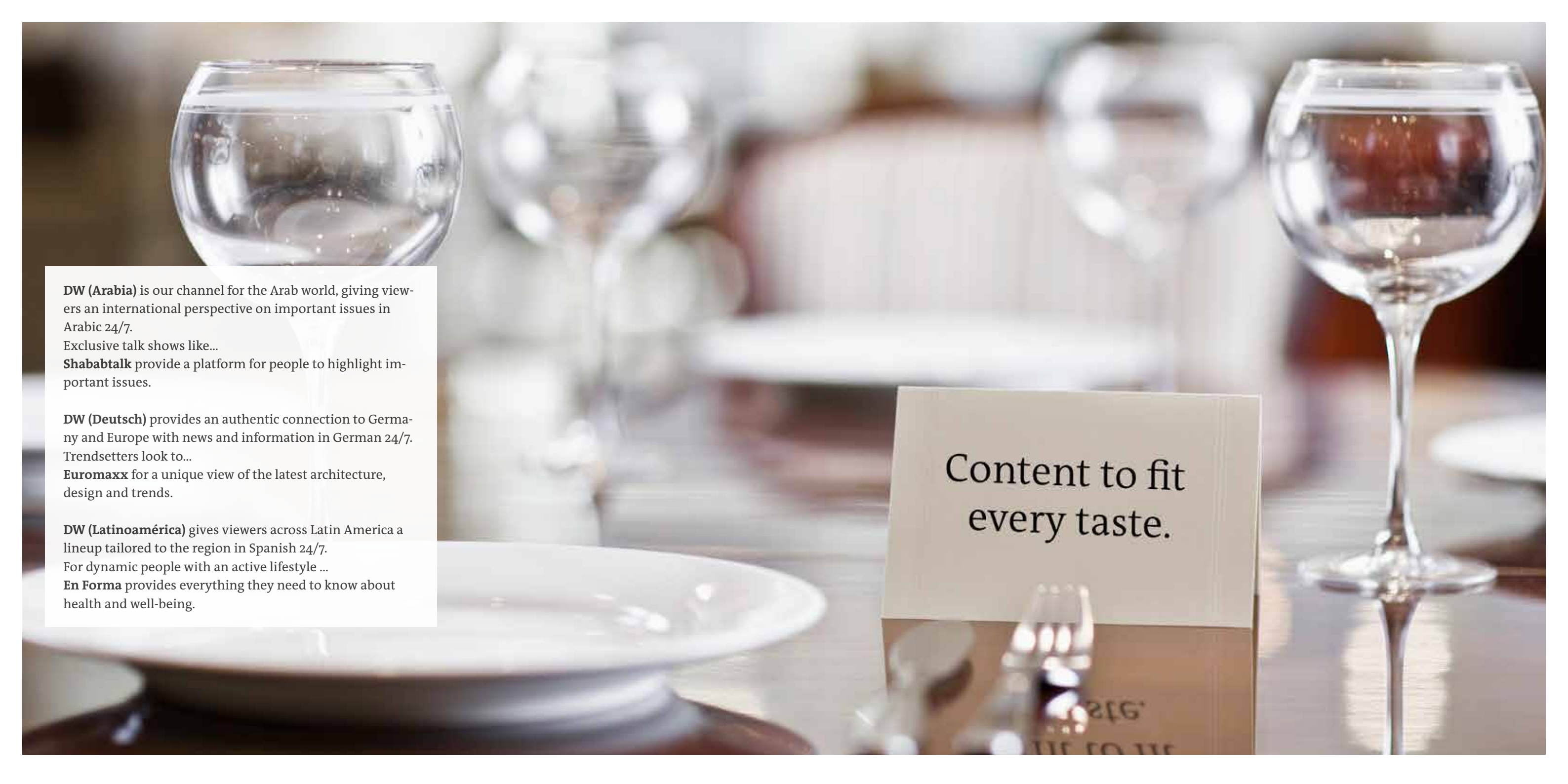
For partners worldwide, we offer channels in English, German, Spanish and Arabic, as well as individual programs and clips, and video on demand. Find out what DW can do for you.



Our flagship channel DW provides analysis and insights to viewers around the globe, reporting on important issues in English 24/7. With DW News, we keep viewers up to date, while special features and talk shows provide in-depth coverage of everything from business, science and politics to culture and sports.

