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The European Culture Channel
Europe is growing - so is ARTE

In 2003 ARTE is moving on to a new stage in its development. Having celebrated its tenth anniversary in 2002, ARTE has decided to give new life to its programmes while pursuing the objectives laid down in its statutes – objectives that have given it a strong image and high reputation well beyond the borders of France and Germany. ARTE will continue to ensure that the small screen is a window looking out onto the real world. More than ever before, ARTE will integrate cultural diversity into its productions and programme schedules.

Since 1992, when broadcasting began, ARTE has become a symbol for high quality cultural television, recognised by both the general public and the press. Watched by a variety of viewers and received by 65 million European households, ARTE is modern, has a rallying force and is a model for international television. However, ARTE is today faced with new challenges. In France as in Germany, the audio-visual landscape is changing. Improved reception facilities (digital broadcasting in France, as well as a programme schedule in Germany beginning at 2 pm) has incited us to be more creative in order to satisfy the expectations of our viewers, and to continue to surprise and captivate them.

ARTE is a channel that, in accordance with its charter, is based on the following values “openness, respect and warmth”. In addition to maintaining these three values in its future strategy and actions, ARTE has two priorities for 2003: to prepare a new and bold schedule for 2004, featuring programmes that are both innovative and accessible to the viewers, in the aim of gaining new audiences and to reinforce our European engagement through ambitious programming. In order to accompany the political and economical development of Europe, ARTE has an essential role to play. Now that Europe exists in the minds of its citizens, it must play an active role in their lives. ARTE will endeavour to make this reality.

Jérôme Clément
President

Dr. Gottfried Langenstein
Vice-President
The history of ARTE

1988-1991

4 November 1988
The French Government and the German federal states or Länder (who are responsible for all broadcasting matters) declare that they intend to study options for setting up a Franco-German culture channel as a prelude for a channel devoted to European culture, to be based in Strasbourg.

At the 52nd Franco-German summit, Chancellor Helmut Kohl and President François Mitterrand express their support for the project.

1992

30 May 1992
ARTE’s first programmes are broadcast in France and Germany via satellite (TDF 1-2 and DFS 1-Kopemikus) and cable.

September 1992

ARTE launches its first advertising campaign, “Laissez-vous déranger par ARTE” (Let ARTE challenge you), based on an idea from the Parisian agency Audour, Soum, Lauer.

28 September 1992
ARTE becomes the fifth French terrestrial network fed by the Telecom 2B satellite.

1993

4 February 1993
RTBF, Belgium’s French-language public broadcaster, becomes an associate member of ARTE G.E.I.E.

September 1993
Around 30 million households in German and French-speaking areas can receive ARTE – 11 million in Germany (33% of all households) and 14 million in France (80%).
1995

2 January 1995
The British advertising agency Lambie-Nairn & Company develops a new logo for ARTE, along with a new channel design and graphics guidelines. The logo is much clearer and has a warm orange colour. Seven “idents” make the programme genre immediately recognizable.

8 February 1995
The television guide Hörzu awards ARTE its Golden Camera “for the overall quality of its programming.”

March 1995
The TV guide Gong presents ARTE with the Golden Cable for Innovation.

9 April 1995
André Berthomieu’s Mon cœur et ses millions (Sweet heart and millions) is the year’s highlight, attracting 9% of the French market.

6 July 1995
ARTE G.E.I.E. and the Swiss public television SSR sign a cooperation agreement. ARTE is broadcast via the EUTELSAT 2 F 1 satellite.

1996

22 February 1996
ARTE attains a French market share of 10% (over 2 million viewers) for the first time with Galères de femmes (Women in Perpetual Hell), a documentary by J.-Jean-Michel Carré.

23 February 1996
ARTE’s first German “audiodescription” film is broadcast for blind and partially sighted people.

11 March 1996
ARTE shows Die Blechtrommel (The Tin Drum) by Volker Schlöndorff and attracts for the first time more than one million German viewers.

28 April 1996
Marvin J. Chomsky’s film Catherine the Great marks a historic success for ARTE in Germany, achieving a market share of 8%.

28 July 1997
ARTE attains over 11% of the French market for the first time with Roberto Benigni’s Il Mostro (The Monster).

October 1997
ARTE Deutschland launches ARTE EDITION – German books, videos and CD-Roms featuring or complementing ARTE programmes.

1997

2 December 1996
ARTE G.E.I.E. and Poland’s public-service television channel TVP sign a cooperation agreement.

28 July 1997
ARTE attains over 11% of the French market for the first time with Roberto Benigni’s Il Mostro (The Monster).

1998

15 January 1998
ARTE G.E.I.E. and the Austrian public-service television channel ORF sign a cooperation agreement.

14 March 1998
From 2 pm, ARTE’s programmes are broadcast daily via French digital packages TPS and CanalSatellite.
1998

**September 1998**
ARTE launches a new advertising campaign in Germany in cooperation with Michael Conrad & Leo Burnett agency based in Frankfurt am Main, with the slogan "ARTE – Was für ein Angebot!" (Look what ARTE has to offer).

**October 1998**
The Hot Bird Awards, the Oscars for European satellite television, award ARTE the prize for the best channel in the Culture category.

**15 October 1998**
From 2 pm, ARTE’s programmes are broadcast via the German programme package ZDF-Vision.

**December 1998**
A total of 65 million households throughout Europe can now receive ARTE, 25.7 million in Germany and 20.3 million in France.

**1999**

**1 January 1999**
Jobst Plog becomes the channel’s first German President.

**3 February 1999**
ARTE G.E.I.E. and the Finnish public-service broadcaster YLE sign a cooperation agreement.

**16 June 1999**
ARTE wins the Banff TV Festival Global Outstanding Achievement Award in Canada, one of the highest television honours.

1999

**1 September 1999**
For the first time ARTE’s programmes are transmitted 24 hours a day in analogue mode by Belgian and Dutch cable networks.

**20 December 1999**
ARTE breaks its viewer record in Germany: 4.1 million people watch the Laurel & Hardy classic The Music Box.

2000

**January 2000**
ARTE launches a new institutional advertising campaign in France with the assistance of Audour, Soum, Larue. The slogan is, “ARTE et fière de l’être!” (ARTE is proud to be ARTE!)

**1 February 2000**
Dr. Gottfried Langenstein, Head of the International Affairs Department of ZDF, succeeds Dr. Walter Konrad as ARTE Chief Coordinator.

**March 2000**
ARTE launches a new advertising campaign in Germany, designed by the Hamburg-based agency MacCann-Erickson. The slogan is, “ARTE erleben!” (Experience the ARTE adventure!)

**16 March 2000**
ARTE programmes are broadcast round the clock via ARD’s digital package.

**1 May 2000**
ARTE achieves all-time best viewer ratings of 18.5% in France with Robert Guédiguian’s feature film Marius et Jeannette.

**1 August 2000**
La Sept ARTE changes its name to ARTE France.

**12 September 2000**
Carole Bouquet’s portrayal of Bérénice, with Gérard Depardieu in the role of Titus, wins ARTE its highest ratings for a theatrical production: 1 220 000 French viewers watch the play.

