



24 hour international news channel

MARKET OVERVIEW:

Deutsche Welle TV is the Deutsche Welle's international television service, the Germany's international broadcaster. It has the reputation around the world for being a serious, objective and credible source of information. **Deutsche Welle TV** is an attractive advertising partner for reaching opinion leaders and decisions makers. It broadcasts throughout the world alternating English and German languages every hour, but also in Spanish and Arabic on selected feeds. **Deutsche Welle TV** is received in more than 240 millions homes with more than 25 millions viewers per week. The geographic coverage is: Europe, Asia, Arabia, Africa, North America and Latin America. The targeted audience of **Deutsche Welle TV** is a male, active CSP+ viewer, aged between 21 and 74 years old.

PROFILE:

Deutsche Welle TV is a unique mix of programming for sophisticated global audience. It offers programming tailored to every continent and based on local and regional times.

- *News coverage*: an international media known for its objectivity on the national, European and International level.
- *Magazine variety*: culture, music, sports, economy, science...
- *In-depth analysis*: high-quality programming: Euromaxx (the daily lifestyle magazine), Tomorrow Today (the science magazine), Drive it (the car magazine) and in good shape (the health magazine).

Deutsche Welle TV is programming in four languages on six channels to inform the planet 24/7:

- On *DW-TV Europe/Africa* and *DW-TV North America*, German and English language programs alternate hourly. In addition, DW-TV broadcasts news and information in Spanish for Latin American audiences on *DW-TV Latin America*.
- For the Arab world, *DW-TV Arabia* offers programming in Arabic and English
- Deutsche Welle also has 2 dedicated channels for the Asian market: *DW-TV Asia+* with a focus on English programming, and *DW-TV Asia* with more German programming.

ADVERTISING RATES 2011:

Please contact us for details

TECHNICAL SPECIFICATIONS:

Please contact us for details

CREATIVE DEADLINE:

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