

## Press release

### Short profile of the WDR mediagroup

The WDR mediagroup GmbH is the commercial affiliate of the West German Broadcasting Company (Westdeutscher Rundfunk, WDR) in Cologne and forms, together with its affiliates and holdings, the WDR mediagroup. As an integrated media service provider, the WDR markets and uses the first class program range of the WDR on all distribution channels. This, not solely on the regional but also on the national and international level.

#### **Management of WDR mediagroup GmbH**

Michael Loeb is the manager of the WDR mediagroup GmbH. Anke Fischer-Appelt (corporate development and legal affairs), Frank Nielebock (finance and shareholding) and Barbara Wiewer (marketing and sales) are authorised representatives of the manager.

#### **Air-time and advert marketing**

The core business of the WDR mediagroup is the air-time marketing. It is the largest regional air-time marketer in Germany and offers air-time of the furthest reaching, content and journalistic wise highest quality, on radio and TV in North Rhine Westphalia. The WDR mediagroup presents in the entire region of NRW, quality areas with attractive advertising blocks to adequately attract a variety of groups, doing this together with the WDR radio channels 1LIVE, WDR 2 and WDR 4, as well as the ARD early evening program "Das Erste im Westen". The area marketing and strategy offers a number of services to advertising clients and agencies. Like media research, target group analysis, media advice and regional sales.

#### **WDR mediagroup GmbH**

**Manager marketing and sales: Barbara Wiewer**

#### **Events and promotion, cooperation and call center**

The WDR mediagroup dialog GmbH is the service provider for 1LIVE, WDR 2 and WDR 4 and works in the fields of listener binding and listener acquisition. The QMCC certified call center answers any questions to programs round the clock, from 5 am to 1 am. Other areas like raffles, call-in programs and autograph requests are also dealt with. "Living radio" is thus the result, with parties, program activities, events, promotions and give-aways realised by the WDR mediagroup dialog GmbH.

#### **WDR mediagroup dialog GmbH**

**Manager: Christiane Podang**

**Licensing, retail and internet sales, music publishing**

The WDR mediagroup licensing GmbH uses exclusively the WDR radio and TV programs on all distribution channels. The emphasis rests on the Children's licenses of the WDR's "Die Sendung mit der Maus", "Die Sendung mit dem Elefanten", "Käpt'n Blaubär", "Der kleine Eisbär" and "Shaun das Schaf". Above that, the company also has a music publisher which it commissions for the many WDR productions. The WDR mediagroup licensing GmbH operates the retail sales of "Maus & Co" in Cologne together with the WDR Online Shop ([www.wdrshop.de](http://www.wdrshop.de)). This same mediagroup licensing also takes care of the commercial cuttings utilization of the WDR TV programs.

**WDR mediagroup licensing GmbH**

**Manager: Nina Jäcker**

**Web, video, audio, archive, recording and broadcasting services**

The WDR mediagroup digital GmbH covers the business areas of the Internet Service, video and audio techniques and archive services. In the area of the Internet Service, comprehensive media communications solutions are designed and realised. Production services for the ARD advertising are rendered with video and audio techniques, and the area of the archive services digitalises audio visual media, in effect for the WDR archive. Above that, the WDR mediagroup digital processes the entire recording service for the WDR audience and is exclusively in charge of the commercial activities of channel area sharing.

**WDR mediagroup digital GmbH**

**Managers: Friederike Behrends, Friedrich Reusch**

**Program editing and sales**

The WDR mediagroup has been developing and producing a variety of series concepts together with show and entertainment formats since 1960. These include program highlights for the ARD early evening program like "Verbotene Liebe", "Wissen vor 8" (short format) with Ranga Yogeswar. The "Wetter im Ersten" is produced on commission by the WDR. Above that, the WDR mediagroup uses and sells existing formats from the archives, formats and classics like "WWF Club", "Büro, Büro", "Der Fahnder" or "Gegen den Wind", with over 45,000 minutes transmission time.

**WDR mediagroup GmbH**

**Editorial programming manager: Elke Kimmlinger**

**Head of programming management: Gerd Weiland**

**International Cable Coordination (ARD Kabelkoordination Ausland)**

The Coordination body of the ARD responsible for international cable broadcasting is part of the WDR mediagroup. This business area of the International ARD Cable Coordination negotiates contracts with cable TV providers, is responsible for contract management and builds the necessary sales structures to preserve the ARD Program bouquet in Europe.

**WDR mediagroup GmbH**

**Manager ARD Kabelkoordination Ausland: Juliette Ossenberg**

**International sales of documentaries**

The united docs GmbH is a majority holding of the WDR mediagroup and sells documentaries and documentations of the ARD regional channels and free producers worldwide. With its program stocks of over 5,000 national and international titles, united docs is represented at all big fairs and festivals like the MIP's in Cannes, Sunny side of the Docs, Hot Docs, IDFA and the German Screenings.

**united docs GmbH**

**Managing director: Silke Spahr**

**Full service internet agency**

The webCOLONY belongs in half to the WDR mediagroup GmbH and in half to the Bavaria Film Interactive GmbH. Its goal is to bring together the expertise in the areas Internet and full video of both parent companies into a small, powerful agency, to acquire new client potential. The target groups are mainly companies in the media and production areas.

**webCOLONY GmbH**

**Managers: Friederike Behrends, Dr. Robert Lackner**

Photos of the above mentioned heads of WDR mediagroup are available for downloading from:

[www.wdr-mediagroup.com/public\\_relations/personen](http://www.wdr-mediagroup.com/public_relations/personen)

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