2001

**1 January 2001**
The Polish public-service broadcaster TVP becomes an associate member of ARTE G.E.I.E. ARTE gives itself a facelift. The new channel design, developed by the international agency Razorfish, is intended to draw ARTE and its viewers closer together.
6 January 2001
ARTE launches its afternoon schedule (2 pm - 7 pm), with new magazine formats (health, family, cooking, Europe, short films, etc.) broadcast in digital standard.

12 February 2001
ARTE G.E.I.E. and the Dutch public-service broadcaster NPS sign a cooperation agreement.

20 March 2001
Jérôme Clément begins another five-year term at the head of ARTE France.

21 March 2001
The Austrian public-service broadcaster ORF becomes an associate member of ARTE G.E.I.E.

3 May 2001
The foundation stone of ARTE’s new headquarters in Strasbourg is laid, close to the European institutions in Strasbourg.

7 July 2001
ARTE receives the prestigious Carlo Schmid Prize in recognition of its contribution to promoting Franco-German relations.

29 September 2001
ARTE is broadcast via the ASTRA 1 C satellite on a new analogue frequency. 12.5 million households with satellite can now receive ARTE from 2 pm. To mark this development, ARTE launches a large-scale advertising campaign in Germany.

2002

13 February 2002
Lower Saxony can watch ARTE on the analogue cable network from 2 pm.

2003

1 January 2003
Jérôme Clément becomes the new President of ARTE and Dr. Gottfried Langenstein the new Vice-President. Prof. Jobst Plog, President of the NDR and the ARD, assumes the presidency of the General Assembly. His Vice-President is Rémy Pflimlin, General Director of France 3.

16 January 2003
The “Forum Européen de Coppet”, comprising the University of Geneva, the “Fondation Denis de Rougemont pour l’Europe” and the “Fondation pour l’économie et le développement durable des régions d’Europe”, gives its first prize to ARTE to reward the fulfillment of the mission enshrined in its founding statutes.

22 January 2003
ARTE commemorates the 40th anniversary of the signing of the Elysée Treaty by German Chancellor Konrad Adenauer and French President Charles de Gaulle with a series of special programmes.

28 April 2003
ARTE G.E.I.E. is moving into its new headquarters near to the European institutions.

2004

1 October 2002
ARTE launches its afternoon schedule (2 pm - 7 pm), with new magazine formats (health, family, cooking, Europe, short films, etc.) broadcast in digital standard.

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programme
Today, ten years after its launch, it is as, or even more important, that ARTE should be innovative and broadcast outstanding audio-visual productions at prime time: high-quality documentaries and TV dramas, cinema films from all over the world, theatre, music and dance performances reflecting both modern and the classical repertoires, and information about Europe for Europeans.

This is what our viewers ask for: the opportunity to see stars like Carole Bouquet and Gérard Depardieu in Bérenice, or Armin Müller-Stahl as Thomas Mann. They highly appreciate excellent programmes such as the series about Mohammed, and current affairs programmes on subjects such as Chechnya, Afghanistan, Iraq and Algeria, which provide detailed information about the geopolitical background of the latest headline conflicts.

But ARTE does not want to rest on its laurels and is keen to move forward into areas that have not yet been sufficiently explored. Terrestrial digital television should become a reality in France in 2004, and with extensive reception in German-speaking countries, the time is ripe for change.

With over five hours of additional programming per day, ARTE has acquired a new and unprecedented visibility, which has also given a fresh impetus to the programme schedules as a whole.

In order to meet the new challenges, a wide-ranging internal reflection process has been undertaken. The results will appear on the television screen in the next few months: clearer programme schedules, more diversified programming, more innovative formats, regarding TV drama, for example, or current affairs magazines, with programmes devised to be easily accessible to the viewers. With these developments ARTE is striving to obtain one of its major priorities: arousing the curiosity of an ever-increasing number of viewers.

Victor Rocaries
Programme Director
theme evenings
Evenings for people with curiosity

From the very beginning, ARTE's theme evenings have been a recognised hallmark of the channel, quickly imitated by other stations. They provide an innovative approach to watching television. On three evenings a week, we invite our viewers to take time to watch and understand.

Over ten years, there have been more than 1,500 theme evenings. The 500th celebrated the "grande dame" of Paris, La Tour Eiffel; the 1,000th the prince of German poets, J.W. Goethe, and the 1,500th the 40th anniversary of the Rolling Stones. Investigative, entertaining and always worth watching, such evenings offer an infinite range of subjects, featuring different audio-visual formats: documentaries, reports, cinema films, TV drama etc. Each theme evening has its own distinctive flavour. Usually constructed around a main film, shown early in the evening, Thema on Sunday is family entertainment: The Great Invasions, Behind the scenes in the fashion industry, Sherlock Holmes, Byzantium, Marilyn Monroe, Jackie Kennedy Onassis or The Cossacks.

With a mix of reports and debates, Thema on Tuesday focuses on current affairs, as well as important political, economic or scientific issues, such as Iraq, India, China, Agriculture in Europe, Natural Disasters or The Death Penalty.

Broadcast later in the evening, Thema on Thursday concentrates on exploring literature, the arts and the great intellectual movements, with a whole panoply of portraits and comprehensive documentaries, including The art of the guitar, Pablo Picasso, Leo Tolstoy, Maurice Béjart, The Surrealists and Orthodox Religion.
ARTE shows all kinds of films from around the world. Two films are shown at prime-time, on Monday and Thursday, one later in the evening on Wednesday, and one silent movie every month. More than 700 short films are presented each year in our magazine “Short Circuit” on Monday evenings and Tuesday afternoons.

Late on Wednesday evening, ARTE features lesser-known filmmakers, whose films are distinctive, departing from the beaten track.

And finally, one Friday a month, ARTE gives pride of place to the best silent movies, often screening of original versions with restored music.

In February and in May, Film Festival, a 30-minute magazine screened at 8:15 pm and presented by Ariel Wizman and Loretta Stem, gives a day by day account of the events at the two biggest film festivals in Europe: Berlin and Cannes.

About a quarter of the films broadcast by ARTE are co-productions. From the early days, the channel has been committed to giving financial support to talented directors. Moreover, a co-production agreement between ARD, ZDF and ARTE results in six European co-productions a year, with films such as Dancer in the Dark by Lars von Trier and Intimacy by Patrice Chéreau, winner of a Golden Bear at Berlin.

And finally, the Cyril Collard Prize, worth 32 000 euros, gives a helping hand to budding film directors.

