WDR mediagroup structure

Shareholdings

- ARD-Werbung SALES & SERVICES GmbH, Frankfurt
- AS&S Radio GmbH, Frankfurt
- Degeto Film GmbH, Frankfurt
- ARD & ZDF Fernsehwerbung GmbH
- Bavaria Film GmbH (Holding), München
- Colonia Media Filmproduktions GmbH, Cologne
- Der Audio Verlag GmbH, Berlin
- german united distributors GmbH, Köln
- united docs GmbH, Cologne
- webCOLONY, Cologne

Core Business

WDR mediagroup

WDR mediagroup GmbH, Cologne

- **WDR mediagroup media**
  Air-time and advert marketing
- **WDR mediagroup program**
  Program editing & sales
- **ARD Kabelkoordination Ausland**
  International Cable Coordination

Radio Zentrale — Die WDR mediagroup is co-founder of Radio Zentrale e.V.

Affiliates

- **WDR mediagroup dialog GmbH**
  Events, promotion, cooperation, call center
- **WDR mediagroup licensing GmbH**
  Licensing, merchandising, clipping service and publishing
- **WDR mediagroup digital GmbH**
  Web, video, audio, archive, recording and broadcasting services

Status 05/2010