

# welt

DEIN NACHRICHTENSENDER



# LEADING **NEWS-STATION** IN GERMANY





# WELT TELEVISION

## LEADING NEWS STATION IN GERMANY

WELT TELEVISION is a journalistic, independent news channel that is not one of the four major broadcaster groups. It offers 14 hours of current live news and is always ready for breaking news. It has a high proportion of self-produced and commissioned content, e.g. current reports, talks, sports, etc.

In addition, it offers various business formats and stock market reporting, informative magazines as well as high-quality documentaries in a variety of genres. His documentaries are predominantly produced in Europe. This means a very high proportion of European works.

Another program highlight is the WELT sports program from January 2024. This includes the broadcasts of live games from the handball and basketball Bundesliga in cooperation with DYN. With this expansion of the live offering at WELT, the Sunday afternoon's focus is especially on sports.

The station is qualified as public value and has a high proportion of barrier-free offerings, including crawl, etc.

With the start of live TV broadcasting from the studios in Berlin's new Axel Springer building in 2021, the entire WELT journalistic offering incl. newspapers as well as digital formats will be produced under one roof.





WELT TELEVISION

# FACTS & **FIGURES**



# WELT TELEVISION

## SHORT FACTS



### **START OF TRANSMISSION**

On air since  
January 24, 2000



### **COVERAGE**

24 hours  
every day



### **BROADCAST AREA**

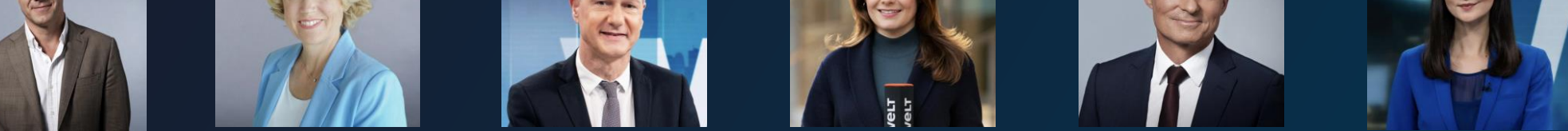
Germany, Austria,  
Swiss



### **DISTRIBUTION**

SD/HD  
Satellite, Cabel TV,  
DVB-T, IPTV and  
OTT





**>300  
JOURNALISTS**

on duty at WELT in the fields of television,  
print, digital, audio or events

Top journalists  
contribute to top  
news television that  
delights its audience

**1,6 %**

Market share

2024, E 14-59. Quelle: AGF  
Videoforschung; AGF SCOPE 1.5,  
08.05.2024



**23 Min**

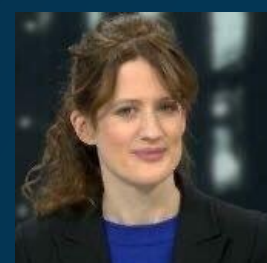
Time spent on  
WELT TV per day

2024, Mo-So, 3-3 A.M., E 14-59. Quelle:  
AGF Videoforschung; AGF SCOPE 1.5

**4,64 Mio.**

Viewers per day  
WELT TV incl. N24 Doku  
(on average)

AGF / 2023, Mon-Sun, 3a.m.-3a.m., viewers total > 3 years old



# WELT TELEVISION LIVE NEWS PROGRAM

## Breaking News

ready any time

## 14h live

every day



## 3.300h

live content  
per year

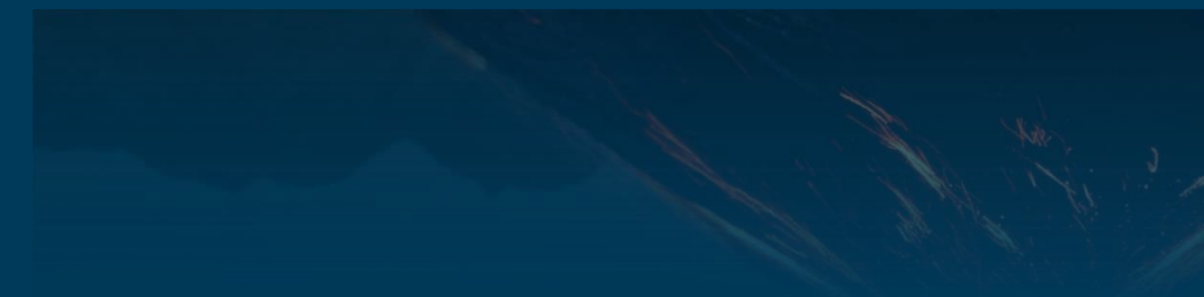
2023

## 5,40h

of raw material every day  
WELT's own footage  
incl. regional material



# WELT TELEVISION DOCUMENTARIES





# welt EXPERTS

POOL OF EXPERTS  
ON CURRENT KEY TOPICS







# welt NETWORK

STRONG NETWORK OF REPORTERS  
ON THE GROUND

MORE THAN 20 CORRESPONDENTS  
IN GERMANY, EUROPE AND  
WORLDWIDE

DEUTSCHER FERNSEHPREIS  
NOMINEE 2023





welt

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# TECHNOLOGY

OWN TRANSMISSION  
TECHNOLOGY AND  
BROADCASTING VEHICLES

EUROPE'S MOST STATE-OF-  
THE-ART STUDIO, IN THE  
HEART OF BERLIN

FULL-IP-NETWORK

FULLY AUTOMATED  
PRODUCTION WORKFLOWS

FULLY VR-EQUIPPED  
STUDIOS



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