The man without a past by Aki Kaurismäki
Grand Jury Prize, Prize for best actress (Kati Outinen), Ecumenical Jury Prize, Cannes International Film Festival (May 2002)

Divine intervention by Elia Suleiman
Jury Prize, International Critics Prize, Cannes International Film Festival (May 2002)

Dancer in the Dark by Lars von Trier
Goya for Best European Film, Spain (January 2001)
Independent Spirit Award for best foreign film, Santa Monica/USA (March 2001)
Bodil Prize for best actress (Björk), Copenhagen (March 2001)

Intimacy by Patrice Chéreau
Golden Bear for best film, Silver Bear for best actress (Kerry Fox) and “Blue Angel” Prize, Berlin International Film Festival (Feb. 2001)
Louis-Delluc Prize awarded by a jury of critics and personalities in the French film industry, Paris (2001)

The Pianoteacher by Michael Haneke
Grand Jury Prize, Prize for best actress (Isabelle Huppert) and Prize for best actor (Benoît Magimel), Cannes International Film Festival (May 2001)
Prize for best European actress (Isabelle Huppert), European Film Prize, Berlin (December 2001)
ARTE devotes two nightly slots to TV drama, as well as repeats during the afternoon and at night. Most of our dramas are given their first TV screening on ARTE, and about half of them co-produced by the channel.

TV drama comes in several forms. ARTE has a particular interest in such prestigious sagas as *L’Algérie des Chimères* (An Algerian dream), *Thomas Mann et les siens* (Thomas Mann and his family) and *Les Alsaciens* (The people of Alsace). These co-productions are all a proof ARTE’s ambitious policy in this field.

ARTE also likes to broadcast series of films, constructed around a strong basic theme. Each is entrusted to a different director who will interpret the theme in his or her own way. *Masculin/Féminin* (Male/Female), a series of ten films, focuses on male/female relationships; *2000 vu par* (2000 seen by) provided the minute leading from one millennium to the next; *Petites caméras* (Little cameras) was a collection of low-budget films, using only DV cameras.

Most importantly, TV drama on ARTE represents the creation of almost 200 TV films every year. Extremely varied in style, they draw their inspiration from the rich complexity of life: emotion, suspense, action, social realities, racial conflict, the small pleasures in life and major personal dramas. ARTE does not only call upon the services of the most talented French and German directors, from Claire Denis or Max Färberböck to Dominik Graf or Erick Zonca, but employs authors from all over the world – Europe, North and South America, the Near and Middle East, Africa, Asia – who have a wide variety of professional backgrounds. They all contribute their own particular insight and narrative style, resulting in programmes of a rare and appreciated diversity.

**Stories of the past and present**

**awards**

<table>
<thead>
<tr>
<th>Storyline</th>
<th>Author(s)</th>
<th>Award</th>
<th>Festival</th>
<th>Year</th>
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<td><em>His brother</em></td>
<td>Patrice Chéreau</td>
<td>Silver Bear for the best direction</td>
<td>Berlin International Film Festival</td>
<td>February 2003</td>
</tr>
<tr>
<td><em>Marie Bonaparte</em></td>
<td>Louis Gardel and François-Olivier Rousseau</td>
<td>Grand Prix for best TV screenplay</td>
<td>FIPA, Biarritz</td>
<td>January 2003</td>
</tr>
<tr>
<td><em>The Manns - Novel of a Century</em></td>
<td>Heinrich Breloer</td>
<td>Best Feature Film of 2001 and Best Editing; Emmy Award 2002; Golden Gate Award</td>
<td>Berlin International Film Festival, Saarbrücken; New York International Emmy Awards Gala; San Francisco International Film Festival SFF 2002</td>
<td></td>
</tr>
<tr>
<td><em>Television Event of the Year; Adolf-Grimme Prize</em></td>
<td>Heinrich Breloer; Armin Mueller-Stahl, Monica Bleibtreu, Jürgen Hentsch, Veronica Ferres, Sebastian Koch and Sophie Rois</td>
<td></td>
<td>German Television Awards, Cologne; Monte Carlo Television Festival, Monaco; Marl/Allemagne</td>
<td>October 2002</td>
</tr>
</tbody>
</table>

(Selection)
With twelve evening slots, ARTE has reserved a special place for documentaries, which are largely neglected on other channels.

In the early evening, programmes of discovery or about science are aimed at a family: Nature and Environment (Monday), Archimedes (Tuesday) and Knowledge (Wednesday). On Thursday, in Voyages, Voyages, ARTE takes us on a sometimes unexpected trip around the world. On Saturday evenings at 8:15 pm, Art & Culture explores the multiple facets of the world of culture, presenting works of architecture, painting and design, as well as their creators, in series such as Palettes, Design and Architectures.

At 8:45 pm, from Monday to Thursday one week every month, ARTE screens a docu-soap, a serial form of documentary narrative. This alternates with 360° - GEO report which, in partnership with the magazine of the same name, presents natural phenomena and explores unknown cities, regions and continents.

On Saturday evening no secrets escape from the eagle eye of the Discovery team, geography, archaeology, anthropology or history. Lovers of contemporary history never miss History on Wednesdays at 8:45 pm.

Later on Monday evening, the Feature length documentary is one of the channel's flagships. On Fridays, Reality digs deep into people's life experiences. Later in the evening, Profiles presents a European creator.

At midnight on Saturday, in Late night vision, viewers get a chance to see original works of a highly individual nature.

In addition to the extremely strong emphasis on co-productions, which account for 80% of programmes broadcast, ARTE also awards several prizes: the prize for the best German documentary at the Duisburg Festival, for example, and the ARTE Prize for the best European documentary at the European Film Awards. In 2002, the channel celebrated its 500th Feature length documentary at a series of international festivals, including Leipzig, Copenhagen, New York and Taipei.

Eyes wide open on the world

Decomposition of the Soul by Massimo Ianetta and Nina Toussaint Silver FIPA in the category “Creative Documentary”, FIPA, Biarritz 2003


3sat Documentary Prize for best German-language documentary, Duisburg Film Week (November 2002)

Once Upon a Time There was Chechnya by Nino Kirtadze Adolf Grimme Prize in Gold, Marl/Germany (March 2002)

Fellini - I'm A Born Liar by Damian Pettigrew Rocky Award for best Arts Documentary, Banff Television Festival, Banff/Canada (June 2002)

On Hitler's Highway by Janka Eftimiadou Special Jury Prize, IDFA - International Documentary Film Festival Amsterdam (December 2002)

BELLARIA - As long As We Live! by Douglas Wolfsperger Grand Prix, Monte Carlo Television Festival, Monaco (July 2002)

Prix Europa in the category “Non-Fiction”, Berlin (October 2002)

Silver Plaque for best documentary feature, Chicago International Film Festival 2002 (October 2002)

(Selection)
live and performing arts
From the very beginning, ARTE has always taken a keen interest in the performing arts and in performers. Theatre, ballet, classical music, variety acts, jazz and opera, all are given a showcase on ARTE.

On Sunday at 7 pm, Maestro invites viewers to attend concerts or master-classes given by internationally renowned artists. Series are dedicated to great female voices, black divas, great chefs or virtuoso pianists.

On Sunday at 8:15 pm, Dance, a programme introduced in 2001, provides an overview of current trends in choreography, looking at everything from Indian dancing to flamenco including Angélina Preljocaj, Nicolas le Riche and Joachim Schlömer.

