

Young IFA Lesson Materials

Project Day at IFA 2019

Lesson input and worksheets

Grades 7–13



Module 2

Who broadcasts what? Public and private broadcasters at IFA

Public, state, private, commercial and non-commercial broadcasters are all very different. This IFA project day will help you understand Germany's dual broadcasting system – its structure, its television and radio stations.

In Germany, radio and television are organized according to what is known as the dual broadcasting system. This means that public and private (commercial) broadcasters exist side by side. Public service broadcasting was introduced after the Second World War. Private broadcasting started in the mid-1980s. The main differences between these broadcasters are the programming they have to provide and how they are financed.

Private broadcasters

The aim of private television channels is to make a profit for the companies who own them. They are financed by advertising revenues or subscriptions, paid viewer calls and, more rarely, donations. Private broadcasters are free to choose what they broadcast.

The largest private broadcasters in Germany include:

- ProSiebenSat.1 Media AG: Sat1, ProSieben, kabel eins, sixx, Sat1 Gold, and more
- Mediengruppe RTL Deutschland GmbH: RTL Television, VOX, RTL NITRO, n-tv, RTL II, Super RTL, RTL Crime, RTL Living, and more

Public service broadcasters

Public service broadcasting, which includes radio and television, is essentially financed by license fees and advertising revenues and does not aim to make a profit. Programming must be independent and beyond state control. This means that the government may not exert any influence over what is broadcast and the broadcasters must fulfill a basic public service remit to provide information, culture, education and entertainment. This means that programming must be balanced and unbiased and cover the full spectrum of social topics. Public service broadcasters report to the Broadcasting Board, Director-General

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and Board of Directors, who control and monitor these requirements. These committees include representatives from key political groups, such as political parties, trade unions, social associations, churches, etc.

Public broadcasters

All public service broadcasters who offer programs in one or more federal states are members of the ARD (Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland):

- Bayerischer Rundfunk (BR), Munich
- Hessischer Rundfunk (hr), Frankfurt
- Mitteldeutscher Rundfunk (MDR), Leipzig
- Norddeutscher Rundfunk (NDR), Hamburg
- Radio Bremen (RB), Bremen
- Rundfunk Berlin-Brandenburg (RBB), Berlin, Potsdam
- Saarländischer Rundfunk (SR), Saarbrücken
- Südwestrundfunk (SWR), Stuttgart
- Westdeutscher Rundfunk (WDR), Cologne
- Deutsche Welle (DW)

Public service channels

In addition, there are nationwide public television channels, community programs and special-interest channels:

- Das Erste (primary TV channel of the ARD)
- Zweites Deutsches Fernsehen (ZDF)
- Deutschlandradio
- ARTE
- PHOENIX
- 3sat
- Ki.KA (children's channel)
- Diverse digital programs and special-interest channels

Deutsche Welle's role as a foreign broadcaster of radio and television programs makes it a special case due to its state funding. In recent years, both private and public channels have been supplemented by online content, including media libraries, downloads, programs and background information and forums.

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Worksheet 1/2

From September 6-11, 2019, IFA will once again be in the international media spotlight. In addition to live reporting, radio and television broadcasters will also be using IFA to directly engage with their listeners and viewers.

Collect informational material from the individual channels represented at IFA.

Which public service and private broadcasters are at IFA?

Which shows are being broadcast directly from IFA?

Which target group(s) are the different programs aimed at?

Which of their shows are the broadcasters showcasing at IFA?

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Worksheet 2 / 2

How is the broadcaster financed?

Do you know similar shows from other broadcasters?

How are the broadcasters reacting to technical developments such as online offers, media libraries, etc.?

What's your favorite show? And why?

How are the broadcasters reacting to technical developments such as streaming services, media libraries, etc.?
