
Radio Germany

4.1. General Indicators

% of subscriptions or connections based on total population

	1996	1997	1998	1999	2000	2001*
All population (000)	82.012.162	82.057.379	82.024.193	82.087.099	82.163.475	82.182.824
Universe 15+ (000)	62.377	62.551	62.798	63.020.000	63.090.000	63.140.000

4.2. Advertising categories

Advertising Category :

German Definitions

	Does this advertising category exist in your country ?	Is this advertising category used in your country ?	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)
Commercial Spots :	Yes	Yes	classic adbreak	twice per hour (close to the News), various lengths, minimum 15 sec.
Billboard Spots :	No	No		
Sponsoring Spots :	Yes	Yes	company-spot which introduces program part sponsored by the company	at the beginning and at the end of the sponsored programm
Station Self Promotion Program :	No	No		
Commercial Self Promotion Spots :	Yes	Yes	trailer, programm announcement	various lenghts
Direct Response Radio Spots :	Yes	Yes	rarely used, a telephone number or e-mail-adress to answer/order	
Inserts or Product Placement Program :	No	No		
Inserts or Product Placement Spots :	No	No		

Advertising Category :

German Measurements

	Are they measured...	
	... for audiences ?	... for investments ?
Commercial Spots :	No	No
Billboard Spots :	No	No
Sponsoring Spots :	No	No
Station Self Promotion Program :	No	No
Commercial Self Promotion Spots :	No	No
Direct Response Radio Spots :	No	No
Inserts or Product Placement Program :	No	No
Inserts or Product Placement Spots :	No	No

4.3. General information by channel

About Radio Stations

Type of broadcast during 1996-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Domestic Radios (national)	Private	JAM FM	15/01/94	-	Music & Entertainment
	Private	Klassik Radio	27/10/90	-	Music & Entertainment
	Private	Radio Melodie	12/09/87	-	Music & Entertainment
	Private	RTL Radio	15/07/57	-	Music & Entertainment
	Public	DW-radio Deutsches Programm		-	News & Business
	Public	Deutschlandradio Berlin		-	News & Business
	Public	Deutschlandfunk		-	News & Business

About Radio Stations

Type of broadcast during 1996-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Regional Radios	Public	WDR 4		-	Music & Entertainment
	Public	Bayern 1	03 / 1949	-	Music & Entertainment
	Private	Antenne Bayern	5/09/88	-	Music & Entertainment
	Public	MDR 1	1/01/92	-	Music & Entertainment
	Public	Eins live		-	Music & Entertainment
	Public	SWR 3	36039	-	Music & Entertainment
	Public	WDR 2		-	Music & Entertainment
	Private	Hit Radio FFH	15/11/89	-	Music & Entertainment
	Public	Bayern 3	03 / 1949	-	Music & Entertainment
	Public	SWR 4 BW	1/09/98	-	Music & Entertainment
	Private	Radio ffn	31/12/86	-	Music & Entertainment

About Radio Stations

Type of broadcast during 1996-2001*

Foreign Radios				
Status	Names	Active Period		Station Type
		Founded	Ended**	
Public	AFN American Forces Network		-	Music & Entertainment
Public	BFBS British Forces Broadcasting Service		-	Music & Entertainment

About Radio Stations

Type of broadcast during 1996-2001*

Names Domestic Radios (national)	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level	Comments transmission/reception mode, numerical services/advertising and/or station type
JAM FM	Radio Cable	Radio	No	No	
Klassik Radio	Radio Cable	Radio	Yes	Yes	Transmission mode also: FM, numerical service: advertising possible
Radio Melodie	Radio Cable	Radio	Yes	Yes	Transmission mode also: FM, numerical service: advertising possible
RTL Radio	Radio Cable	Radio	Yes	No	Transmission mode also: FM
DW-radio Deutsches Programm	FM	Radio	No	No	
Deutschlandradio Berlin	FM	Radio	Yes	No	No advertising, News and others
Deutschlandfunk	FM	Radio	Yes	No	

About Radio Stations

Type of broadcast during 1996-2001*

Names Regional Radios	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level
WDR 4	FM	Radio	Yes	No
Bayern 1	FM	Radio	Yes	No
Antenne Bayern	FM	Radio	Yes	No
MDR 1	FM	Radio	Yes	No
Eins live	FM	Radio	Yes	No
SWR 3	FM	Radio	Yes	No
WDR 2	FM	Radio	Yes	No
Hit Radio FFH	FM	Radio	Yes	Yes
Bayern 3	FM	Radio	Yes	No
SWR 4 BW	FM	Radio	Yes	No
Radio ffn	FM	Radio	Yes	No

About Radio Stations

Type of broadcast during 1996-2001*

Names Foreign radios	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level	Comments transmission/reception mode, numerical services/advertising and/or station type
AFN American Forces Network	FM	Radio	No	No	American Military channel
BFBS British Forces Broadcasting Service	FM	Radio	No	No	British Military channel

4.4. Commercial Offer

Commercial Offer in 2001*

	Name of Radio	Capital shares holding (precise majors with parts and name)					Name of Sales houses	Radio's Target Group
			Private 1	Private 2	Private 3	Private n		
Domestic Radio stations	JAM FM	Name Part (%)			n.a.		ARD Sales & Services GmbH	14-39
	Klassik Radio	Name Part (%)			n.a.		Euro Klassik GmbH ARD Sales & Services GmbH	29-45
	RTL Radio	Name Part (%)			n.a.		ARD Sales & Services GmbH	25-49
	DW-radio Deutsches Programm	Name Part (%)			n.a.		ARD Sales & Services GmbH	
	Deutschlandradio Berlin	Name Part (%)			n.a.		-	
	Deutschlandfunk	Name Part (%)			n.a.		-	

Commercial Offer in 2001*

	Name of Radio	Capital shares holding					Name of Sales houses	Radio's Target Group
		Private 1	Private 2	Private 3	Private n	Public		
Regional Radio stations	WDR 4	Name			n.a.		ARD Sales & Services GmbH WWF Westdeutsche Rundfunkwerbung GmbH	
		Part (%)						
	Bayern 1	Name			n.a.		ARD Sales & Services GmbH Bayerische Rundfunkwerbung GmbH	
		Part (%)						
	Antenne Bayern	Name			n.a.		RMS Radio Marketing Service GmbH SpotCom GmbH & Co. KG	
		Part (%)						
	MDR 1	Name			n.a.		ARD Sales & Services GmbH MDR Werbung GmbH	
		Part (%)						
	Eins live	Name			n.a.		ARD Sales & Services GmbH	
		Part (%)						
	SWR 3	Name			n.a.		ARD Sales & Services GmbH	
Part (%)								
WDR2	Name			n.a.		ARD Sales & Services GmbH WWF Westdeutsche Rundfunkwerbung GmbH		
	Part (%)							
HIT RADIO FFH	Name			n.a.		RMS Radio Marketing Service GmbH HIT RADIO FFH		
	Part (%)							
Bayern 3	Name			n.a.		ARD Sales & Services GmbH Bayerische Rundfunkwerbung GmbH		
	Part (%)							
SWR 4 BW	Name			n.a.		ARD Sales & Services GmbH Südwest-Werbung GmbH		
	Part (%)							
Radio ffn	Name			n.a.		Funk & Fernsehen Nordwestdeutschland GmbH &	19-39	
	Part (%)							

Commercial Offer in 2001*

Average Rates in 2001* - All Day - base 30 sec. - Euro		
	Name of Radios	Commercial Spots
Domestic Radio stations	JAM FM	173,70
	Klassik Radio	399,6
	Radio Melodie	176,4
	RTL Radio	280,2
	DW-radio Deutsches Programm	n.a.
	Deutschlandradio Berlin	n.a.
	Deutschlandfunk	n.a.

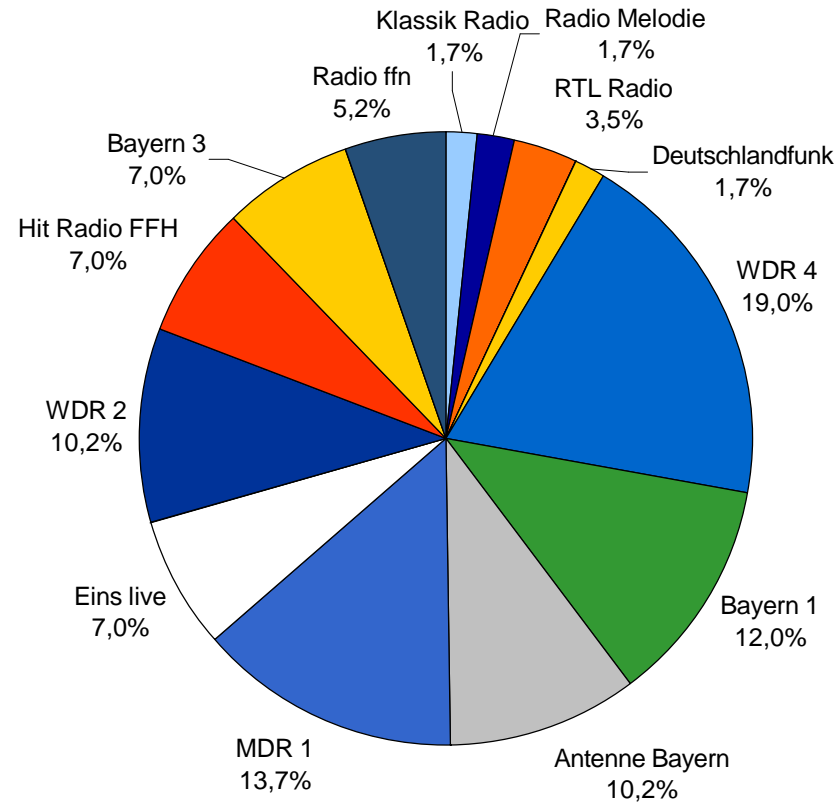
Commercial Offer in 2001*

Average Rates in 2001* - All Day - base 30 sec. - Euro		
	Name of Radios	Commercial Spots
Regional Radio stations	WDR 4	1650,0
	Bayern 1	1323,3
	Antenne Bayern	1654,2
	MDR 1	1450,8
	Eins live	2126,7
	SWR 3	1600,8
	WDR 2	1248,3
	Hit Radio FFH	1296,9
	Bayern 3	939,3
	SWR 4 BW	598,8
	Radio ffn	1167,9

4.5. Audiences

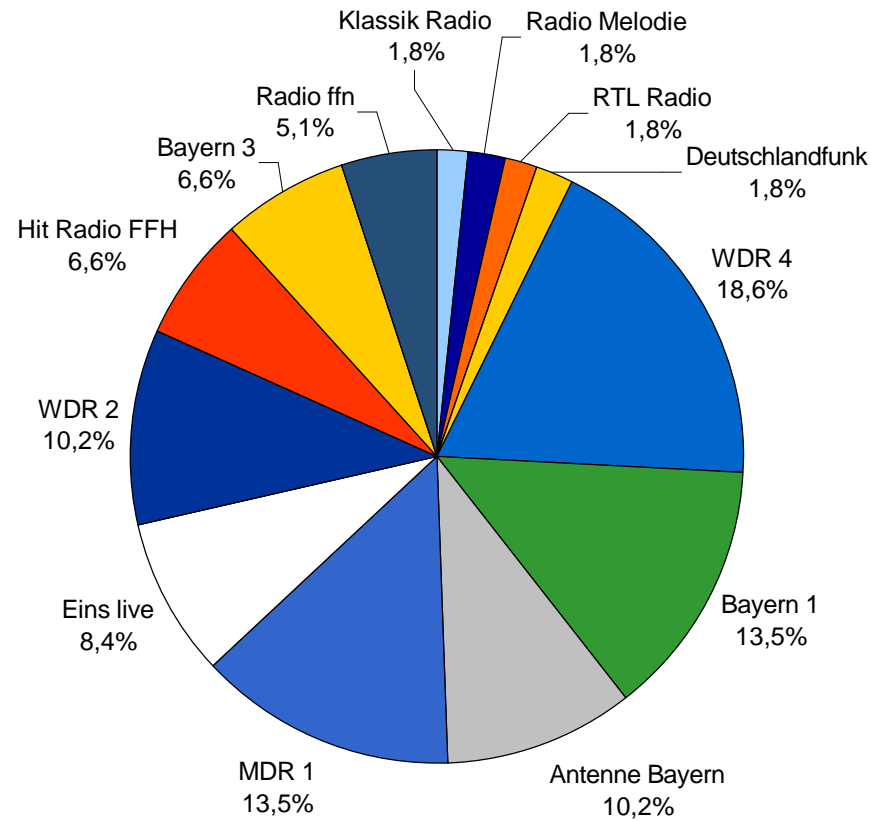
About Audiences - 1996

Share of Market (%) - Target 15+ (05h00-24h00)