On Tuesday at 11 pm, Music Planet 2Nite, presented by Ray Cokes, is a showcase for the latest trends in the world of rock and pop, rap, world music and jazz, from Angélique Kidjo to Marianne Faithfull.

Each Wednesday at 9:45 pm, Musica paints the portrait of a composer, musician, dancer or choreographer such as Alfred Brendel, Igor Stravinsky, Vaslav Nijinsky or Glenn Gould.

The magazine Tracks, on Friday at 7 pm, takes a look at avant-garde musical trends.

On Saturday, Metropolis crosses borders, reporting on the current cultural scene in France, Germany, but also elsewhere in Europe and around the world.

ARTE also gives its viewers the possibility to experience the exciting atmosphere of live musical and dance events. ARTE broadcasts prestigious events from venues around Europe. Dance celebration! was broadcast from Lyons, and Rossini’s Le Voyage à Reims (The journey to Reims), directed by Dario Fo, from Helsinki.

On eight Thursday nights every year, Comedia shows the best of the world of theatre: recent programmes include Nobody by Sasha Waltz, and Ariane Mnouchkine’s Tambours sur la digue (Drums on the dyke).
afternoon programmes
ARTE has an audience up until 7 pm. In France, this audience is made up of viewers subscribing to the TPS and Canal Satellite packages, or households with digital satellite reception. In Germany over 15 million households with analogue access via Astra 1C or, in certain Länder, via cable networks can view ARTE. Early in 2000, ARTE launched a number of afternoon magazine programmes. Inspired by everyday life in Europe, the programme content is diverse, touching topics such as health, life-style and new trends in everyday family...

ARTE Europa is an encounter with the different men and women who make Europe what it is.

As you like it, Kaleidoscope and The little snob take the time to look at a whole variety of different lifestyles.

Creation - offers an introduction to the world of art through the perspective of a particular artist.

Behind the headlines takes a look back at current events one year on.

With Great sporting duals ARTE gives its viewers the opportunity to share in the excitement of memorable combats opposing some of the great names of tennis, judo, fencing and athletics.

Biography, gives viewers the possibility to learn about some of today’s public figures and their lives: Franco Knie, Paul Bocuse, Isabella Rossellini, etc.

LOLA is ARTE’s magazine for women. It is presented by Enie van de Meiklokjes and Lio.

Table manners gives an overview of culinary customs and traditions throughout Europe.

Family album, Tell me what you have... and Tiny tots provide an insight into family life around the world.

Sample for trends, Mega for science and Absolute for news are three different youth programmes. 

Hippocrates is a health magazine that analyses the priorities of Europeans concerning health and well-being.
ARTE offers a fresh perspective of current affairs with its new programmes which open up to new horizons.

Each evening, ARTE shows the news headlines 7 pm, and ARTE Info (7:45 pm - 8:15 pm) gives an in-depth analysis of the main events of the day seen from a European point of view. The programme is prepared by a team of French and German journalists and presented from the studios in Strasbourg alternatively by a French or a German journalist. Our offices in Paris and Berlin provide coverage of news in the two capitals. The news of the day is put into context and given a European perspective. ARTE Info gives priority to subjects transcending either French or German domestic interests and encourages a plurality of views.

The first part of the programme provides information about the news of the day. This is followed by an in-depth analysis of subjects neglected by traditional news programmes.

The news team is always ready to re-arrange its schedule to keep viewers informed of breaking news. Recently, for example, ARTE broadcast live from Versailles and Berlin the main events marking the 40th anniversary of the Elysée Treaty. And ARTE Info was present in the European Parliament for the crucial debates about the enlargement of the European Union. Following ARTE Info, from Monday to Thursday, (8:15 pm - 8:45 pm), in alternance with our docuseries, and 360° - GEO report, ARTE-Reportage takes a closer look at current affairs.

On Saturday from 7 pm, The European forum, presented by Anne-Sophie Mercier and Matthias Beermann, is debate programme about subjects making the headlines in Europe, including old-age pensions, health and the ecology. Later in the evening, Talking Maps, ARTE’s geopolitical magazine, focuses on subjects of international economic or political importance, such as Tibet, the United States or Senegal.
On-Air Department: a technological revolution

All of the channel’s various activities converge on the On-Air Department, which is responsible for preparing and broadcasting programmes. It comprises a number of different services:

- The Broadcasting Preparation Service receives programmes and their different language versions, ensuring that broadcast cassettes conform to technical standards.
- The Scheduling Service provides the Control Room with a complete programming schedule (programmes, continuity elements and on-screen design). The Control Room makes sure that broadcasting goes ahead smoothly.

When we move into our new headquarters, the Broadcasting Preparation Service will undergo an important technological revolution. The present transmission system, involving broadcast cassettes will switch over to digital servers, controlling storage, verification and broadcasting of programmes.

The On-Air Department is also responsible for the on-screen promotion and presentation of programmes. It designs and produces trailers to inform viewers about our programmes, announcing forthcoming highlights as well as linking the various programmes. To mark ARTE’s 10th anniversary in 2002, the On-Air Department commissioned Hélène Guétary to produce 25 short sequences recalling the best of the channel’s past programmes.

Over the last year, the department has developed a close collaboration with the school of decorative arts in Strasbourg, which has contributed actively to the creation of new “idents” for ARTE’s on-screen identity, based on the three central values enshrined in ARTE’s charter: “openness, respect, warmth”.

ARTE is also committed to helping blind and partially sighted people to enjoy its programmes. It is a pioneer in the field of “audiodescription”, a technique which adds a special commentary to films, explaining the on-screen action as well as the landscapes and other details. ARTE has made 70 such films since audiodescription was introduced in 1996.
ARTE faces the challenge of producing and broadcasting in several languages on a daily basis. Depending on the requirements of each programme, a number of different techniques is used, including subtitling, dubbing, voice-over, or commentary. The channel developed a complex language adaptation system for major live events, such as opera, theatre and festivals. These techniques allow ARTE to bring the original versions of different works to life in front of its viewers, without 200 different languages and dialects are used in the 3500 programmes broadcast each year by ARTE. All of them must be translated into French and German for our viewers. In certain cases, viewers with a stereo TV set, or a satellite receiver can also watch our programmes in a different language (e.g. the original language version).

Television audiences

The most recent surveys reveal that both French and German audiences consider ARTE as one of the most informative television channels. They feel that ARTE can best be described in terms of quality, in-depth analysis, creativity and objectivity. (1)

French viewers particularly appreciate the original nature and the variety of its programmes, while German viewers tend to focus on ARTE’s international characteristics, and its original slant on current affairs. Both countries agree, however about one thing: ARTE gives access to the world of culture.

Public awareness of the channel remains highly satisfactory in France (95%), while in Germany it has advanced, up from 85% in 2000 to 90% in 2002. Commercials shown on the major German public channels and an important advertising campaign have helped speed up this encouraging trend.

