



ON TARGET

With its recent relaunch Germany's international broadcaster **Deutsche Welle** squares up to competition worldwide. Having successfully wrapped up this year's DW Global Media Forum with a record attendance of over 2,000 media representatives from all over the world, Director General **Erik Bettermann** outlined DW's new strategic focus

At the core of this process lies the aim to communicate better with the target audience through new, focused, language-based channels, regionalized programming and a variety of multimedia content that can be used online. So what has changed?

Besides going for a new corporate design, DW has created a new television line-up with six worldwide channels, in German, Spanish and Arabic, plus English, on a 24/7 basis. Our new website www.dw.de offers articles, audio, video and interactive content. DW is a source of reliable information and high-quality journalistic content from Germany, so from that starting point users can find exactly what they want, in any of 30 languages.

Are you targeting younger audiences?

We are naturally seeking to win younger audiences because so much of the population in developing and transformation countries is young. It was young people who were the catalyst for change in much of the Arab world last year. So for example in our weekly talk show *Shababtalk* on DW (Arabia) we get young people from Germany and Egypt to discuss current issues – it's a co-production with our partner Al Hayah TV and regularly reaches up to 14% of the urban population in Egypt.

Besides expanding into the field

of social networks, we have the annual Deutsche Welle Blog Awards - The BOBs, which honour blogs in 11 languages that champion the open exchange of ideas and freedom of expression.

Who are your audiences?

DW wants to meet the needs of information seekers interested in Germany, Europe, and a German and European perspective on international issues. As part of our multiplatform strategy, a few months ago we launched TV magazines for partner broadcasters in Central and South Eastern Europe. These programmes are produced by our Bonn-based departments that used to be primarily concerned with radio broadcasting, which reflects how we have changed to meet the demands of today's audiences.

In Afghanistan and Africa we offer, aside from shortwave broadcasts, 'Learning by Ear' for young listeners. Today, half of the Afghan population knows DW and this educational yet at the same time entertaining programme reaches 15% of the population each week. For South Asia we have created the Internet forum *Womentalkonline*, and for Asian users we offer multimedia websites in 10 languages from Bengali, Chinese to Farsi and Urdu. One of our latest initiatives is the multimedia project 'Voices of Today - Ideas for Tomorrow', which deals with issues related to the Rio+20 UN conference and sustainable development. Worldwide, about 86m people

make use of our programme offer each week.

How are you integrating new media technology?

We were the first public broadcaster in Germany to go online, and with podcasting we branched out early into areas like on-demand content. At www.dw.de/mobile, Deutsche Welle now offers a wide range of digital content that is specifically designed for mobile phones, smartphones and tablets. The selection includes a variety of video, audio and articles in 30 languages, covering a wide range of content from top stories, news and background information to services like Learning German. Deutsche Welle developed its first iPhone app way back in 2009, followed in 2011 by applications for Android platforms as well as for Symbian and Windows Phone. And early this year we released a completely redesigned app for iOS.

Our DW Media Center – launched in 2010 – brings all of DW's audiovisual content together under one roof: live streams, videos, audio and photo galleries (<http://mediacenter.dw.de>).

As far as Connected TV is concerned, I think it offers great potential for reaching new target audiences but there are great practical difficulties at present because there is no single worldwide technical standard among hardware manufacturers for providing access to content. DW is working nonetheless to cooperate with the most important manufacturers who are setting the standards.

Content is still king - what do audiences want?

Our basic principle remains to provide quality programming from a trusted source. DW offers depth and balance that listeners/viewers/users can depend on. Instead of going for sensationalism, we rely on journalistic independence and pluralistic reporting which is guaranteed by law in the Deutsche

Welle Act.

News [DW's Journal] is at the core of our programming – those who look for information still primarily want the news. Business Brief and World Stories help round off the picture. And we have introduced groundbreaking programmes like 'Shift - Living in the Digital Age', where we highlight how the Internet is changing society and how people can keep up.

You personally have been advocating support for the reform process in the Arab world. What are DW and DW Akademie doing to promote independent media there?

DW took a major step by significantly expanding its Arabic television programming in February. From Tunisia to Bahrain, we provide an important source of complementary information to viewers in those countries. We are accompanying the changes constructively and critically as a partner in dialogue. For example with our talk show 'The New Arab Debates', or via our multimedia website www.dw.de/arabic which gives up-to-date information on topical issues for users in the Arab world. Also, DW's Arabic Facebook page has seen a rapid increase in the number of 'fans', and we are one of the partners behind the online magazine Qantara.de which serves as an independent medium for promoting intercultural dialogue.

Many journalists in the Arab world are showing an enormous amount of courage, and they can count on our support. DW Akademie is focusing on the region by offering training programmes for media professionals in Tunisia, Egypt, Libya and beyond. This allows us to share our professional standards and journalistic ethics, encompassing a wide range of topics from election reporting and political communication to the future of public service broadcasting and digitalisation.

Last December, DW Akademie opened its first North African office

“Those who look for information still primarily want the news”

WWW.DW.DE

▼ Top Dr Jusuf Habibie, former President of Indonesia at DW GMF 2012
Bottom Learning by Ear



in Tunis. About the same time, DW Akademie in co-operation with Tunisian partners hosted a Young Media Summit there. Even in the very volatile situation in Libya, our trainers were already in the country helping Libyan journalists deliver information to the public. DW is much more than just a broadcaster.

Looking ahead, what's next?

The competition is getting tougher. To keep up, we are going to strengthen our co-operation with other German public broadcasters and expand the range of our programming.

On an international level, it's important to co-operate with broadcasters that have similar philosophies and values to our own. Together we are strong. We also plan to intensify co-operation with partners in target areas worldwide. A dialogue between equal partners is an important element in strengthening DW's position on the international playing field.

Erik Bettermann, thank you.

DW Global Media Forum

"Culture. Education. Media - Shaping a Sustainable World" was the theme of this year's Deutsche Welle Global Media Forum held in Bonn, Germany. Over 2,000 participants from more than 100 countries came together in June to discuss over the course of three days the importance of culture and education for sustainable development and intercultural dialogue, as well as the role of media in this process.

Speakers included German Foreign Minister Guido Westerwelle and former Indonesian President Bacharuddin Jusuf Habibie. "Enabling everyone to claim the right to education is one of the great challenges of globalisation, and it's up to the media to help people do that," said Bettermann at the close of the conference.

The 2013 DW Global Media Forum will take place from June 17-19 to examine "The Future of Growth - New Economies and the Media."