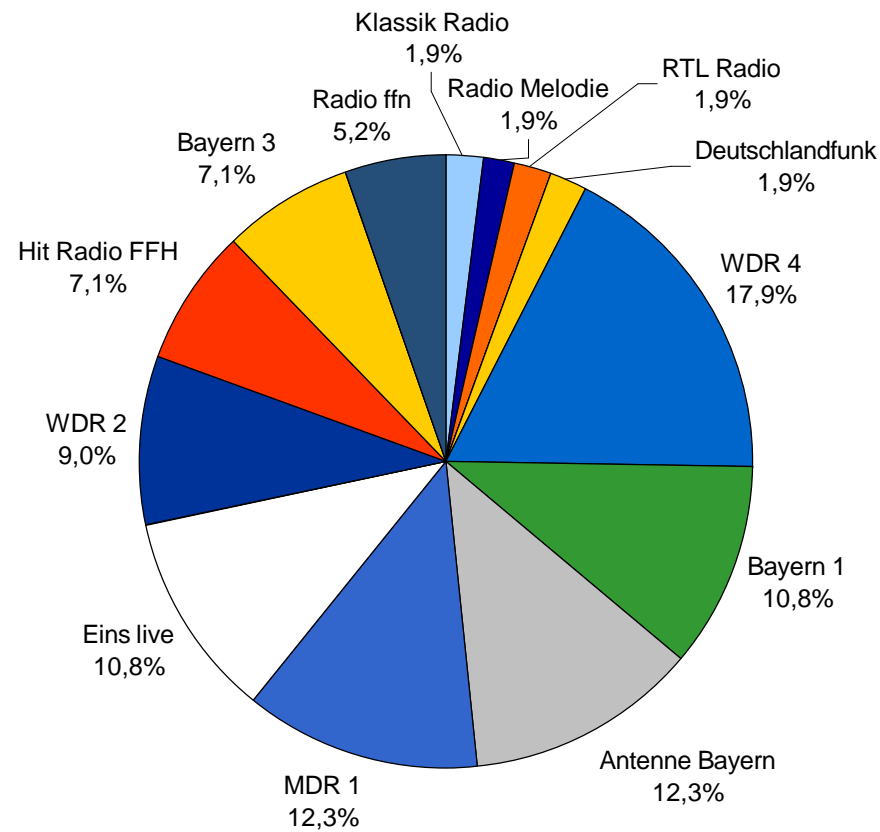
About Audiences - 1997

Share of Market (%) - Target 15+ (05h00-24h00)



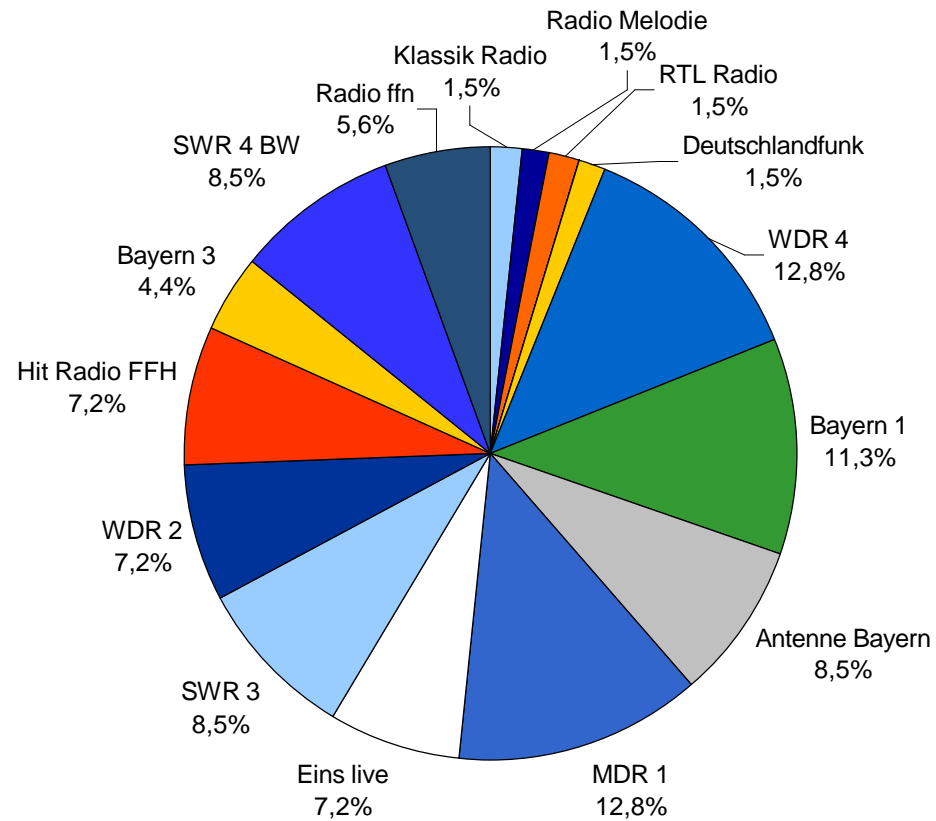
About Audiences - 1998

Share of Market (%) - Target 15+ (05h00-24h00)



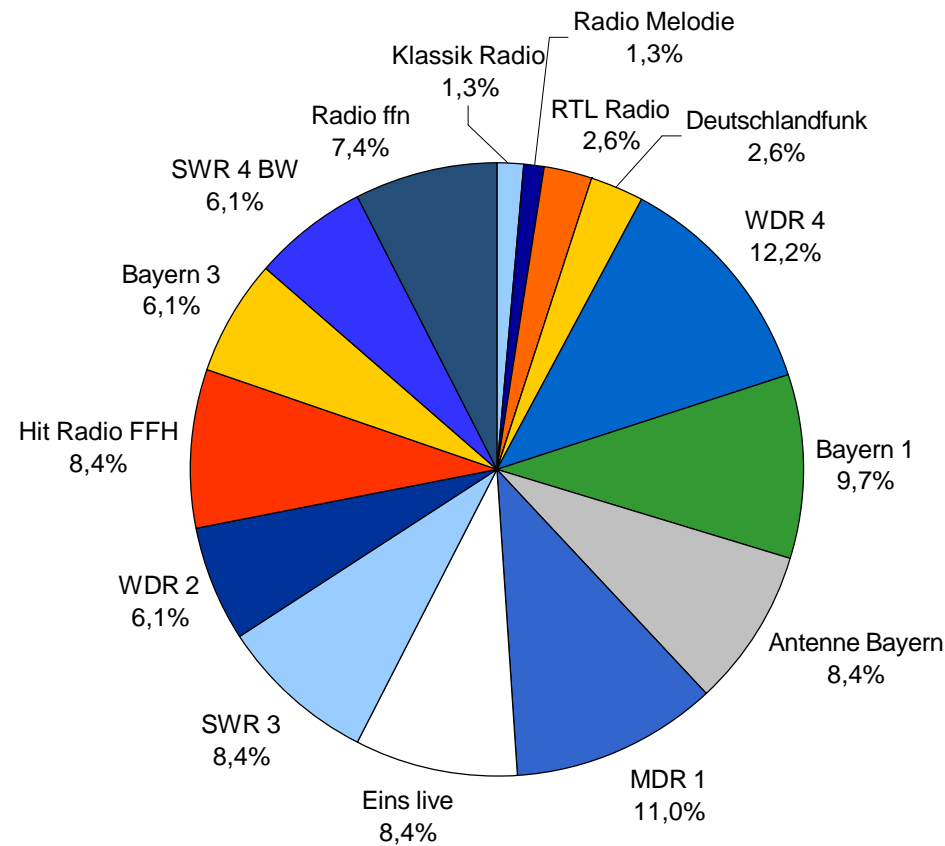
About Audiences - 1999

Share of Market (%) - Target 15+ (05h00-24h00)



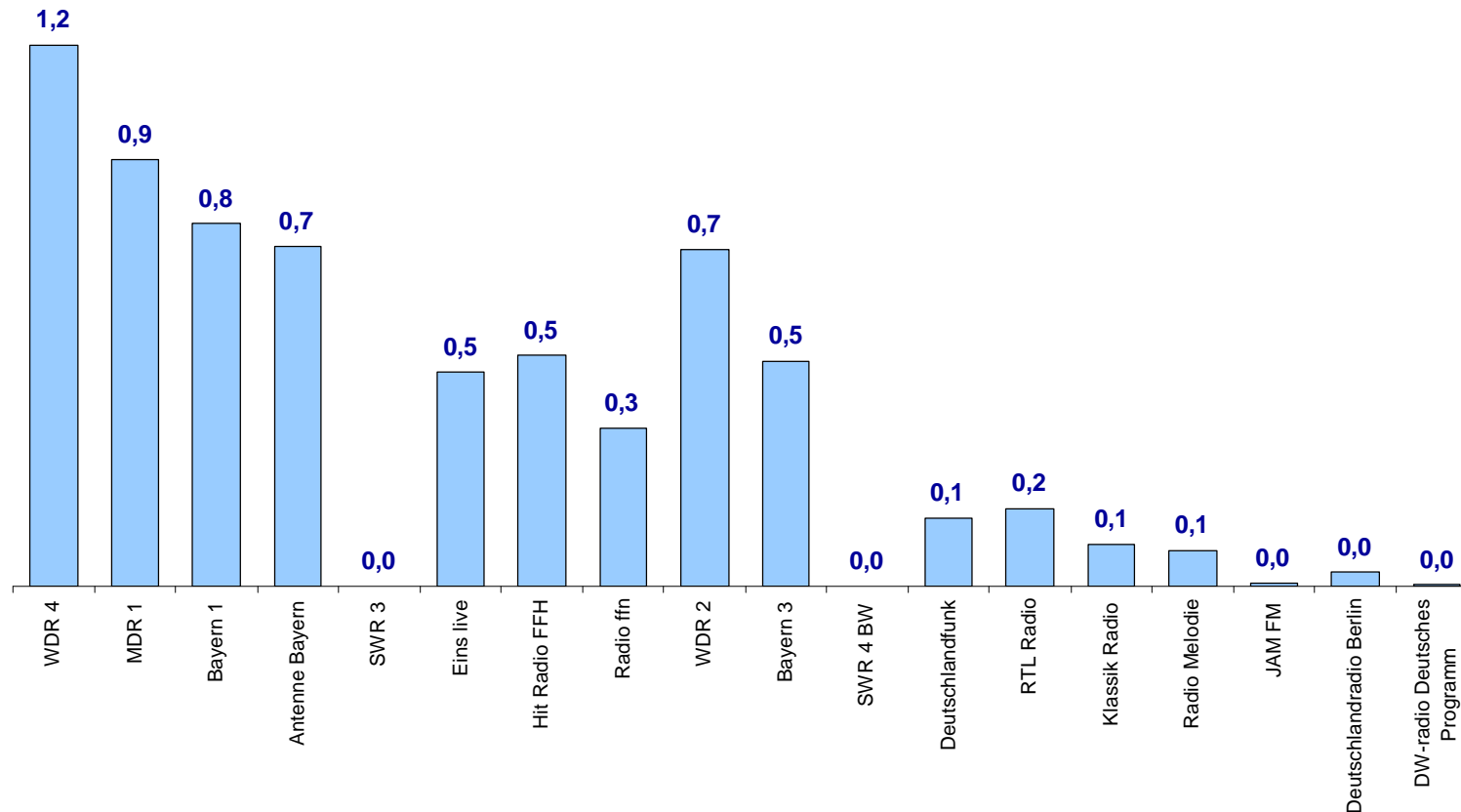
About Audiences - 2000

Share of Market (%) - Target 15+ (05h00-24h00)