Viewing figures also increased in 2002. Almost 13 million viewers watched ARTE every week in both countries, 9.1 million in France, 3.6 million in Germany, compared with 12.1 million in 2000.

(1) Ipsos survey, 2001
### Programme schedule/ Afternoon (2 pm - 7 pm)

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<th>SATURDAY</th>
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<td>ARTE Europe</td>
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<td>Table manners</td>
<td>Family life (1)</td>
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<td>Young life (2)</td>
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<td>Nature &amp; Environment</td>
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<td>Live and performing arts</td>
<td>Voyages, Voyages</td>
<td>The European forum</td>
<td>Knowledge</td>
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<tr>
<td>Documentary Thema</td>
<td>TV drama</td>
<td>Thema</td>
<td>History on Wednesdays</td>
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<td>Life styles (1)</td>
<td>Table manners</td>
<td>ARTE Europe</td>
<td>LOLA</td>
<td>Young life (1)</td>
<td>Creation</td>
<td>Family life (2)</td>
</tr>
<tr>
<td>Knowledge</td>
<td>Great sporting duals</td>
<td>TV drama / Cinema</td>
<td>Short circuit</td>
<td>TV drama / Feature length documentary</td>
<td>TV drama / Feature length documentary</td>
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<tr>
<td></td>
<td>Biography</td>
<td></td>
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</tbody>
</table>

(1) **Life styles**: As you like it - Kaleidoscope - The little snob - The little things in life
(2) **Family life**: Tiny tots - Family album - Tell me what you have...
(3) **Young life**: Sample - Mega - Absolute

### Programmes genres

- Theme evenings
- Documentaries
- Magazines
- TV dramas
- Cinema
- Live and performing arts
- New and current affairs

- Programmes produced exclusively for the afternoon schedule
- Repeat of evening programmes
- Interprogrammes (length is variable and depends on the preceding and following programmes)
### Programme schedule/ Evening (7 pm - 3 am)

<table>
<thead>
<tr>
<th>SATURDAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
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</thead>
<tbody>
<tr>
<td>7:00 pm</td>
<td>The European forum</td>
<td>Archimedes</td>
<td>Knowledge</td>
<td>Voyages, Voyages</td>
<td>Tracks</td>
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<tr>
<td>7:15 pm</td>
<td>Maestro</td>
<td>Nature &amp; Environment</td>
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<tr>
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</tr>
<tr>
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<td>ARTE Info</td>
<td>ARTE Info</td>
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<tr>
<td>8:15 pm</td>
<td>ARTE Info</td>
<td>ARTE Info</td>
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<tr>
<td>8:30 pm</td>
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<tr>
<td>8:45 pm</td>
<td>ARTE Info</td>
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<tr>
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<td>Discovery</td>
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<tr>
<td>9:15 pm</td>
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<td>Discovery</td>
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<tr>
<td>10:00 pm</td>
<td>Discovery</td>
<td>Discovery</td>
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<tr>
<td>10:15 pm</td>
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<tr>
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<tr>
<td>2:30 am</td>
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<td>3:00 am</td>
<td>Discovery</td>
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</tbody>
</table>

**Night-time schedule (repeats)**

- Theme evenings
- Documentaries
- Cinema
- TV dramas
- News and current affairs
- Live and performing arts
- Magazines
ARTE is constantly improving its Internet site. A year ago, the channel surprised users with a new on-screen design, improved navigation and extra content. In the meantime, the growing convergence between television and the Internet has been further fuelled by ever-increasing possibilities for viewing videos of programme extracts.

The home page has changed the most. Without neglecting the aesthetic and expressive merits of full-screen visuals, it now enables visitors to see at a glance what new subjects are available on line, as well as our main programmes. With just one click, the whole range of contents is available.

Apart from a detailed overview of ARTE’s programmes and practical information about the channel, the website offers a considerable range of background material about programme highlights. The content is divided into four sections: “History, Politics and Society”, “Art and Music”, “Cinema and TV Drama” and “Science and Discovery”.

arte-tv.com is also a way of contacting us, of taking part in “chats” with experts, of subscribing to ARTE’s newsletter, participating in games, and much more!

So, let yourself be tempted! On the Internet, just like on the TV screen, ARTE opens up new horizons!

ARTE’s Internet site is attracting more and more surfers: last year, the number of visits was up by 50%. 15,000 people a day are now consulting the detailed information available at www.arte-tv.com.

On the Internet
www.arte-tv.com:
There's more to life than television...
... there's the Internet, too!
Books, cassettes and DVDs

Very early in its history, ARTE France adopted a consistent policy regarding publications associated with programmes. Video cassettes and books have now been joined by DVDs based on, or complementing, ARTE’s programmes.

ARTE Vidéo

ARTE Vidéo pursues an ambitious policy in the field of cinema and documentaries. In particular it makes advantage of the unique possibilities offered by the DVD format, such as supplementary footage, interactive potential and chapters. The catalogue gives an opportunity to discover or see again films that are representative of programmes broadcast by ARTE. It includes some of the great film classics, featuring the work of B. Keaton, C. Chaplin and A. Kurosawa, as well as works by more recent masters of the cinema such as W. Wenders and J. Rivette. The release of collections of work by such internationally appreciated artists is a regular and eagerly-awaited event. Young talent too is represented, synergies with the channel’s broadcasting policy for films providing a platform for newcomers such as Laurent Cantet or Aki Kaurismaki. DVD documentaries feature artistic heritage as presented in programmes such as Palettes, Contacts (photography), and Architecture. Works by leading documentary filmmakers in the fields of archaeology (Alexandria), music (Music Planet), the theatre (Drums on the dyke), and geopolitics (Talking maps) complete this wide range of choice.

Considerable public interest in the idea of building up a “DVD library” has resulted in an impressive success for ARTE Vidéo’s policies, with releases as varied as the DVDs “From Superman to Spider-Man” and “Kurosawa”, about archaeology, and the VHS “Mohamed”.

ARTE off-screen
ARTE Editions

ARTE Editions offers a highly diversified range of products, with over a hundred often innovative works that shed an alternative light on topics dealt with on screen. A particular case in point is *Le Diable (The devil)* by Robert Muchenbled, a magnificent production presenting different perceptions of Lucifer - a fascinating follow-up to the theme evening devoted to the subject.

*Un siècle de photos de famille (A century of family photos)* takes a moving look at how family photos have evolved over the years - a subject that we're all familiar with! As for the Algerian tragedy, *Le choix des larmes (The choice of tears)* complements the documentary *La Pacification (Pacification)* broadcast by ARTE in 2003.

This venture into the field of publishing, which reflects the diversity of ARTE’s approach to broadcasting in terms of both its form and its content, is proving successful: in 2002, for example, Christophe de Ponfily's book, *Massoud l’Afghan (Massud of Afghanistan)*, achieved sales of no less than 80,000 copies.