Business leaders love...

Made in Germany - an inside view of the global economy with gripping reports from the heart of Europe.



DW (Arabia) is our channel for the Arab world, giving viewers an international perspective on important issues in Arabic 24/7.

Exclusive talk shows like...

Shababtalk provide a platform for people to highlight important issues.

DW (Deutsch) provides an authentic connection to Germany and Europe with news and information in German 24/7. Trendsetters look to...

Euromaxx for a unique view of the latest architecture, design and trends.

DW (Latinoamérica) gives viewers across Latin America a lineup tailored to the region in Spanish 24/7.

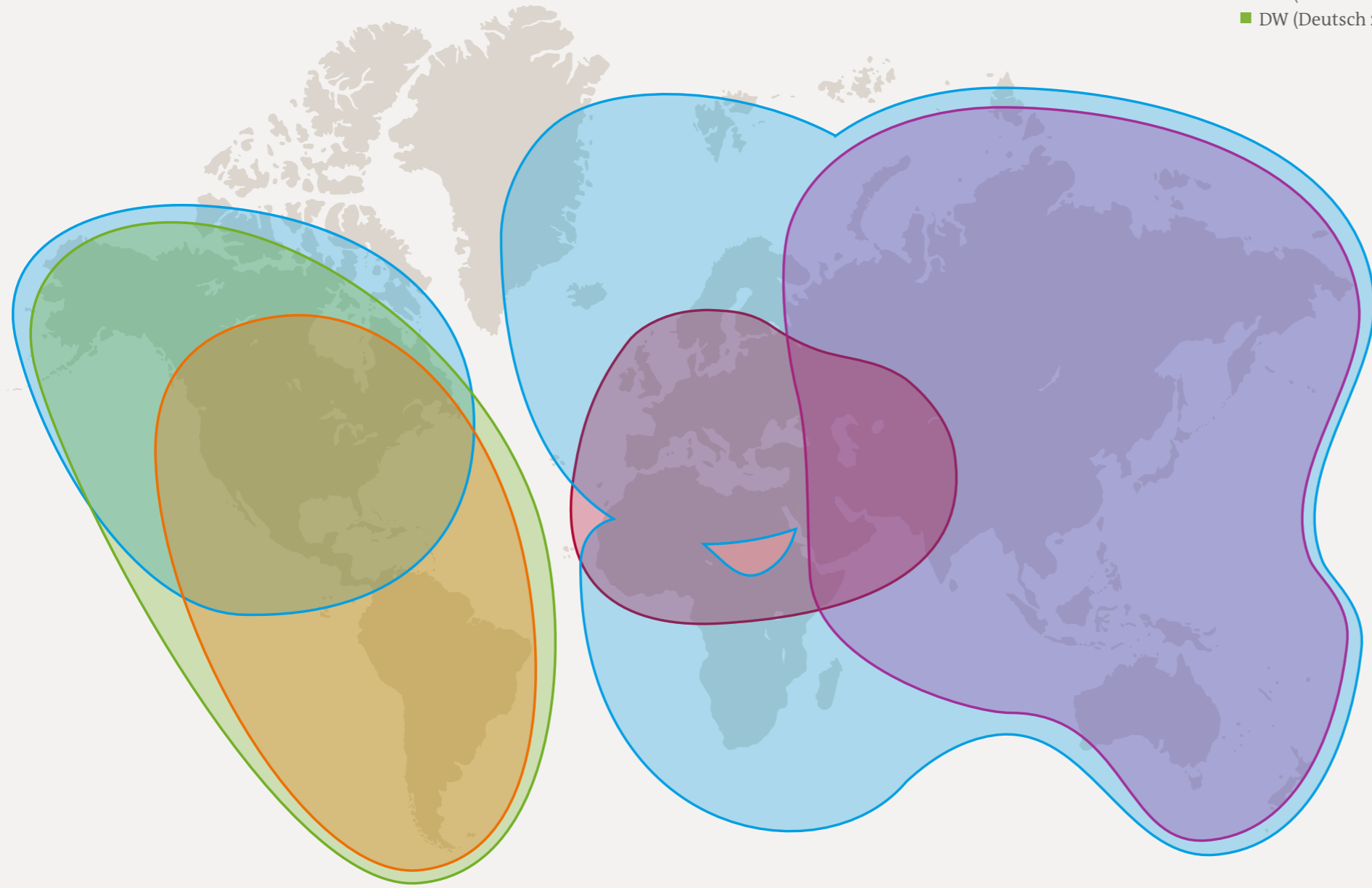
For dynamic people with an active lifestyle ...