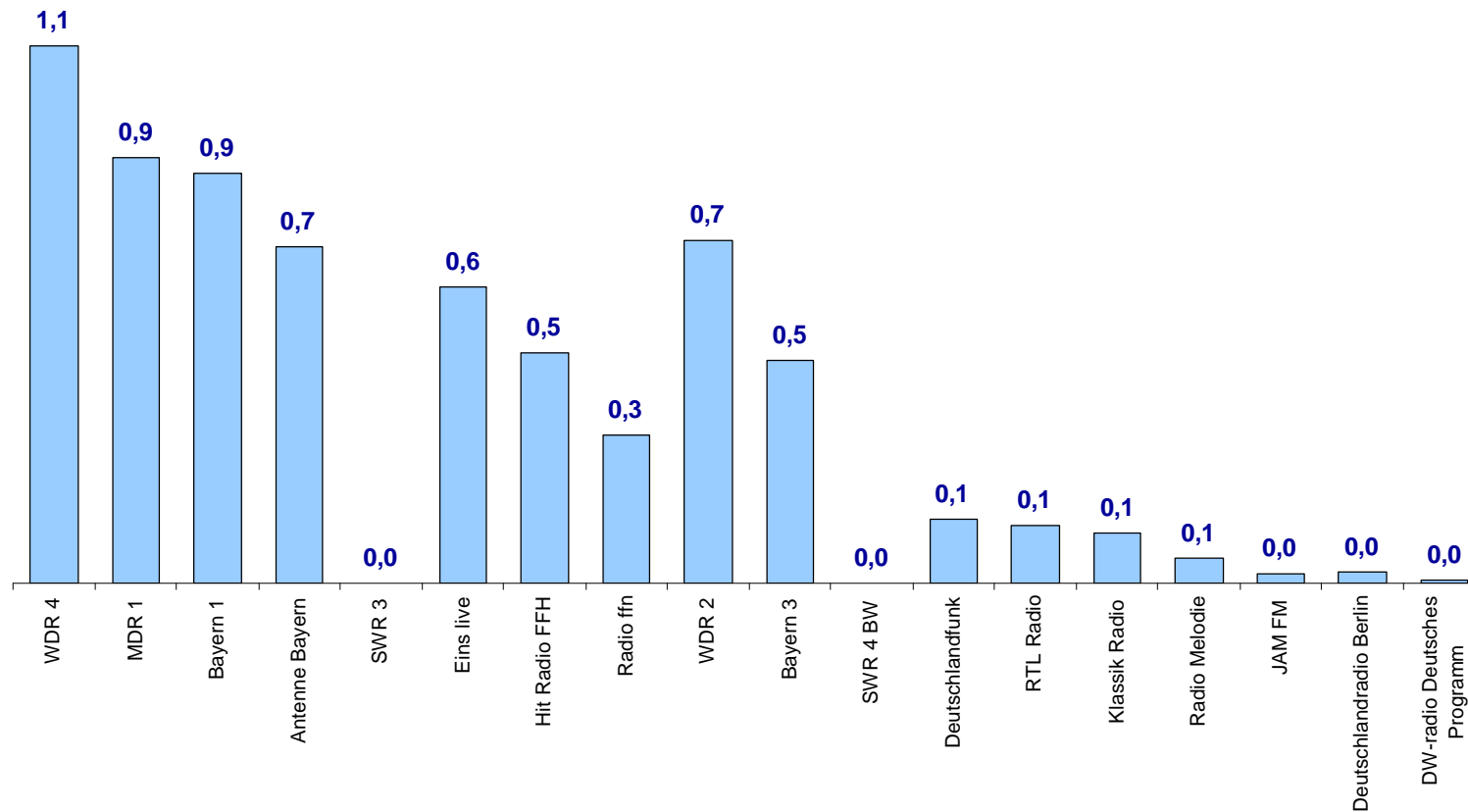
About Audience - 1996

Average Rating (%) - Target : 15+ (05h00-24h00)



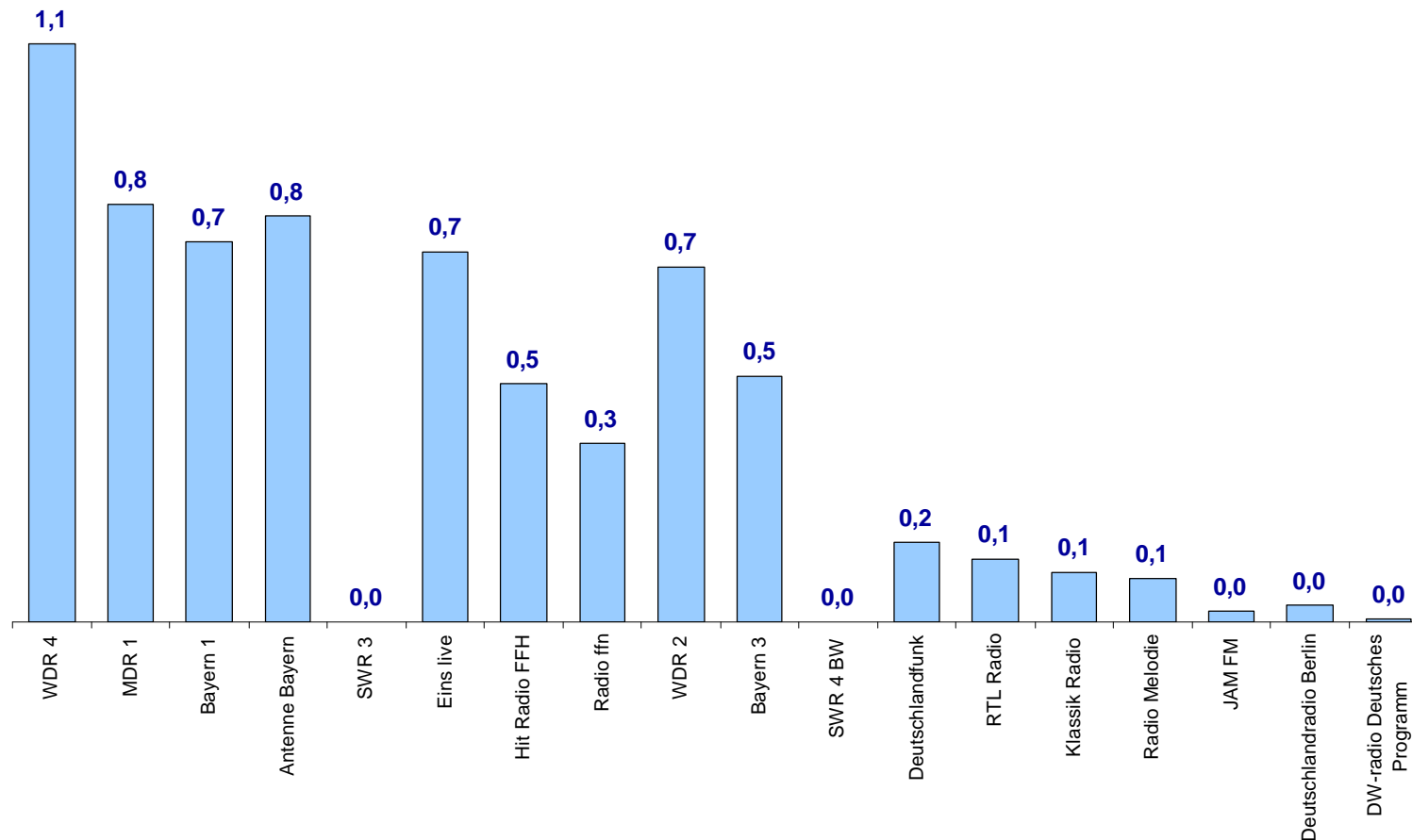
About Audience - 1997

Average Rating (%) - Target : 15+ (05h00-24h00)



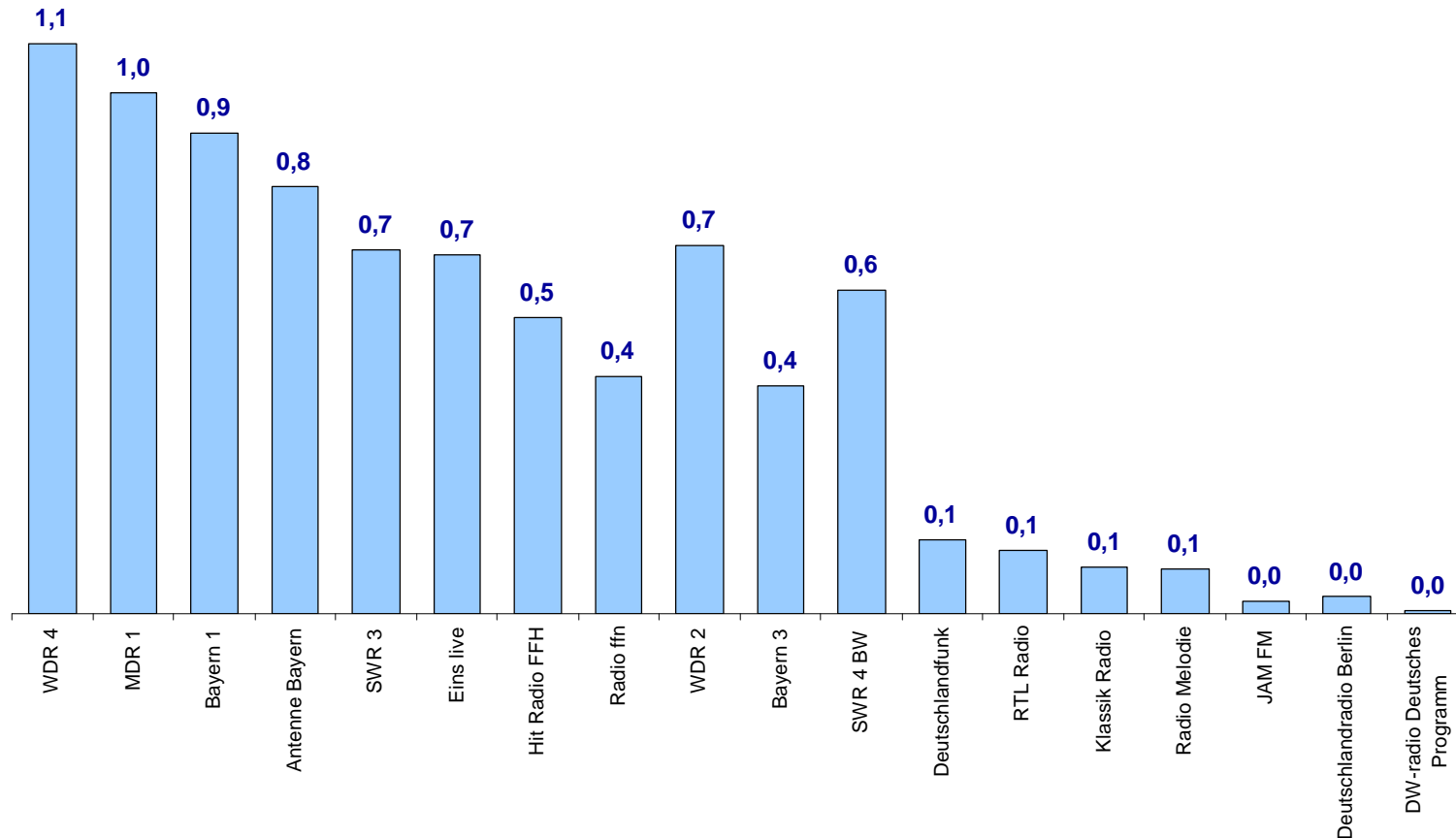
About Audience - 1998

Average Rating (%) - Target : 15+ (05h00-24h00)



