Identity
Public service Television, European Culture Channel

History
A partnership between France and Germany

Mission
For a better understanding among people in Europe

Values
Creativity, commitment and openness to the world
All about the channel arte
How does ARTE work?
How does ARTE work?

Since 1992, ARTE has been bringing Europeans together. Based in Strasbourg and financed by the TV licence fee levied in France and Germany. 85% of the programmes produced in Europe. 70% of Europeans can watch ARTE in their mother tongue French, German, English, Spanish, Polish and Italian.
How does ARTE work?
Our history

A utopia becomes reality

- From 1988 F. Mitterand and H. Kohl give their political support to the project as a symbol of Franco-German cooperation
- Interstate Treaty signed in 1990
- ARTE GEIE founded in 1991
- First broadcast: 30 May 1992
- Partnerships with other public broadcasters in Europe

A unique place in the European audiovisual landscape

- Digital television transmission 24/7 in HD from 2005, with all programmes in HD from 2008
- Catch-up TV from 2007, video on demand and web documentaries from 2008
- Launch of ARTE Concert in 2009
Programmes for everyone, anywhere and anytime

- With digital technology access to ARTE’s rich offer has never been easier: Smart TV, desktop, smartphone and tablet, online and offline
- Innovative formats: 360° documentaries and virtual reality
- New digital thematic offerings
- ARTE Europe: conquest of new audiences in Europe and beyond thanks to a multilingual offer online
Who runs ARTE?

1 head office in Strasbourg
2 member companies in France and in Germany
10 European partners
Public funding
Equal Share of French and German contributions

Public funding raised in France and Germany accounts for 95%.

**ARTE France**
Funds 50% of ARTE GEIE and provides 40% of the programmes.

**ARTE GEIE**
Provides programme scheduling, broadcasting, executive editorship and 20% of programmes together with European partners.

**ARTE Deutschland**
Funds 50% of ARTE GEIE and provides 40% of the programmes.
Today’s television
ARTE in six languages

70% of Europeans can watch ARTE in their mother tongue.

All the programmes:
- French
- German

Hundreds of hours per year:
- English
- Spanish
- Polish
- Italian
ARTE facilitates access to its programmes

FOR EVERYONE – ANYWHERE – ANYTIME

You can watch ARTE
- All over Europe and beyond
- Live, as catch-up and even before transmission
- On tablet, smartphone, desktop and Smart TV
- Offline on the ARTE app
Innovation brings programmes to life

360° videos, virtual reality, video games... ARTE is helping to invent the future of television.
The ARTE community

In real life:
- Get closer to ARTE at festivals, cultural events and special screenings
- ARTE Editions: DVDs and books
- Viewers department

Online:
- Video on demand
- “My ARTE”: exclusive newsletters and playlists
- Educ’ARTE offer
- Social media
All about the programmes
ARTE Programmes
A cultural hub at the heart of Europe

85 % programmes produced in Europe
70 % feature films first broadcast in prime-time
40 % documentaries

A unique experience in the world:

- Identical programming in France and Germany
- An eclectic high quality offer accessible for all: politics and society, cinema, series, dramas, documentaries, live performances and more
- A selection of programmes online with subtitles in English, Spanish, Polish and Italian
ARTE evening schedule

<table>
<thead>
<tr>
<th>Samedi</th>
<th>Dimanche</th>
<th>Lundi</th>
<th>Mardi</th>
<th>Mercredi</th>
<th>Jeudi</th>
<th>Vendredi</th>
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<tbody>
<tr>
<td>Aventure humaine</td>
<td>Cinéma</td>
<td>Cinéma</td>
<td>Enquête</td>
<td>Création</td>
<td>Séries</td>
<td>Fiction</td>
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<tr>
<td>20:50</td>
<td>AVENTURE HUMAINE</td>
<td>CINÉMA</td>
<td>CINÉMA CLASSIQUE</td>
<td>THÉMA DU MARDI</td>
<td>SÉRIE</td>
<td>FICTION</td>
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<tr>
<td>22:30</td>
<td>SCIENCES</td>
<td>DOCUMANIA</td>
<td>SUMMER OF FICTION</td>
<td>DOCUMANIA</td>
<td>DOCUMENTAIRE</td>
<td></td>
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<tr>
<td>23:15</td>
<td>PHILOSOPHIE</td>
<td>MUSICA OPERA SPECTACLES</td>
<td>TOUS LES CINÉMAS</td>
<td>HISTOIRE GÉOPOLITIQUE</td>
<td>SÉRIE</td>
<td>CULTURE POP</td>
</tr>
<tr>
<td>00:00</td>
<td>SQUARE</td>
<td>ARTE CONCERT CLASSIQUE</td>
<td>LA LUCARNE</td>
<td>SOCIÉTÉ</td>
<td>FICTION</td>
<td></td>
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Legend:
- Cinema
- History
- Culture
- Dramas and series
- Discovery
- Sciences
- Politics and society
- ARTE Concert
- Junior
Co-productions’ stellar stint at international festivals

6
OSCARS
Los Angeles

10
PALMES D’OR
Cannes

5
GOLDEN BEARS
Berlin

3
GOLDEN LIONS
Venise

5
GOLDEN LEOPARDS
Locarno

16
GERMAN FILM AWARDS
for best feature film and 11 for best documentary
Berlin

10
CÉSAR AWARDS
for best film and 3 for best documentary
Paris
Cinema, dramas, series

- Classics of the silver screen, ambitious new avant-garde productions, auteur or cult films, inventive shorts, beautifully restored silent films, cutting-edge cross-media formats and award winners from leading international festivals.
- Original European TV series

6 films every week

75% of TV dramas are co-produced with ARTE
- **Music**: live from festivals & the finest concert halls. Classic, rock, rap, pop, jazz concerts around the clock and across the music spectrum
- **Art-house documentaries**: carte blanche to documentary film makers to challenge entrenched views of the world
- **Creative odyssey**: documenting art in all its forms
- **Culture magazine shows**: Metropolis, Square, Karambolage and Tracks

over 900 shows a year on ARTE Concert
Knowledge

- **Discovery**: exploring the world, other civilisations, nature, fauna and flora
- **Young viewers**: giving a voice to young people, offering authentic news and documentaries for young and old
- **Sciences**: presenting the latest research and new technologies and making it relevant to viewers lives
- **History**: deciphering the past to understand the present, vanished peoples, stories of combat, collective and individual memories
Politics and society
Politics and society

- **Daily news**: a European perspective on global affairs: analysing events and challenging received ideas

- **Background information**: historical data and geopolitical insights

- **Investigation**: European and international reports with a political or socio-economic slant, wide ranging themes from the environment to public health

- ARTE Journal, 28 Minutes, ARTE RE – European Stories, ARTE Reportage, Mapping the World
Thank you!