

Profile of WDR mediagroup

WDR mediagroup is the commercial subsidiary of the West German Broadcasting Corporation in Cologne. As an innovative service provider for media content, it offers 360-degree marketing and sales of high-quality WDR programmes and supplies of other partners via all distribution channels and platforms. In addition to its core business, which is the marketing of advertising time as well as programme exploitation, its versatile service portfolio covers the entire digital value-added chain: WDRmg digitalizes and archives video contents and is responsible for marketing and sales using its own infrastructure. The wide range of services is rounded off by programme trading, licensing deals, online solutions, accessible media services, a DVD label of its own, a music publisher, listener retention programmes and an extensive marketing organization.

Michael Loeb and Frank Nielebock are the company's Managing Directors.

An overview of the different areas and subsidiaries:

Marketing and sales

Core business: A qualitative environment for classical radio and TV commercials distinguishes the diverse portfolio of WDRmg. It includes the WDR radio programmes 1LIVE and WDR2 which can be booked individually or in combination. In the TV sector, WDRmg brokers the regional advertising times for North Rhine-Westphalia in the wide-coverage early evening programme of ARD as well as the sponsoring of popular formats such as "Wissen vor acht" and "Wetter vor acht" on a national level. Within ARD, WDRmg is the largest regional advertising company.

Sales marketing: Other than the sale of advertising time, WDRmg provides its customers and media agencies with diverse services around the optimization of their campaigns: from media research via target group analyses right up to media consulting.

Programme marketing: The WDR TV and radio stations, too, benefit from the marketing know-how of WDRmg which conceptualizes and arranges events, promotions and other listener retention measures for the programmes.

Media rights and licensing

On behalf of WDR and other well-known clients, WDRmg makes licenses around TV and radio programmes available for commerce - at national and international level. Furthermore, WDRmg exclusively handles the commercial exploitation of WDR programme excerpts and operates the retail shop "Maus & Co." in the city centre of Cologne. Other fields of business include the global distribution of broadcasting rights and licences as well as the international co-production of children's programmes.

Programme trading

Additionally, WDRmg commercializes and sells archived formats, including classics like "WWF Club", "Büro, Büro", "Der Fahnder" and "Gegen den Wind".

ARD International Cable Coordination

WDRmg houses the central coordination centre of ARD for the international cable retransmission of the programmes. The business segment ARD Kabelkoordination Ausland negotiates any and all contracts with international network operators and sets up the required distribution structures.

WDR mediagroup digital GmbH

Managing Directors: Markus Kreisel, Joachim Bellinghoven

Internet service: WDRmg digital provides a complete range of services around multimedia communication solutions. Whether website, App or complex online application - the services range from consulting and conception up to their technical implementation.

Video and audio technology: Additionally, WDRmg digital renders central production services for the ARD commercial breaks, including video editing and trailer production. It also organizes the shared use of the WDR broadcasting towers by external companies. Workplace technical support for WDR employees is also in the hands of the IT specialists at WDRmg digital.

Archiving services: Thanks to its innovative, robot-based system A.D.A.M. WDRmg digital plays a leading role in the digitalization of video archives. Furthermore, WDRmg digital renders entire copy and recording services to the WDR audience and makes TV programmes accessible through subtitling, sign language interpretation and audio description.

WDR mediagroup dialog GmbH

Managing Director: Christiane Podang

Call centre: With its first-rate call centre, WDRmg dialog provides services for 1LIVE, WDR 2 and WDR 4 in the fields of listener retention, acquisition of new listeners and listener service. For almost 24 hours per day, competent points of contact answer questions around the programmes, attend call-in formats, sell recordings and coordinate appointments for WDR's visitor centre.

Music publisher: The music publisher of WDRmg dialog supervises the works commissioned by WDR. It produces sound designs for radio and TV, film and audio drama music, children's songs, advertising jingles and orchestral works.

RC Release Company GmbH

Managing Director: Ingo Vandré

The core business of RC Release Company comprises the publication of programmes on DVD and Blu-ray in the field of home entertainment. Furthermore, it combines the moving images portfolio of WDR with high-quality contents of other partners, thus offering comprehensive content packages to the major streaming platforms on the internet.