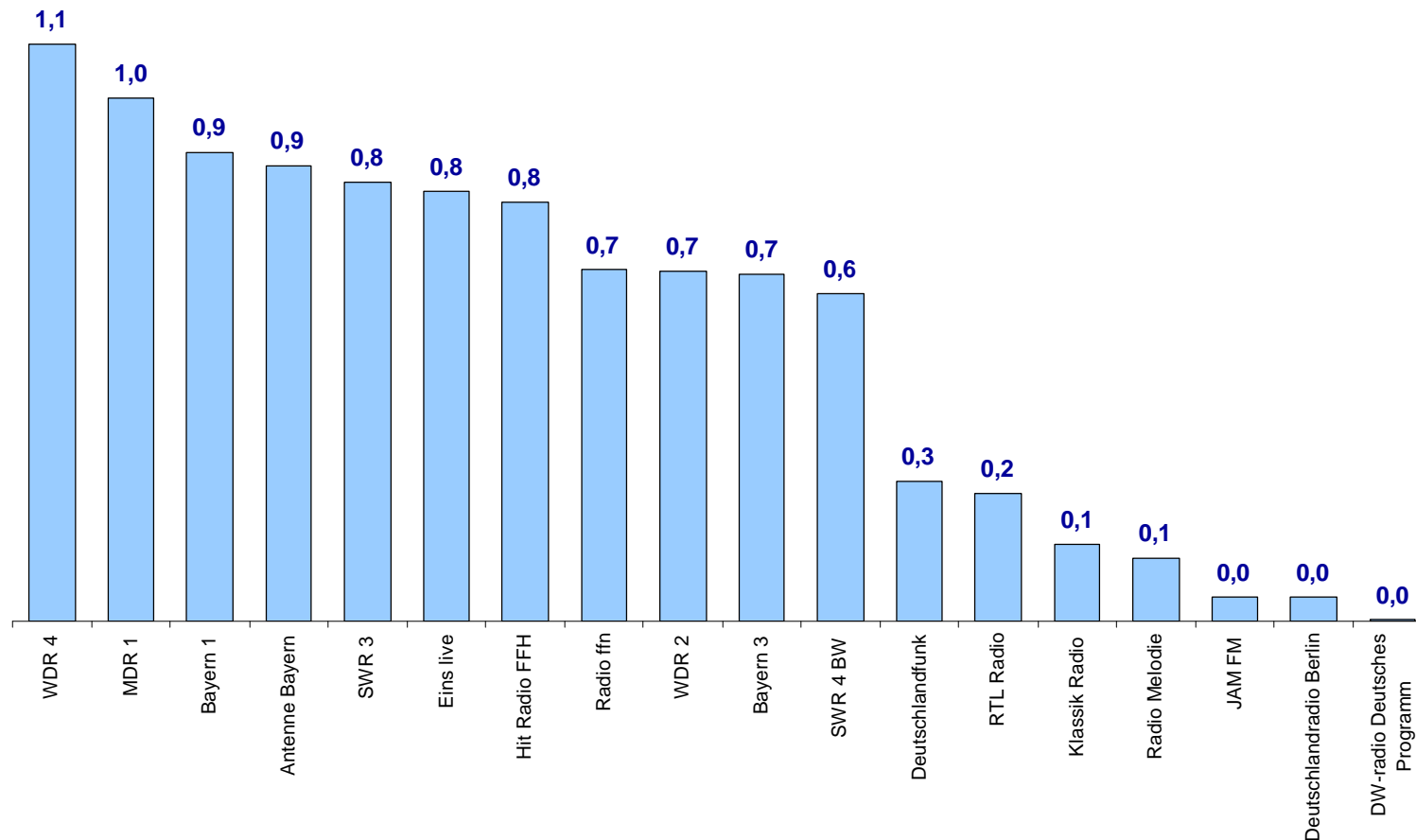
About Audience - 1999

Average Rating (%) - Target : 15+ (05h00-24h00)



About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-24h00)

