

Press release

Brief profile of WDR mediagroup

Headquartered in Cologne, WDR mediagroup GmbH is the commercial arm of the West German Broadcasting Company (Westdeutscher Rundfunk, WDR) and combined with its subsidiaries and joint ventures comprises the WDR mediagroup. WDR mediagroup provides a full range of media services, and markets the high-quality programs produced by WDR across all media channels – not only on the regional level, but throughout Germany and the rest of the world.

Management of WDR mediagroup GmbH

Michael Loeb is Chairman of the Board of WDR mediagroup. Authorized signatory within the management board are Anke Fischer-Appelt and Frank Nielebock. She is responsible for the operational business, he is in charge of finances. Barbara Wiewer -as member of the management board- is responsible for the marketing of advertising slots.

Marketing of advertising slots

The core business of WDR mediagroup is the marketing of advertising slots. As Germany's largest regional marketer of broadcast advertising, the company offers advertising slots that reach the largest audience on top-rated radio & TV stations in North Rhine-Westphalia, which offer the best journalism and premium broadcast content. With its WDR radio broadcasters 1LIVE, WDR 2 and WDR 4 and the early evening ARD television program "*Das Erste im Westen*," it ensures that advertisers can reach their target groups throughout North Rhine-Westphalia.

The Marketing and Strategy department offers advertisers and agencies comprehensive services including media research, target group analysis, media consulting and regional marketing.

WDR mediagroup GmbH

Member of the management board, marketing and strategy: Barbara Wiewer

Events and promotion, joint ventures and call center

WDR mediagroup dialog GmbH is a service provider for 1LIVE, WDR 2 and WDR 4 charged with attracting new listeners and promoting listener loyalty. Every day between 5 p.m. and 1 a.m., the QMCC-certified call center for the radio stations answers questions about their programs, manages competitions and call-in formats, and processes autograph requests and ticket orders. The parties, program promotions, large-scale

events, promotional and give-away campaigns carried out by WDR mediagroup dialog GmbH make radio an interactive medium.

WDR mediagroup dialog GmbH

Managing director: Christiane Podang

Licensing, retail and Internet sales, music publishing

Die WDR mediagroup licensing GmbH holds exclusive marketing and distribution rights to the television and radio programs of WDR. One of the company's priorities involves licenses for children's shows such as "*Die Sendung mit der Maus*," "*Käpt'n Blaubär*," "*Der kleine Eisbär*," "*Shaun das Schaf*" and many others. In addition, the company acquires licensing rights to formats and characters from TV and cinema productions. WDR mediagroup licensing GmbH also runs a retail operation that includes the WDR Online Shop. It publishes musical productions and radio plays of all kinds from the WDR archives, and the music publishing division is in charge of all compositions commissioned for WDR.

WDR mediagroup licensing GmbH

Managing director: Barbara Wiewer, deputy managing director: Nina Jäcker

Digital media and Internet services

WDR mediagroup digital GmbH provides comprehensive communication services for the Internet as well as video and audio technology and archiving. With regard to Internet services, the company plans and realizes cross-media solutions for communication needs. Video and audio technology services include production activities for ARD advertising and the digitalization of audio-visual media for archiving, primarily focusing on the content of the WDR archives.

WDR mediagroup digital GmbH

Managing director: Friederike Behrends, Friedrich Reusch

Program production and program sales

WDR mediagroup has been developing and producing series as well as variety and entertainment formats since 1960, including such programming highlights as the soap opera "*Verbotene Liebe*" for the ARD early evening lineup, and the mini-format with science journalist Ranga Yogeshwar, "*Wissen vor 8*". The weather forecast with Jörg Kachelmann is also produced on behalf of WDR mediagroup. In addition, WDR mediagroup markets existing formats from the archives – including such

classics as “*WWF Club*,” “*Büro, Büro*,” “*Der Fahnder*” and “*Gegen den Wind*” – with a total of more than 45,000 broadcast minutes.

WDR mediagroup GmbH

Editorial programming manager: Elke Kimmlinger

Head of programming management: Gerd Weiland

International Cable Coordination (Kabelkoordination Ausland, KKA)

Kabelkoordination Ausland (International Cable Coordination) has been established at WDR mediagroup in order to take care of retransmission activities of ARD channels abroad within the framework of the eu-cable- and satellite directive. KKA principle tasks are negotiating and managing contracts with foreign cable/dsl operators as well as establishing the international sales structures necessary for cable retransmission business within Europe.

WDR mediagroup GmbH

Management of KKA: Juliette Ossenberg, Birte Ebbinghaus

Foreign distribution

In January 2009, united docs became the latest member of WDR mediagroup. United docs GmbH is a worldwide distributor for documentaries produced by ARD broadcasting affiliates as well as independent producers. With a portfolio of more than 5000 titles, united docs is a familiar presence at all the major trade fairs and festivals, including the MIPs in Cannes, Sunny Side of The Docs, Hot Docs, IDFA and German Screenings. Some of the documentaries marketed by united docs have enjoyed considerable international success.

united docs GmbH

Managing director: Silke Spahr

Photos of the above-mentioned **members/directors** of WDR mediagroup are available for downloading from www.wdr-mediagroup.com/public_relations/personen.

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