In collaboration with a number of prestigious co-publishers, ARTE is creating new collections: a literary collection, *A la croisée*, centred on figures whose individual destinies closely reflect that of Europe. A selection of film scenarios, including *La Répétition* by Catherine Corsini and Amos Kollek's *Fiona*, is available in the “Scénars” collection, and, finally, there are the “book-records”, which pay tribute to various great musicians and composers by providing a compendium of rare documentary material, photographs and personal recollections.
the Channel
Structure

The ARTE group

ARTE is a European public-service culture television channel. Its originality lies in the fact that it targets audiences of different linguistic backgrounds, specifically French and German.

It is composed of three entities: The Head office in Strasbourg; and the two members (responsible for programme production and delivery), ARTE France in Paris and ARTE Deutschland TV GmbH in Baden-Baden. Currently, its two members, ARTE France and ARTE Deutschland TV, provide three-quarters of the ARTE programming, in equal proportions. The remainder comes from ARTE G.E.I.E.

The two members are responsible for submitting programme proposals and then supplying the Head Office with the programmes approved by the Programme Committee. They jointly finance and control Head Office operations in Strasbourg while speaking for their own interests in the Decision making and Advisory bodies of the ARTE G.E.I.E.

Budget

ARTE is financed, in France as in Germany, through the television licence fee. The channel is not permitted to show commercials, but may seek other ways of developing its own sources of income, in particular by attracting sponsorship.

Consolidated Budget 2003

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount (in Mio. Euros)</th>
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<td>Broadcasting</td>
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Consolidated Programme Budget for 2003

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<tr>
<th>Theme</th>
<th>Amount (in Mio. Euros)</th>
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</thead>
<tbody>
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<td>Theme evenings</td>
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<tr>
<td>Documentaries</td>
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<td>Magazines</td>
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<tr>
<td>Miscellaneous</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>230.33</strong></td>
</tr>
</tbody>
</table>
Head Office

ARTE G.E.I.E.

ARTE (Association Relative à la Télévision Européenne) was founded on 30 April 1991 as an European Economic Interest Grouping (G.E.I.E.*). It is composed of two equal Members: ARTE Deutschland TV GmbH and ARTE France.

Article 2 of the contract establishing ARTE G.E.I.E. defines its role: "The objective of this grouping is to devise and make television programmes which, in a broad sense, are cultural and international in character and conducive to promoting understanding and rapprochement between the nations of Europe, and to broadcast these or to authorise their broadcasting via satellite or other means."

The Head Office in Strasbourg, which includes the Decision making and Advisory bodies of ARTE G.E.I.E., adopts the programming strategy, approves programme proposals and carries out programme planning. It is responsible for broadcasting and on air promotion and provides the language services required for bilingual transmission. It also produces news, various magazine programmes and some of the theme evenings. In addition to this, ARTE G.E.I.E. works with its Members to plan, coordinate and implement press and public relations activities, the development of its website and is responsible for relations with the European partners.

The Board of Management

The Board is responsible for the channel's operations and reports regularly to the General Assembly. It has four members: the President, the Vice-President, the Programme Director and the Administrative Director. Representatives of ARTE France and ARTE Deutschland may be invited to attend "extended Board meetings".

President: Jérôme Clément
Vice-President: Dr. Gottfried Langenstein
Programme Director: Victor Rocaries
Administrative Director: Wolfgang Bernhard

Programme

Programme Director: Victor Rocaries
Theme evenings: Hans Robert Eisenhauer
Deputy Programme Director: Annie Bataillard
Programme planning, media research and coordination of exchange of international programmes: Dr. Hans-Walter Schlie
News: Gérard Saint-Paul
TV dramas: Prof. Dr. Andreas Schreitmüller
Cinema: Prof. Dr. Andreas Schreitmüller
Documentaries: Jacques Laurent
Documentaries and magazines: Jacques Laurent
Live and performing arts: Laurent Andrès
Broadcasting and programme promotion: Henri L’Hostis
Production and Subtitling/dubbing: Peter Felger

Administration

Administrative Director: Wolfgang Bernhard
Legal services: Jean-Louis Haineaux
Deputy Administrative Director: Laurent Ehrmann
Finance: Laurent Ehresmann
Human Resources: Rémy Bauer
Technical services: Jacques van Hooland
Data processing: Gérard Geyer
Language services: Elisabeth Krone
Logistics: Pierre Le Morvan

Strategic Development and Coordination

Director: Dr. Hans-Walter Schlie
Head of Management Office: Claire Isambert
Strategic planning: Dr. Sunna Altnöder
Communications Officer: Tobias Gerlach
International development: Dr. Hans-Walter Schlie
Press & PR: Claude-Anne Savin
Central editorial unit: Sabrina Nennstiel
Marketing and Sponsoring: Paulus G. Wünsch
Internet: NN
Eleven years after its launch in May 1992, ARTE is in the process of moving into its new Headquarters. This symbol of the channel's success is also a testimony of its future success. The new building is surrounded by those of various European institutions based in Strasbourg, and is a testimony of the tremendous support ARTE receives from its French and German partners.

ARTE's new Headquarters in Strasbourg, situated just a few metres from the European Parliament, is a building of 100 metres long by 50 metres and 20 metres high, offering around 14,350m² of floor space. It is built around a central courtyard with a glass roof, and it accommodates two studios, the control room, editing suites, sound studios, graphics suites and the main transmission and reception centre. It contains everything that ARTE needs to broadcast its programmes, including news production, programme links as well as live or recorded programmes from its studios.

A Franco-German team of architects under the leadership of Hans Struhk, who has already built offices for other television companies in Germany, was commissioned to construct ARTE's new headquarters.
ARTE G.E.I.E. has 370 permanent members of staff. It also employs some 450 people on a non-permanent basis: including professionals working on a contract-by-contract basis, free-lance journalists, and people with a short term contract. Every year, ARTE G.E.I.E. gives between 120 and 135 students, mostly from French or German universities, the opportunity of work experience course.

At the end of 2001, the average age of people working for ARTE G.E.I.E. was 37. 63 % were female, 37 % male; 72 % were French, 24 % German, 4% have other nationalities.

A survey of ARTE's employees carried out in 2002 revealed that they identified strongly with the channel and largely approved of its objectives.

Due to ARTE's complex structure, the task of encouraging staff to adhere to a common corporate culture and a common corporate identity poses a considerable challenge - but a challenge the Group intends to work on. Improvements in the management of human resources and in internal communications within the Group, and increased contacts between the various entities making up ARTE should help ensure that these objectives are achieved.

The electronic newsletter, Zoom, was designed to facilitate the exchange of information within the ARTE Group. Zoom provides information on the activities of the channel's various departments and units. It also reports on major political and societal debates. Chatrooms offer employees a platform to exchange points of view on a wide variety of subjects facing ARTE.
The General Assembly, which meets four times a year, takes fundamental decisions of strategic importance to the channel, approves the Business Plan and appoints not only the Board but also top managerial staff in Strasbourg.

The twelve delegates - six German and six French - represent the two Members in the ARTE grouping. The associate partners - RTBF, TVP and ORF - have an advisory role.