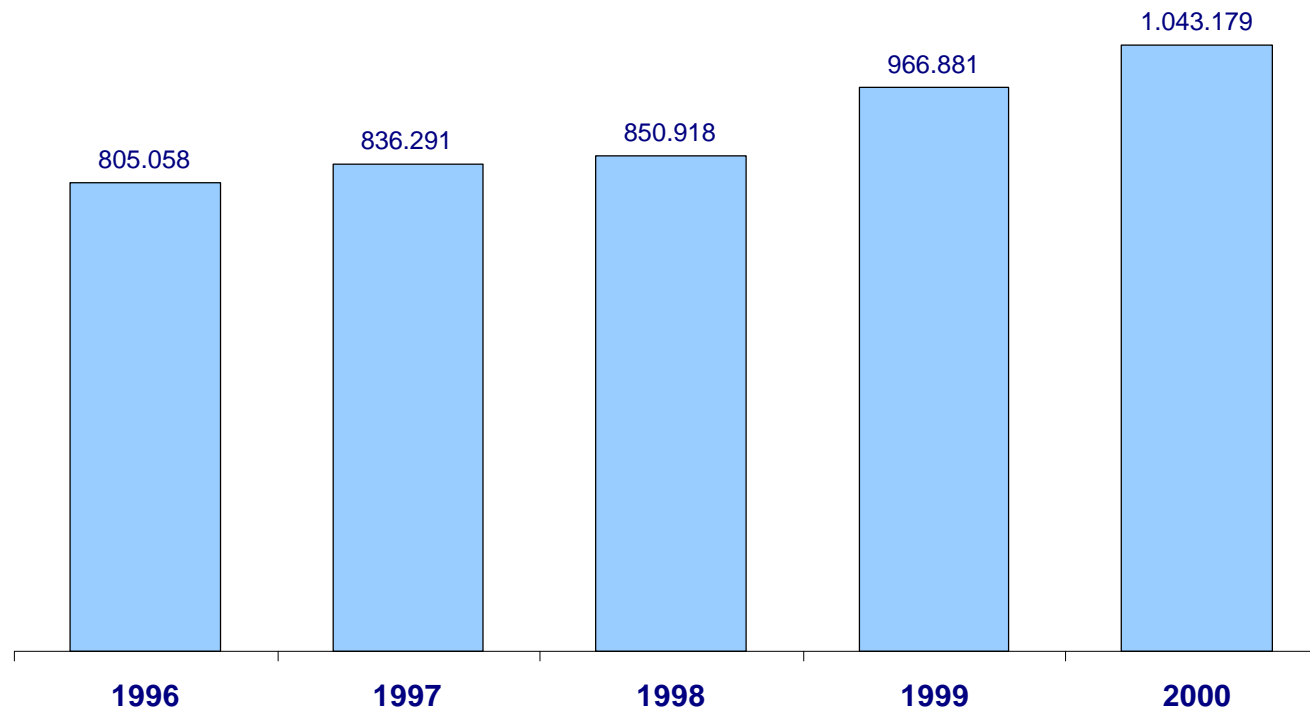


4.6. Media Investment

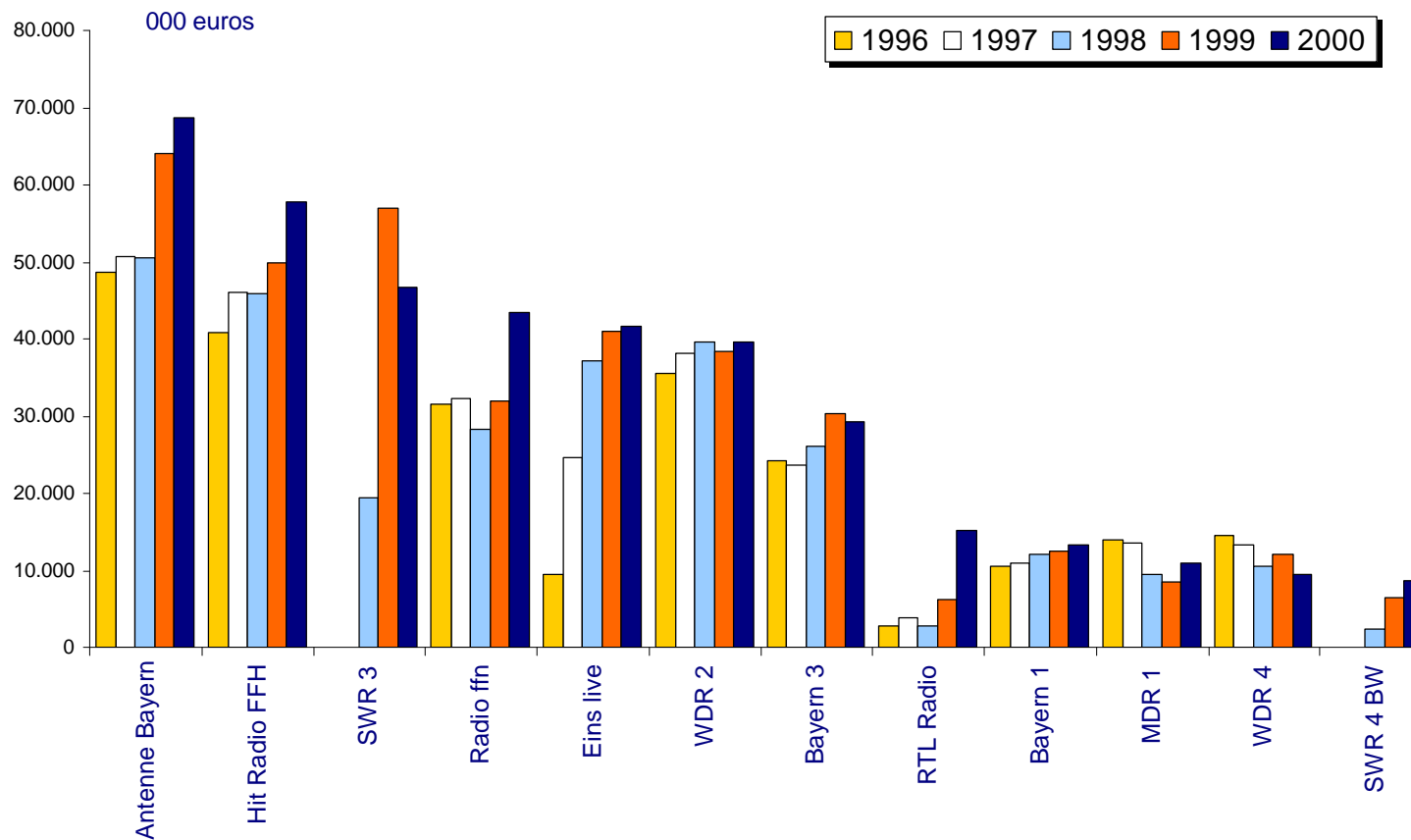
Media Investment Total Radio

000 euros

All Radio

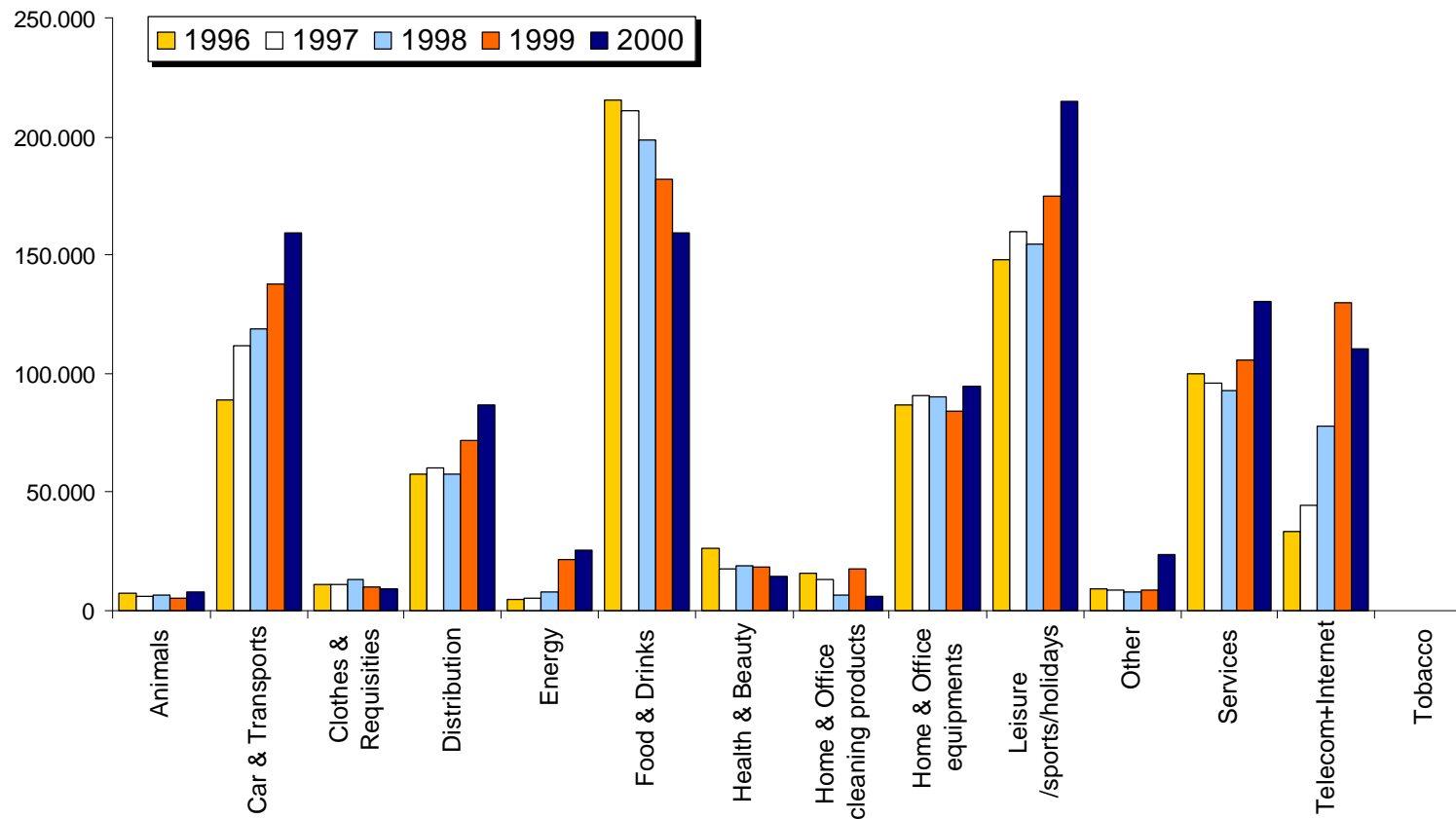


Media Investment By Channel



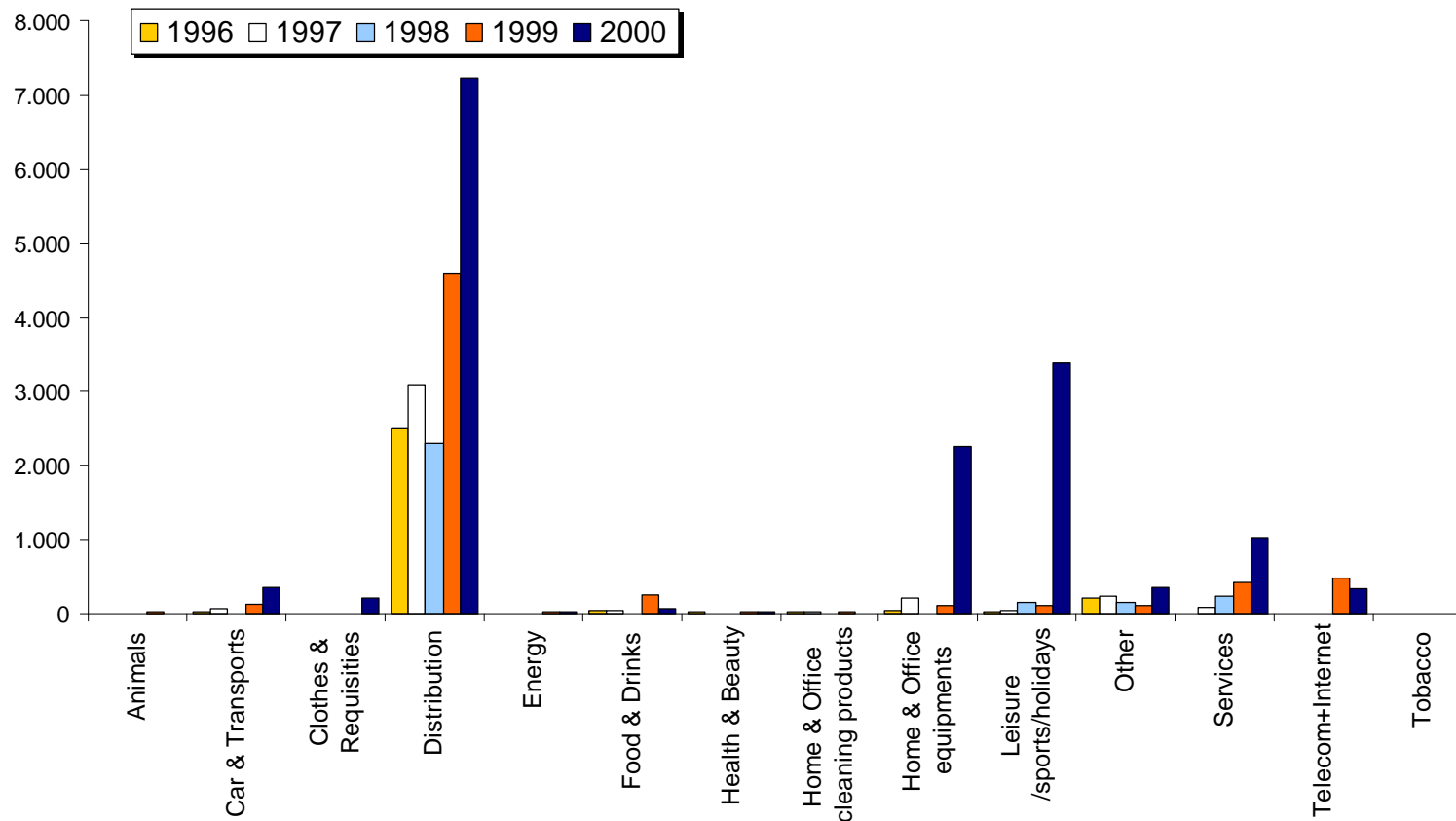
