

BUSINESS DEVELOPMENT DEPARTMENT



Broadcasting

Halle is the biggest location for radio in Central Germany. MDR Broadcasting's stations, from FIGARO to SPUTNIK, are broadcast from the heart of the city. Some of the private stations, like Radio Brocken, have the widest broadcasting range of all the private stations in Germany.

SPUTNIK, a radio station aimed at young people, and the pop station MDR JUMP are innovative formats used by MDR, along with Martin Luther University Halle-Wittenberg, for exploring new digital opportunities on the Internet and advancing industry trends. The Broadcasting House of the public broadcasting services also enriches the city's cultural life and stimulates the economy as a contracting entity.

Radio diversity and innovative research go back a long way in Halle. After completion of a successful pilot project which examined the prerequisites, opportunities and risks to digital radio and data services, Saxony-Anhalt became the first state to offer standard digital radio in 1999. TV Halle is the first local commercial TV station in Saxony-Anhalt to broadcast over DVB-T starting in 2009.

Private radio stations, like 89.0 RTL and Radio Brocken, are also headquartered on the Saale River – under one roof at the Halle Broadcasting House. Free Radio Corax has an independent cultural and political focus. At the Department of Media and Communication Sciences, radio producers prepare for their careers in broadcasting through a masters programme in Online Radio.



Photo credits: Top: "Station boss Ralf Schietrumpf (left) and Tobias Friede in the TV Halle studios" © Mitteldeutsche Zeitung, photo: Günter Bauer. Top right: "Thomas Koschwitz in the Radio Brocken studio" © Radio Brocken. Overleaf: "Radio Corax" © Matthias Ritzmann, photo: Matthias Ritzmann.

**MDR INFO PRODUCES
“ARD INFONACHT”**

Six ARD news stations have been co-broadcasting a nightly programme since 1 April 2011. The music and commercial free “ARD Infonacht” can be heard in ten states. The programme is produced by MDR INFO in Halle. This nightly news programme is unrivalled in the nation. The experienced news team at MDR INFO keeps listeners up-to-date with news from around the world - live throughout the night.
www.mdr.de/mdr-info



**COMPANIES AND INSTITUTIONS
IN THE BROADCASTING INDUSTRY
IN HALLE (AN EXCERPT)**

PUBLIC BROADCASTERS

- MDR 1 SACHSEN-ANHALT
www.mdr.de/mdr1-radio-sachsen-anhalt
- MDR FIGARO
www.mdr.de/mdr-figaro
- MDR INFO
www.mdr.de/mdr-info
- MDR JUMP
www.jumpradio.de
- MDR KLASSIK
www.mdr.de/mdr-klassik
- MDR SPUTNIK
www.sputnik.de

PRIVATE BROADCASTERS

- 89.0 RTL
www.89.0rtl.de
- Radio Brocken
www.radiobrocken.de
- Radio SAW
www.radiosaw.de
- TV Halle
www.tvhalle.de

NON-COMMERCIAL BROADCASTERS

- Campusradio Unimono
www.unimono.uni-halle.de
- Radio Corax
www.radiocorax.de

SECTOR LINKS

INFRASTRUCTURE

- Funkhaus Halle
www.funkhaus-halle.de
- Central German Multimedia Centre
www.mmz-halle.de

GRANTS

- Friends and Supporters of Free Radio Halle
www.ffk-halle.org
- Development Bank of Saxony-Anhalt
www.ib-sachsen-anhalt.de
- German Federal Cultural Foundation
www.kulturstiftung-bund.de

**SECTOR ORGANISATIONS, ASSOCIATIONS
AND INSTITUTIONS**

- The State Media Authorities (ALM)
www.alm.de
- Federal Association for Information Technology, Telecommunications and New Media (BITKOM)
www.bitkom.org
- Digital Radio Mitteldeutschland e.V.
www.dr-m.info
- GEMA Performing Rights Society (GEMA)
www.gema.de
- Society for Performance Rights (GVL)
www.gvl.de
- State Media Authority of Saxony-Anhalt (MSA)
www.msa-online.de
- Association of Private Broadcasting and Telemedia (VPRT)
www.vprt.de

EVENTS AND CONFERENCES

- Forward2Business – Conference of the Future
www.forward2business.de
- Media Meeting Point Central Germany
www.medientreffpunkt-mitteldeutschland.de



**COLLABORATION BETWEEN RADIO CORAX
AND CAMPUS STATION UNIMONO**

Radio Corax began broadcasting as a non-commercial, self-administering local radio station for Halle (Saale) in July 2000. The programming is mainly created by volunteers and is broadcast to its audience in eleven different languages.

Campus radio station “Unimono” is the product of a partnership between Radio Corax and Martin Luther University Halle-Wittenberg. Students work on their own radio features and learn basic moderating and radio techniques and how to operate editing programmes, write for listeners and carry out interviews.

www.radiocorax.de

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