**President:** Prof. Jobst Plog  
**Vice-President:** Rémy Pflimlin

---

**Representatives of ARTE France**

Rémy Pflimlin  
General Director of France 3  
Laurence Franceschi  
Deputy Director for Public Enterprises and Economic Assistance in the Directorate for Development of the Media, Office of the Prime Minister  
Delphine Geny-Stéphan  
Acting Director of Treasury Affairs at the Ministry of Finance  
David Kessler  
General Director of the "National Centre of Cinematographie (CNC)"  
Jean Rozat  
General Director of ARTE France

**Representatives of ARTE Deutschland**

Prof. Jobst Plog  
President of NDR  
President of ARD  
Prof. Peter Voss  
President of SWR  
Chairman of the Board of Associates of ARTE Deutschland TV GmbH  
Fritz Raff  
President of SR  
Markus Schächter  
President of ZDF  
Prof. Dr. Carl-Eugen Eberle  
Director "Legal Services" of ZDF  
Dr. Frank D. Freiling  
Director "International Affairs" of ZDF

**Associate Members**

RTBF  
Gérard Lovérus  
Television Director  
ORF  
Dr. Monika Lindner  
General Director  
TVP  
Robert Kwiatkowski  
Chairman of the Board of Directors
Advisory Programme Committee

The Advisory Programme Committee meets four times a year. Its task is to advise the Board and the General Assembly on programming issues. Germany and France each select eight eminent figures from the arts and academic and political life to take part. The associate partners participate without voting rights.

President: Prof. Dr. Dr. Ulrich Hommes
Professor of Philosophy, University of Ratisbonne/Germany

Vice-President: Hélène Waysbord
General Inspector and adviser for cultural affairs, French Ministry of Culture

Programme Committee

The Programme Committee defines the channel’s editorial policy and draws up a draft programme schedule. It meets in Strasbourg each month to select programmes among the proposals submitted by the Members.

The committee consists of the Programme Director as chair, three more representatives of Head office in Strasbourg, two representatives each from the French and German Member and, in an advisory capacity, a representative from each associate partner. Representatives from other European partners are invited to attend as the need arises.

Representatives of ARTE G.E.I.E

Victor Rocaries
Programme Director and Member of the Board of Management
President of the Programme Committee

Anne Bataillard
Head of Programme planning, media research and exchange of international programmes

Hans Robert Eisenhauer
Head of the programme unit “Theme evenings” and Deputy Programme Director

Gérard Saint-Paul
Head of News and current affairs

Representatives of ARTE France

Jean Rozat
General Director of ARTE France
Emmanuel Suarez
Head of Development

Representatives of ARTE Deutschland

Dr. Klaus Wenger
General Director of ARTE Deutschland and ARTE-ARD Coordinator
Heiko Holefleisch
General Director of ARTE Deutschland and ARTE-ZDF Coordinator

European Partners

with an advisory capacity
RTBF: Serge Dzwonek
ORF: Petra Gruber
TVE: Marta Cyran
SRG SSR: Tiziana Mona
TVE: Cecilia Fernández Medina
YLE: Aaliga Pihlajamaki
NPS: Carel Kuyl
The French Unit

ARTE France produces, co-produces and purchases programmes for ARTE. Production policy focuses primarily on promoting original, high-quality audio-visual work and independent producers. This approach enables ARTE France to play a significant part in the French and European film and television industry.

ARTE France employs 211 people and has two subsidiaries: ARTE France Cinéma, dedicated to making feature films, and ARTE France Développement, an audio-visual production and publishing company which markets videos and DVDs, mostly drawn from ARTE France's output, under the ARTE Vidéo label.

ARTE France itself uses the ARTE Editions label to sell books and multimedia products associated with its programmes.

ARTE France plays an active role in the French theme channels Histoire, Festival and Mezzo. On an international level, ARTE France has a shareholding in TV5 and Canal France International. Supplying these channels with its programmes enables ARTE to reach a wider-ranging international audience. ARTE France is also a partner in the Canadian cultural arts television venture ARTV. And ARTE France works with various European countries through co-productions and programme exchange.
**The German Unit**

**ARTE Deutschland TV GmbH**

ARTE Deutschland TV GmbH is owned and controlled by the public-service broadcasters ARD and ZDF. The ten television broadcasting stations that make up the ARD supply 50% of the German programme input, according to a fixed quota, while the other 50% comes from ZDF. The 40 or so employees of ARTE Deutschland coordinate the programme contributions of its associates, from programme proposals, via funding, right through to the supply of programmes to ARTE G.E.I.E. ARTE Deutschland represents the interests of the German side when it comes to strategic deliberations regarding the further development of ARTE, and initiates new programmes from its associates. Many of these programmes are presented to ARTE viewers as first screenings; examples that can be given include the feature film *Lola rennt (Run, Lola, run)* which was not only a major success in the cinema, and the multi-part *Die Manns - Ein Jahrhundertroman (The Manns - Novel of a Century)* which received many awards.

In addition to this, ARTE Deutschland is also responsible for holding programme events for the press and the public, as well as for planning and conducting marketing measures for Germany. It publishes books, videos, DVDs and CD-ROMS under the ARTE EDITION label, which cover and complement ARTE programmes. A further focal area of its work is the ARTE website which accompanies ARTE’s broadcasts, where it contributes dossiers on the programmes supplied by the German member.

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**Board of Associates:**

Chairman: Prof. Peter Voss  
President of SWR

Vice-Chairman: Markus Schächter  
President of ZDF

Managing Directors:
- Dr. Klaus Wenger - Heiko Holefleisch
- Peter Wien
- Christoph M. Weber
- Thomas P. Schmid
- Armin Breger

**ARTE-Coordinators in the different German companies:**

> **ARD**
- ARTE Coordinator: Dr. Klaus Wenger
- ARTE Programme Managers in the ARD companies:
  - BR: Jochen Kölsch
  - HR: Peter Feurich
  - MDR: Ingrid Hofmann
  - NDR: Ulrike Dotzer
  - ORB: Dr. Geri Nasarski
  - RB: Gerhard Widmer
  - SFB: Ulrich Anschütz
  - SR: Vera Meyer-Matheis
  - SWR: Peter Latzel
  - WDR: Dr. Sabine Rollberg

> **ZDF**
- ARTE Coordinator: Heiko Holefleisch

---

**Advisory Programm Committee:**

President:
- Prof. Dr. Wolfgang Bergsdorf  
Chancellor of the University of Erfurt

Vice-President:
- Jürgen Grimming  
Free-lance journalist
Over the past years, the ARTE G.E.I.E. has signed a number of Cooperation Agreements and Association Contracts. They testify to ARTE’s objectives of integrating new partner countries into its organisation and of broadcasting programmes that bring Europe’s rich heritage to the fore. The resources allotted to international co-productions are managed attentively by ARTE G.E.I.E.