Media Investment

Total Radio

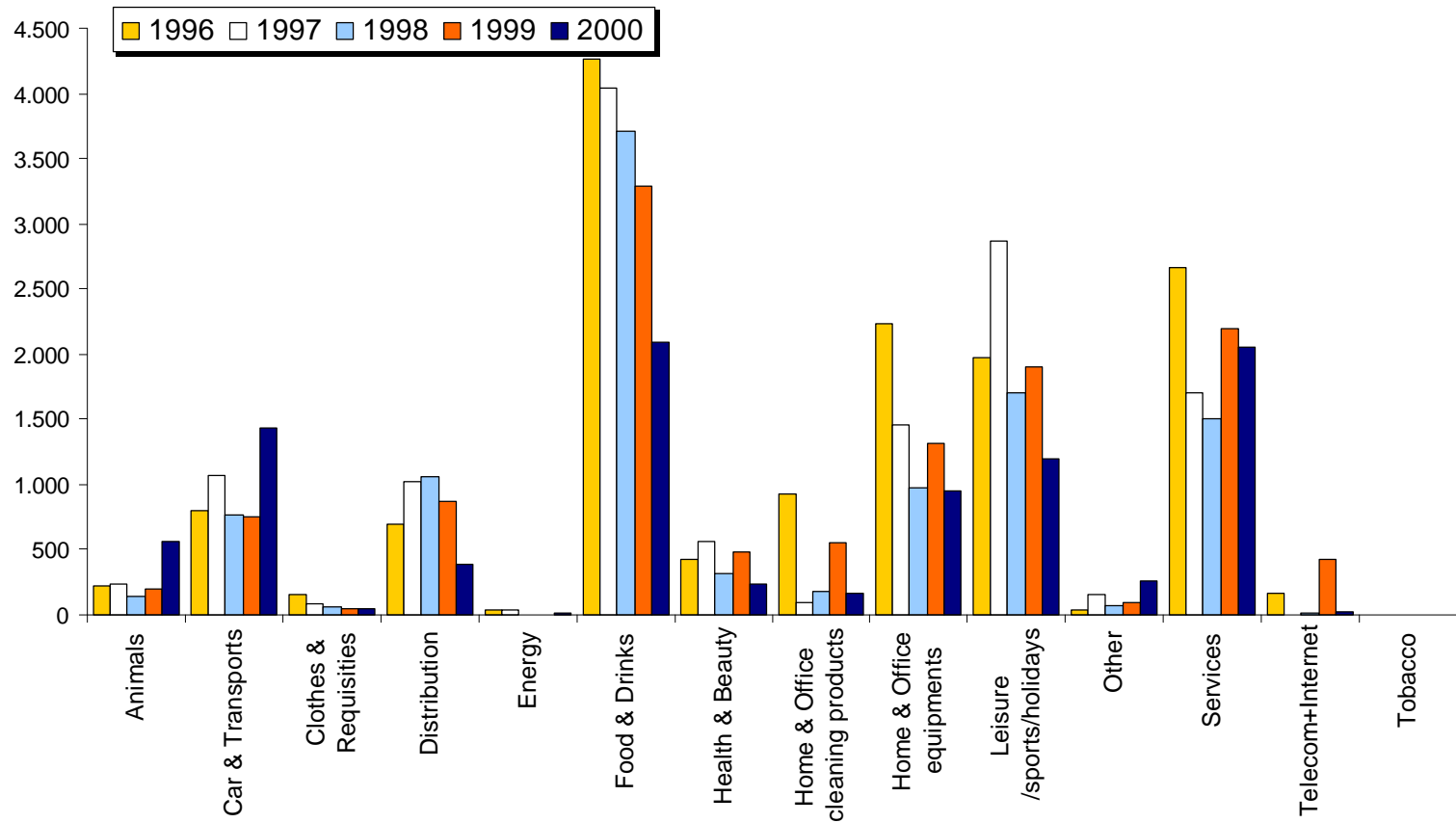


Media Investment

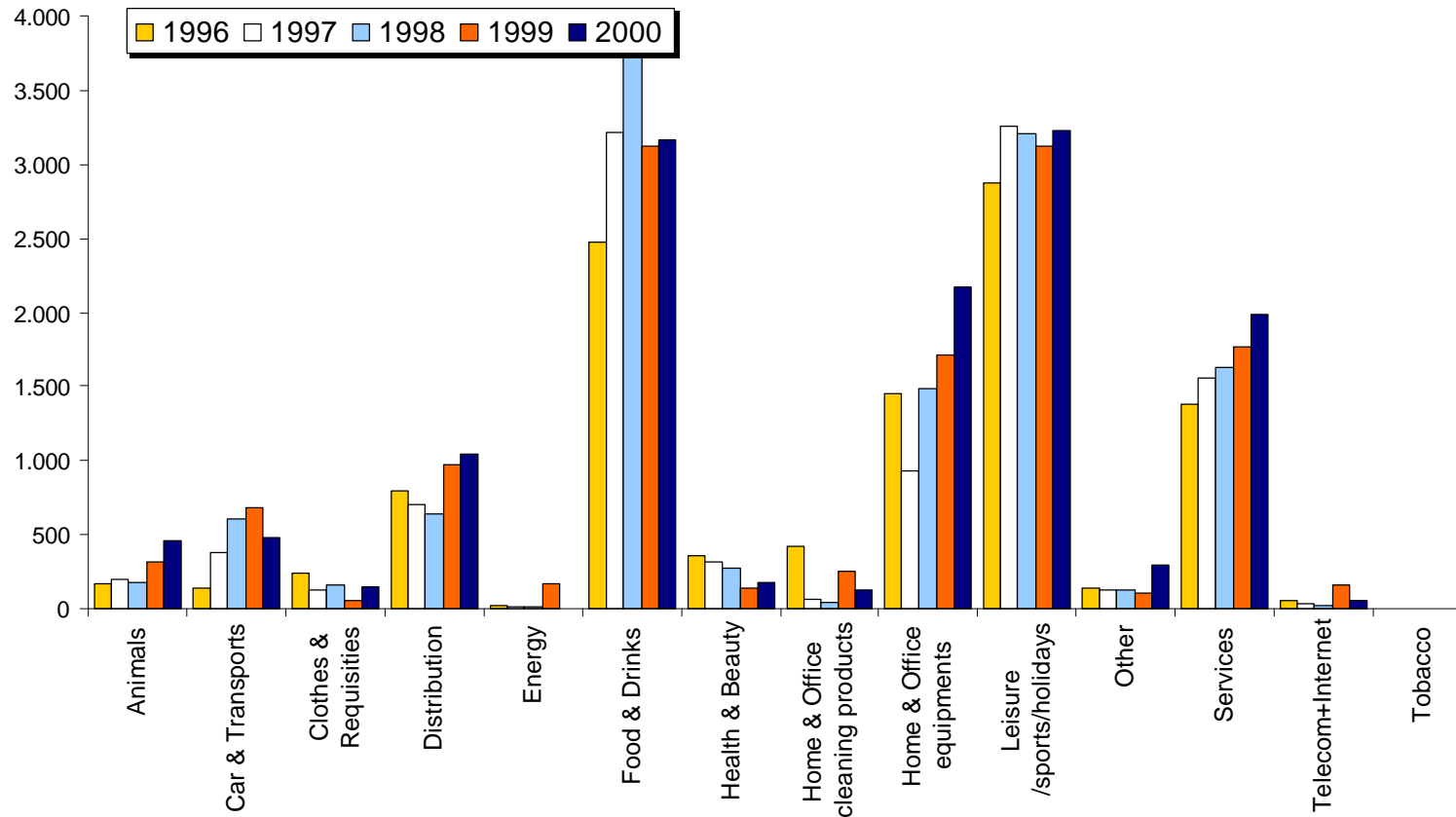
RTL Radio



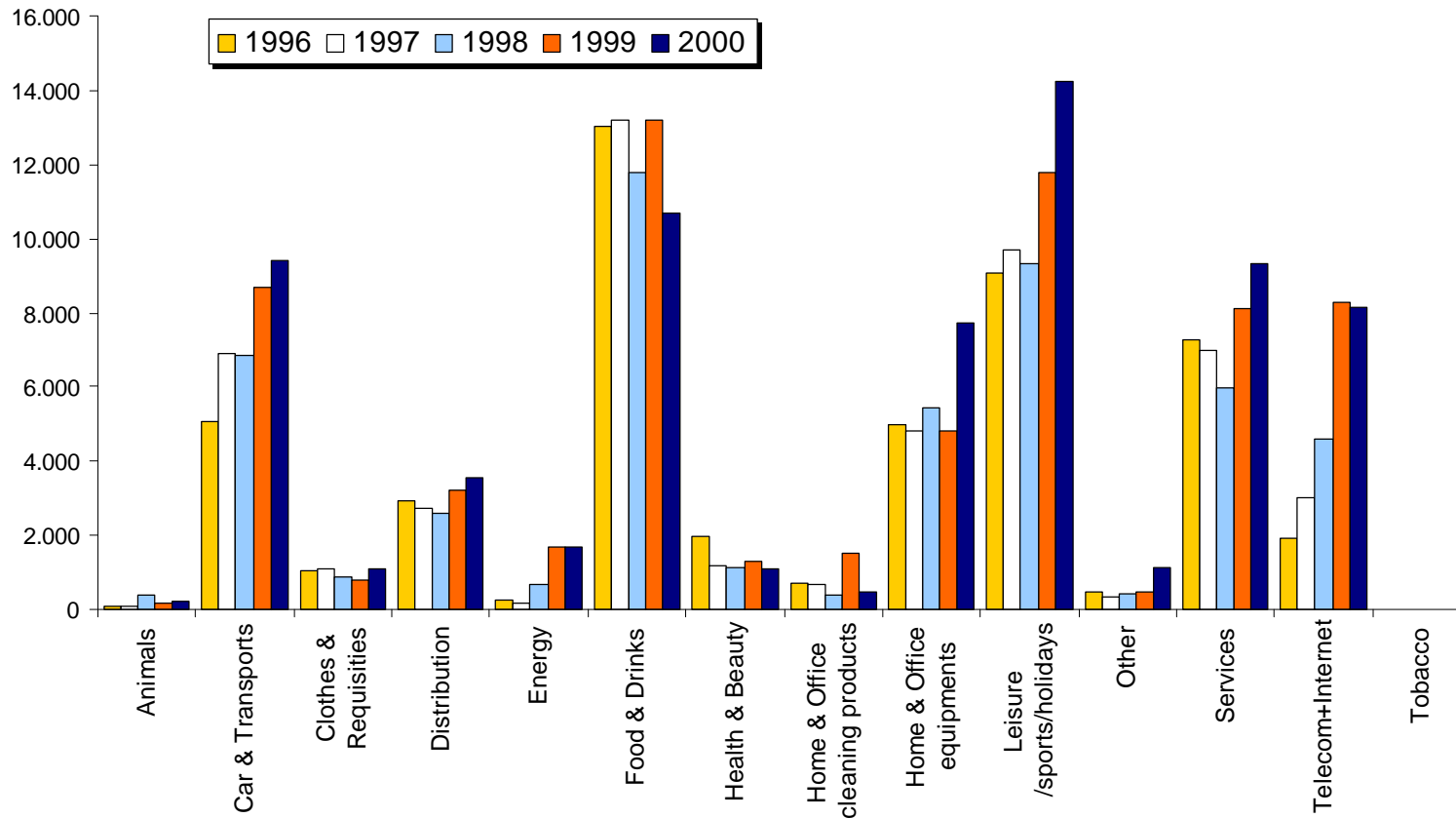
Media Investment WDR 4



Media Investment Bayern 1