En Forma provides everything they need to know about health and well-being.

Content to fit
every taste.

Our global television network

- DW
- DW (Arabia)
- DW (Latinoamérica)
- DW (Deutsch 1)
- DW (Deutsch 2)



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





- AN EXCLUSIVE GROUP -

Our target audience understands quality. They are highly-educated leaders 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 - travelers who want to stay in tune with international issues when they are on the road.

Target audience

- International decision makers
- Business owners, managers, attorneys, doctors, etc.
- Opinion leaders and active participants in the political process

Facts *

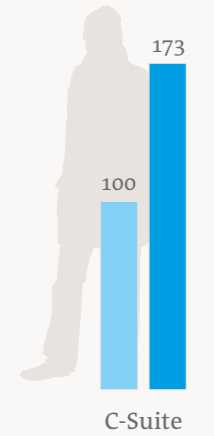
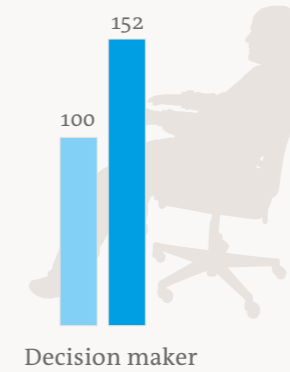
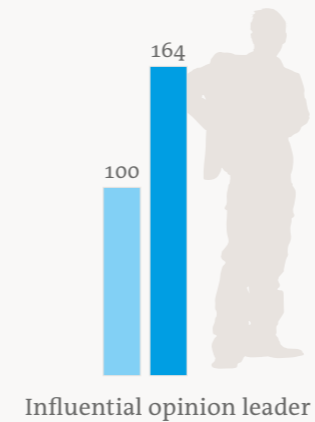
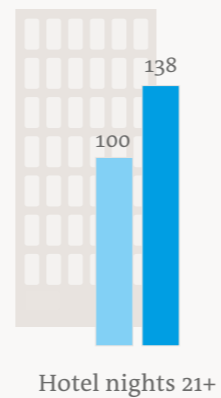
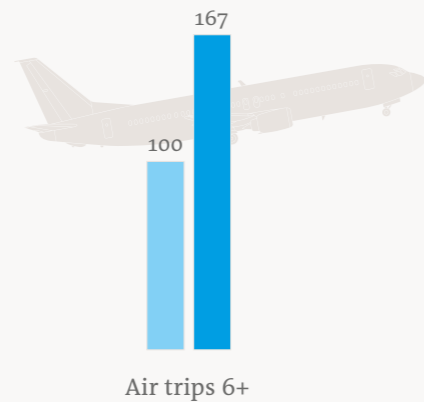
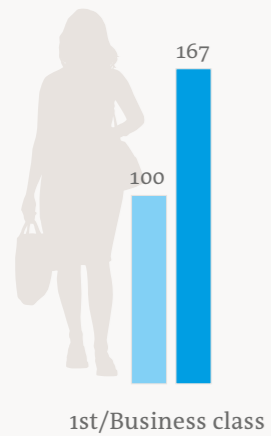
- 83 percent value DW as a reliable partner
- 90 percent value DW's high-quality journalism
- The target audience knows more about Germany and German business and culture
- The target audience has a positive attitude regarding Germany and the German economy

*Source: DW Market and Media Research 2012

DW viewers...

travel regularly – more than 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



■ Average of affluent individuals

■ Monthly DW TV viewer

IPSOS Affluent Survey 2015, representative of top earners over 18 years old from 21 European countries



DW can offer you a decisive competitive advantage with our proven and recognized brand. Germany is renowned for its quality products - and our content is no different. This highly-valued, globally-recognized designation of origin cannot be reproduced by the competition.

Make sure DW is inside!
We are always available to answer any questions you may have about how to include DW in your content lineup.

We look forward to hearing from you soon.

travel-distribution@dw.com

Follow us on:   

dw.com/travel-distribution