Association Contracts have been signed with the following channels:

**RTBF** (Belgium), in February 1993
Radio-télévision belge de la Communauté française
RTBF is the public service broadcaster of the French Community in Belgium. It has three television terrestrial TV programmes and six radio stations.  
[www.rtbf.be](http://www.rtbf.be)

**TVP** (Poland), in January 2001 - Telewizja Polska
TVP includes the two terrestrial channels TVP1 and TVP2, the satellite channel TV Polonia as well as 12 regional channels.  
[www.tvp.pl](http://www.tvp.pl)

**ORF** (Austria), in March 2001 - Österreichischer Rundfunk
ORF consists of the two television channels ORF 1 and ORF 2 as well as of an international and six national radio stations.  
[www.orf.at](http://www.orf.at)

These agreements commit ARTE and its associate members to a substantial volume of coproductions; the contracting parties also provide each other a certain number of their own programmes. Associate members participate in ARTE’s decision-making and advisory bodies, with the presence of one member in a consultative capacity.

In addition to this, Cooperation Agreements have been signed with the following channels:

**SRG SSR Idée suisse** (Switzerland), in July 1995
SRG SSR Idée suisse is the holding company of the public channels TSR, SF-DRS et TSI.  
[www.srg-ssr-idee-suisse.ch](http://www.srg-ssr-idee-suisse.ch)

**TVE** (Spain), in July 1995 - Televisión Española SA
TVE includes the channels La Primera, La 2 and TVE Internacional.  
[www.rtve.es/tve](http://www.rtve.es/tve)

**YLE** (TV1) (Finland), in February 1999 - Yleisradio Oy
YLE consists of the both national channels TV1 et TV2 (YLE FST broadcasts programmes in Swedish language on two channels), as well as of six national, twenty regional and four Swedish-language radio stations.  
[www.yle.fi](http://www.yle.fi)

**NPS** (Pays-Bas), in February 2001
Nederlandse Programma Stichting
NPS, Fondation Néerlandaise de Programmes, produces cultural programmes for the public channel NOS (Nederlandse Omroep Stichting).  
[www.nps.nl](http://www.nps.nl)

In addition, ARTE G.E.I.E., together with ARTE Deutschland (the regional companies of the ARD and of the ZDF) and ARTE France, have signed Coproduction Agreements with two other public service broadcasters, thus reinforcing the proportion of European coproductions.

**BBC** (United Kingdom), in October 2001
British Broadcasting Corporation
In Great Britain, these programmes are broadcasted on the new numeric channel BBC FOUR, which was launched at the beginning of 2002, and whose programme philosophy is close to that of ARTE.  
[www.bbc.co.uk](http://www.bbc.co.uk)

**SVT** (Sweden), in June 2002 - Sveriges Television
The Swedish Television consists of the four national SVT1, SVT2, SVT24, SVT Extra and the digital European channel SVT Europa.  
[www.svt.se](http://www.svt.se)
Analogue transmission of ARTE’s programmes, between 2 pm and 3 am, is carried out using three satellites. Signals are received terrestrially, by cable, or via individual receivers. ARTE is also broadcast around the clock on the German digital package of the ARD, as well as the French packages of TPS and CanalSatellite.

More and more viewers can watch ARTE
In the year 2002 more than 150 viewers in Europe could receive ARTE, 70 million households, compared with 36 million at the end of 1994.

In France
90% of French households receive ARTE, predominantly via the terrestrial network (20.5 million households), but also by cable (3.4 million households). 4 million households receive ARTE directly via satellite.

In Germany
More than 90% German households have the technical possibility to receive ARTE. 19 million German homes are subscribers, and a further 12.5 million have satellite receivers. The analogue transmission between 2 pm and 3 am is carried out using the satellite ASTRA 1C (10994 MHz).

In the German Länder of Bremen, Hamburg and Lower Saxony, and in Vienna and a number of other Austrian cities, ARTE is transmitted in analogue mode via cable between 2 pm and 3 am. All German cable networks should be delivering ARTE programmes to homes as of 2 pm by the end of 2003.

Partner Countries
- In Belgium, ARTE is accessible to 98% of households with cable (3.8 million households).
- In Switzerland, ARTE is broadcast in French and German by most cable networks, to a total of 2.6 million homes.
- In Spain, a selection of ARTE’s programmes is broadcast terrestrially by La 2.
- In Austria, 80% of cable networks carry ARTE’s programmes (950 000 homes). ARTE can also be received by satellite by 1.2 million households.
- In Poland, 20% of homes can receive ARTE by satellite (440 000 of 2.2 million households).
- In Finland, 32% of homes can already receive ARTE by satellite (80 000 of 270 000 households), but it will soon be available on various different cable networks.
- In the Netherlands, where the cable network is being developed, tests are being carried out in different regions (2.5 million households).
## Other Countries

ARTE is also broadcast on some of the cable networks in other countries: **Luxembourg** (90% of homes with cable television), **Rumania** (50%), but also in **Bulgaria, Estonia, Denmark, Hungary, Lithuania, Slovenia, Slovakia, Norway** and **Sweden**. Negotiations are currently being held with various cable operators in Portugal.

In Mid and Eastern Europe state broadcasters, which have signed a cooperation agreement with ARTE France, currently propose a selection of ARTE’s programmes to their viewers.

All over Europe, and further afield, especially in the Mediterranean, ARTE is watched by a large number of viewers equipped with satellite dishes.

And finally, since April 2002, ARTE can be received in twenty French-speaking African countries via the LE SAT digital package.

### Table: Analogue and Digital Broadcasting Details

<table>
<thead>
<tr>
<th>Satellite</th>
<th>Analogue Broadcasting</th>
<th>Digital Broadcasting</th>
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<tbody>
<tr>
<td></td>
<td>Atlantic Bird 3</td>
<td>Hotbird</td>
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<tr>
<td>Programme</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>package</td>
<td></td>
<td></td>
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<tr>
<td>Orbital position</td>
<td>5° West</td>
<td>13° East</td>
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<tr>
<td>Fréquence</td>
<td>12,606 V</td>
<td>11,079 V</td>
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<tr>
<td>Standard</td>
<td>SECAM</td>
<td>PAL</td>
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<tr>
<td>Audio subcarries (MHz)</td>
<td>5.80 (J17)</td>
<td>6.60 (75µs)</td>
</tr>
<tr>
<td>Programme with bilingual sound (MHz)</td>
<td>5.80 F</td>
<td>6.60 F</td>
</tr>
<tr>
<td>Programme in stereo</td>
<td>5.80 F</td>
<td>6.60 F</td>
</tr>
<tr>
<td>On-screen subtitles</td>
<td>F</td>
<td>F</td>
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<tr>
<td>Encoded subtitles</td>
<td>G (p. 150)</td>
<td>G (p. 150)</td>
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<tr>
<td>Teletext</td>
<td>G+F (Hi-Text)</td>
<td>G+F (Hi-Text)</td>
</tr>
<tr>
<td>Broadcasting times</td>
<td>2 pm - 3 am</td>
<td>7 pm - 3 am</td>
</tr>
</tbody>
</table>

F - French version  
G - German version