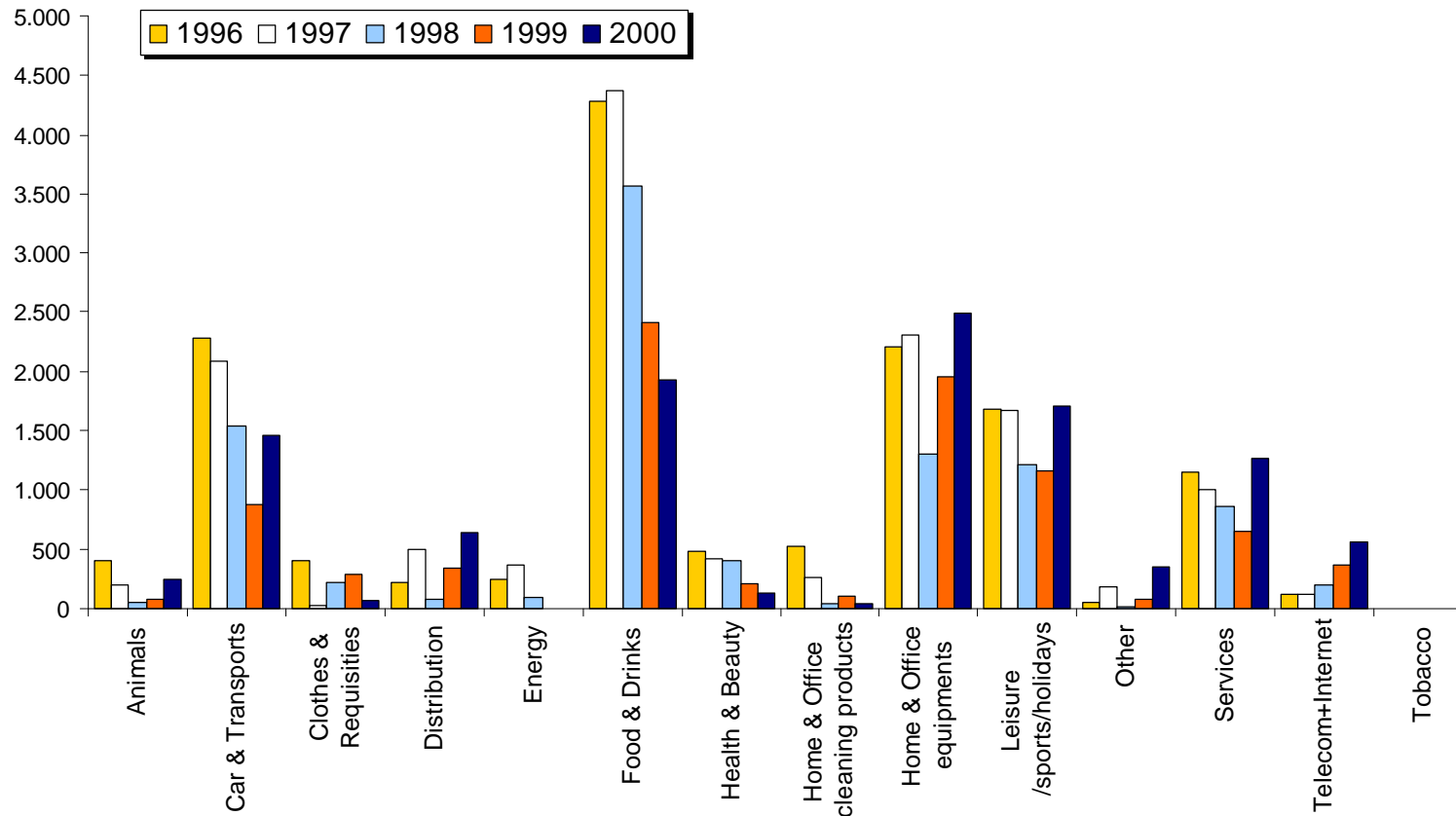


Media Investment Antenne Bayern



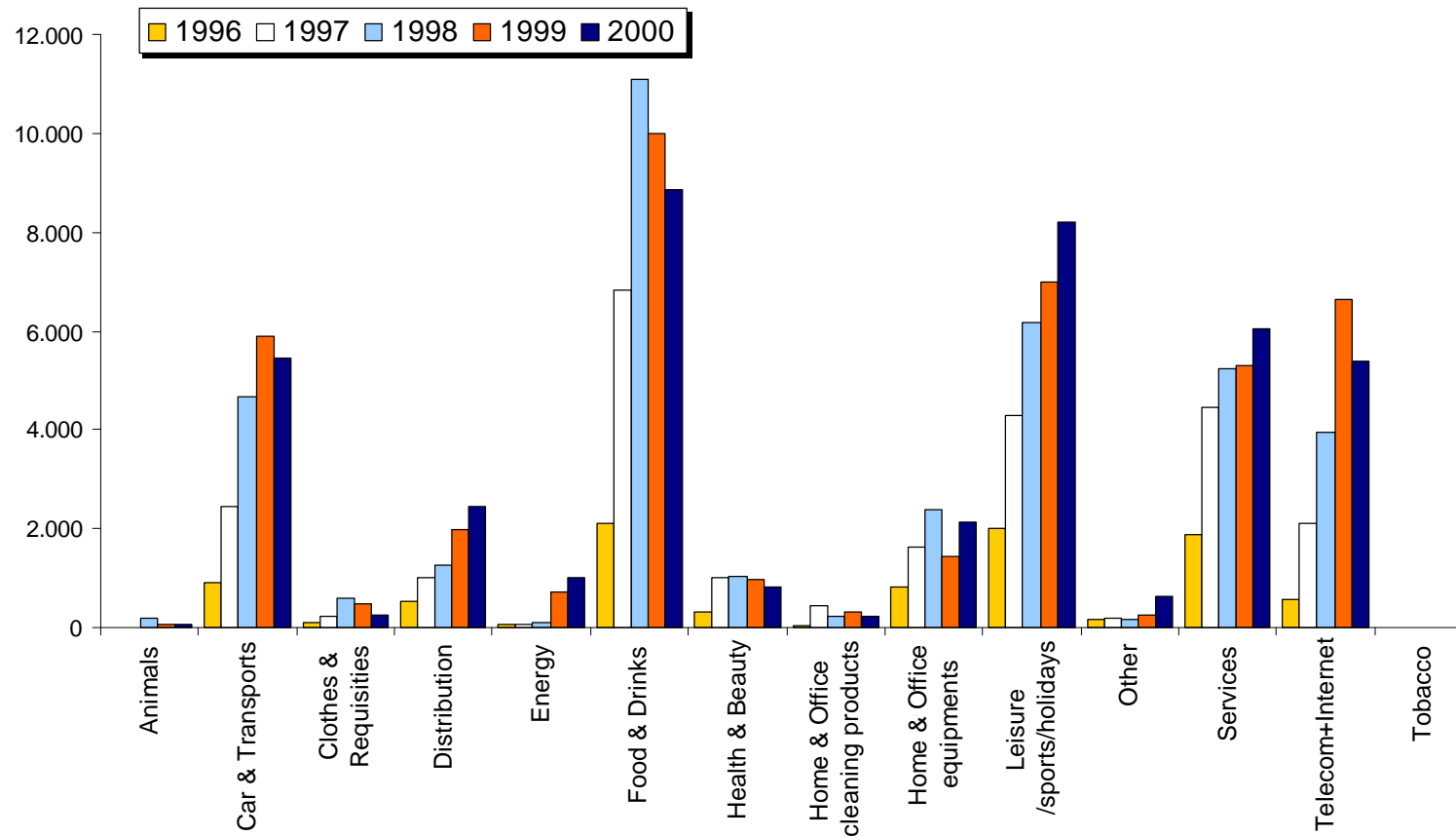
Media Investment

MDR 1

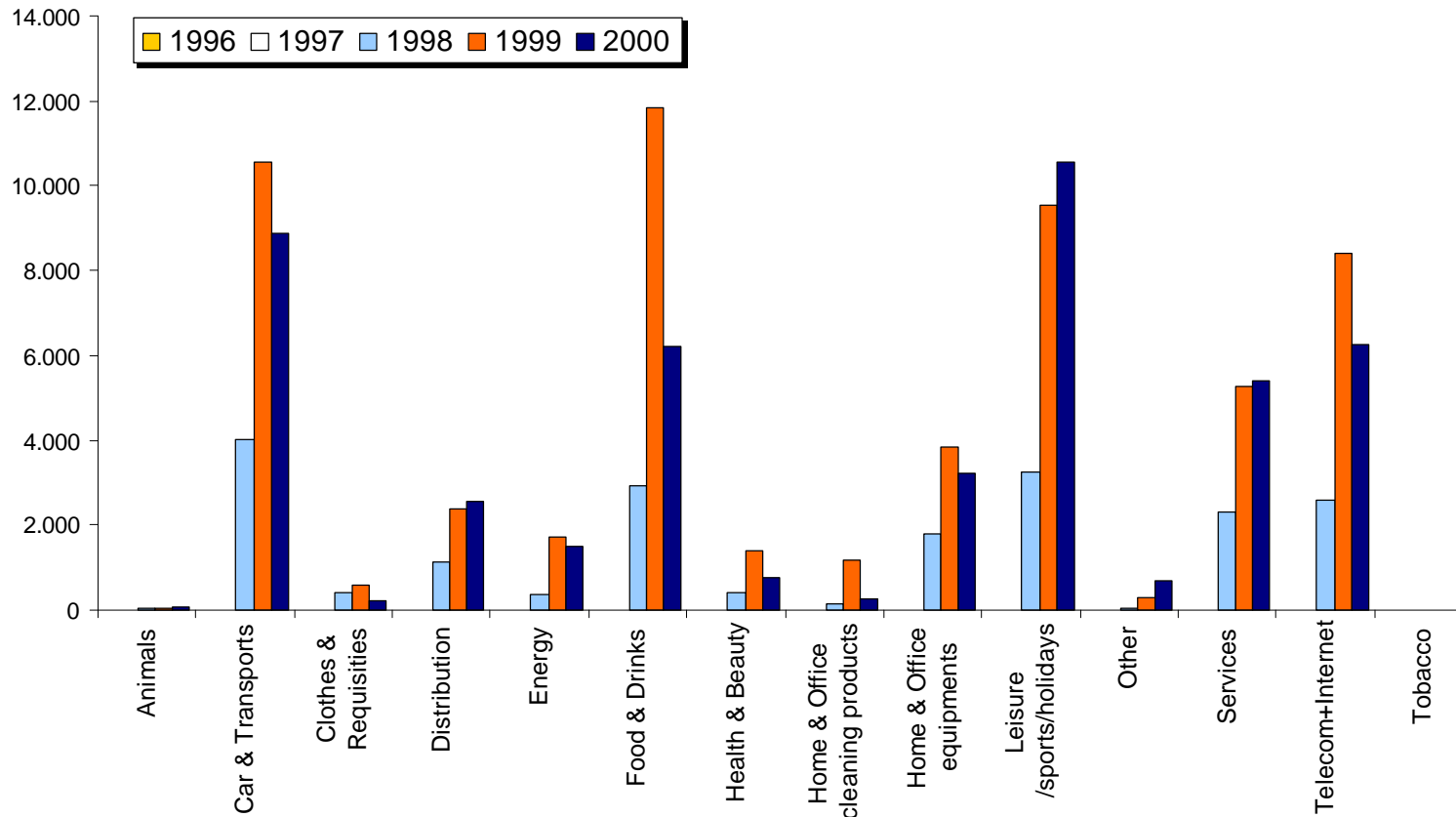


Media Investment

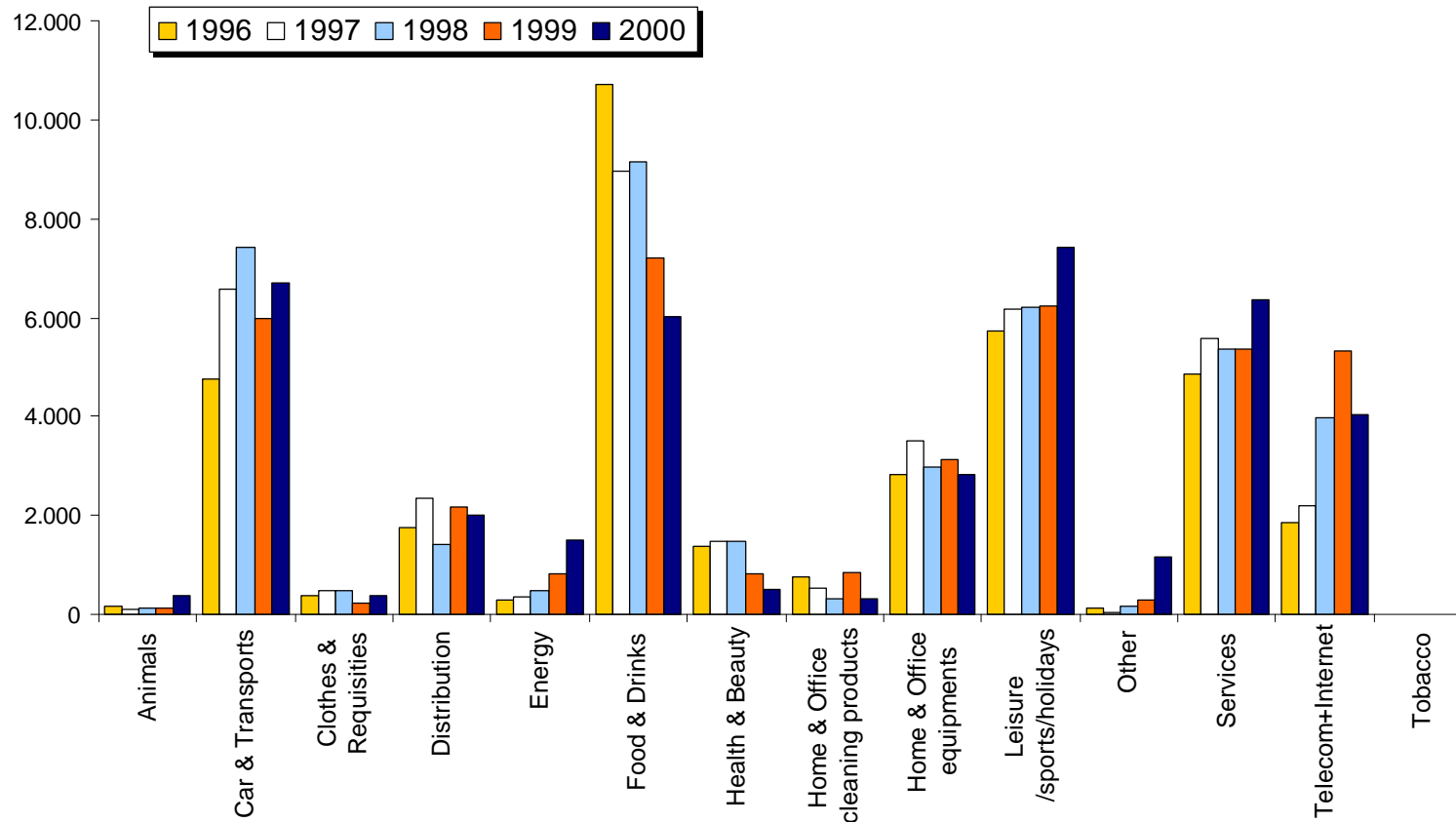
Eins Live



Media Investment SWR 3

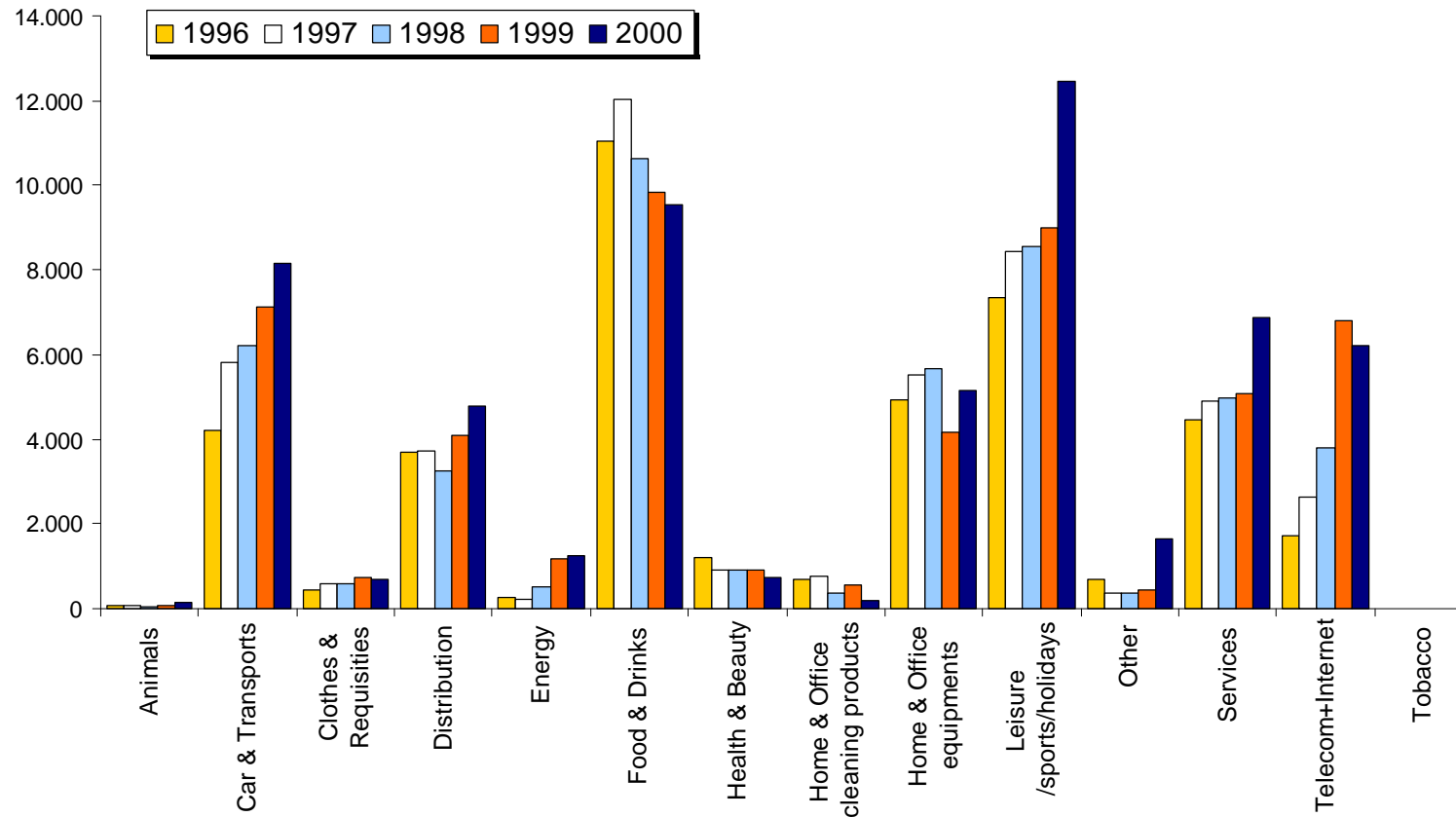


Media Investment WDR 2

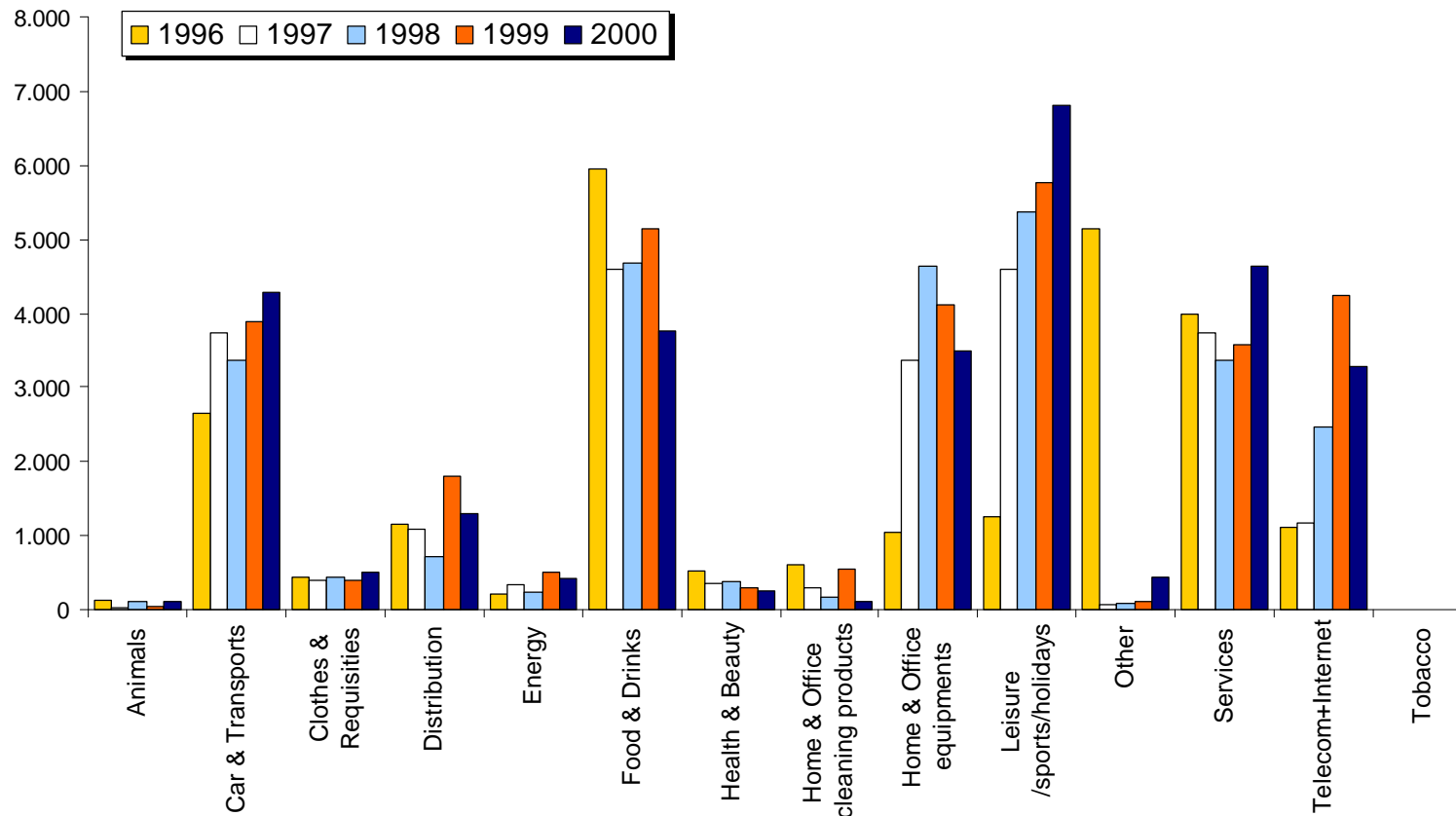


Media Investment

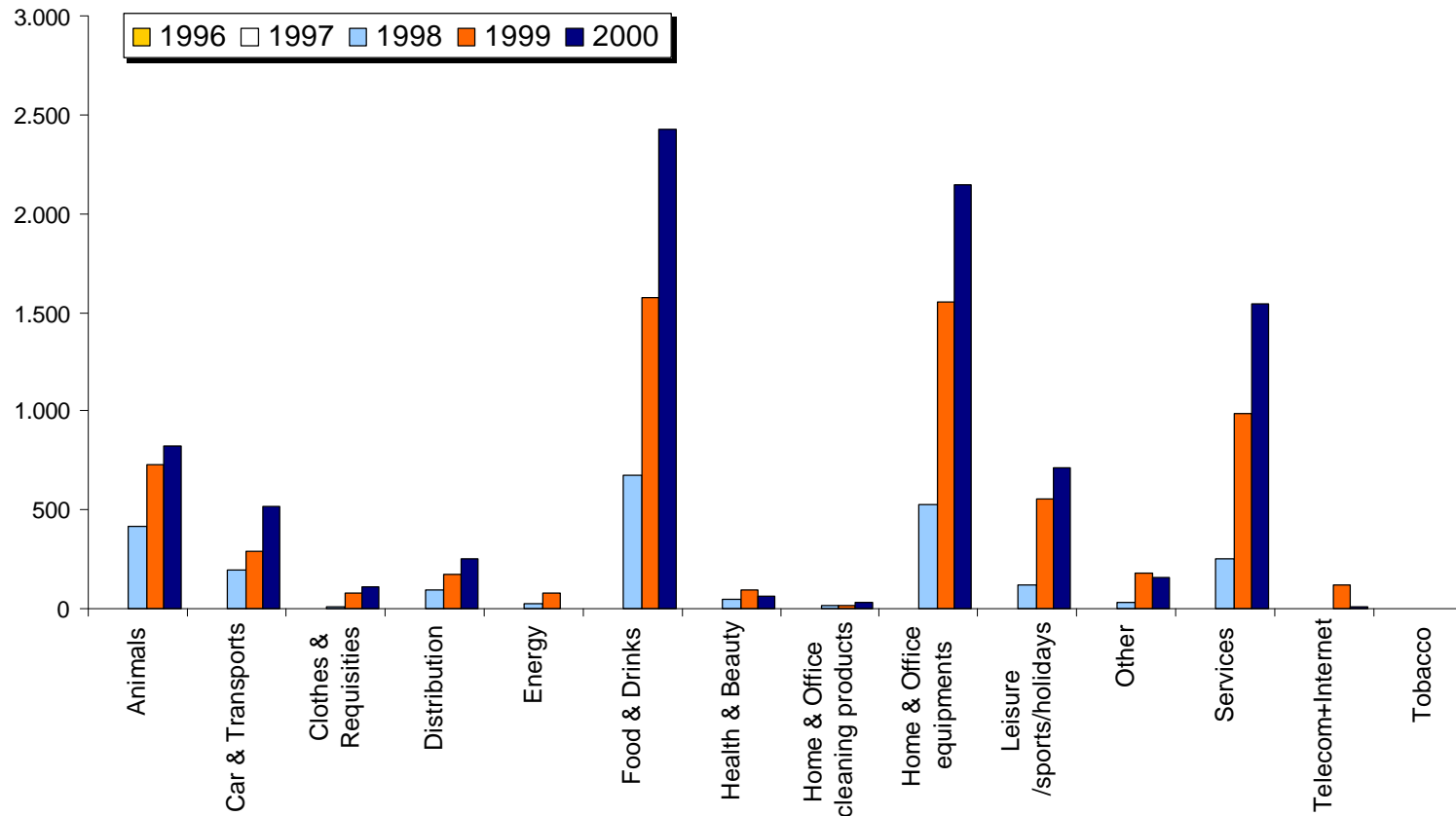
Hit Radio FFH



Media Investment Bayern 3



Media Investment SWR 4 BW



Media Investment

Radio FFN

