The European Culture Channel now speaks six languages on arte.tv
Linguistic diversity being one of Europe's strengths, ARTE strives to offer a wider choice of TV programmes to people in Europe and beyond. In addition to broadcasting all its programmes in French and German, ARTE offers an online selection of programmes subtitled in English, Spanish, Polish and Italian. This initiative was made possible thanks to European Union support and aims to offer subtitled cultural TV content across Europe.

Building on its multilingual and digital expertise, ARTE began to operate in four languages in November 2015 when, in addition to broadcasting in French and German, it launched a selection of programmes with English and Spanish subtitles on arte.tv/en and arte.tv/es respectively. Since November 2016, the channel has also been offering programmes subtitled in Polish on arte.tv/pl. And since October 2018, a new Italian offer has been available on arte.tv/it.

With its offer in six languages ARTE confirms its European cultural vocation.

When ARTE was broadcasting in five languages, it was able to reach some 305 million Europeans, i.e. around 60% of Europe's 505 million citizens, in their mother tongue. With the addition of Italian subtitles, programmes are now available in six languages to a potential audience of 360 million European citizens, i.e. almost 70% of the total, in their mother tongue.

Until 2015, with French and German, ARTE was able to reach 32% of Europeans in their mother tongue.

From 2018, with French, German, English, Spanish, Polish and Italian, ARTE is able to reach 70% of Europeans in their mother tongue.
A wealth of digital content for all

400 hours of programmes in English, Spanish, Polish and Italian

ARTE in English, ARTE en español, ARTE po polsku and ARTE in italiano are online offers providing subtitled versions – in English, Spanish, Polish and Italian respectively – of a selection of 400 hours of factual European programmes, excluding the channel’s news, drama and films. This selection of programmes encompasses ARTE’s flagship magazine shows, a large number of documentaries, and web-native documentaries on various topics. Live recordings of shows from across Europe enhance the offering.

With around 10 hours of new content per week, usually available online for at least 60 days, the offering is kept fresh whilst retaining a solid baseline catalogue.

All the programmes, available in six languages, can also be viewed on Smart TVs and on ARTE’s mobile apps.
The programmes that are available in the six languages address Europeans’ concerns, their cultural heritage and Europe’s lively contemporary culture. Some highlights:

> **Coming Programmes**

With the May elections, Europe will be at the heart of ARTE’s programming with the film event **24h Europe – The next generation** and the ephemeral channel **Europe 2019** featured on ARTE in English.

**24h Europe – The next generation**
A one-of-a-kind record of today’s youth and manifesto for the future running for a full 24 hours. A day in the life of 60 young people between 18 and 30 years in 26 European countries who share their dreams, fears, worries and desires.

> **Programmes available at the moment on ARTE in English:**

**Brecht and the Berliner Ensemble – Creating a New Theatre**, documentary on how out of ruined post-war Berlin, Bertolt Brecht built a new theatre company and a new theatrical tradition whose influence would reach far and wide.

**The American Dream – Europeans in the New World**
Traces the history of the colonialisation of the American East Coast and the paths of millions of Europeans who left behind poverty and persecution to make a new life in the new world.

**Martin Middlebrook’s Brexit Travelogue**
Photographer Martin Middlebrook returns home to England, on the eve of Brexit, after living abroad for nine years. A subjective account of his journey through Albion.

**B Movies – Season 2**
A webseries bringing to life the very best of the worst of cinema, i.e. a Turkish superman flying with the aid of a hairdryer, a 1980s sci-fi classic featuring special effects from the 1950s and an epic police drama that took just 20 years to film.
Bellini and Mantegna – Renaissance Rivals
Andrea Mantegna (1431-1506) and his brother-in-law Giovanni Bellini (1425-1516) were possibly the greatest painters of 15th century renaissance Italy. A documentary on their art, their influence on each other, and their rivalry.

> ARTE’s flagship magazine shows, shedding light on cultural news and exploring the planet’s every facet, with expert insights, big stories, and a distinctly European perspective and cultural slant.

Metropolis, the European cultural magazine show, takes an original and critical look at the latest in European arts and culture.

ARTE Reportage unpacks all the big stories in Europe and internationally, and hones in on the world’s hotspots.

ARTE RE, discovering the diversity of Europe with in depth reports.

Mapping the World, the complex world of geopolitics broken down into ten minute, bite-sized chunks.

> New styles of narration and new technology: 360° videos and virtual reality, available online and on the ARTE360 VR app.

Gauguin – Journey to the Self, a journey into the work and the spirit of painter Paul Gauguin, immersing the viewer into a captivating ballet of colours.

Dolphin Man VR, three episodes plunging the viewer into the deep blue world of freediving.

In September 2018, ARTE launched its new digital offer, ARTE Opera Season – the first season of opera broadcast on ARTE Concert. In a partnership with several famous European opera houses, it offers free access to operatic works, streamed live and on demand, subtitled in six languages. Further information available at arte.tv/opera.

Online right now:
George Benjamin’s “Lessons in Love and Violence” at the Royal Opera House, with George Benjamin as the composer and conductor of Martin Crimp’s libretto, staged by Katie Mitchell around Vicki Mortimer’s sets.
Concentration of videos viewed

ARTE in English is a pan-European offering. The US is among the top 5 countries, which shows that ARTE in English also reaches an international audience.

ARTE po polsku’s main audience is in Poland and in countries with a large Polish community such as Germany, the United States, the United Kingdom and France.

ARTE en español is mainly watched in Spain but also in Spanish-speaking countries and communities in the Americas.

9,2 M video views per month outside of France and Germany from ARTE’s digital offerings in 2018.

Showcasing European culture across the world

ARTE’s offer in six languages is available throughout Europe (in the 28 EU Member States and in the European Free Trade Association Member States of Iceland, Norway, Liechtenstein and Switzerland). In covering three of the world’s five most widely-spoken languages, its programmes have the potential to reach large audiences around the world, subject to rights availability.
ARTE – a public channel

ARTE is a public service European culture channel that puts creativity, diversity and innovation at the heart of its programmes. It was established in 1991 by France and Germany and has now become a benchmark in Europe and around the world for quality programming. French and German TV licence fees cover 95 % of ARTE’s budget. ARTE is not allowed to carry advertising but it may develop its own revenue streams, in particular by soliciting sponsorships.

A European channel

ARTE has built partnerships with many public service channels in Europe. These partnerships are a testament to ARTE’s determination to produce and broadcast programmes that capture Europe’s creativity and diversity, in keeping with the contract that founded the channel, and the open-minded attitude that led to its inception.

ARTE has partnerships with 9 European public service channels including RTBF (Belgium), RTÉ (Ireland) and RAI Com (Italy).

Furthermore, 85 % of the programmes that ARTE produces or broadcasts are European productions.

The channel’s head office is in Strasbourg, a stone’s throw from the European Parliament, the Council of Europe, and the European Court of Human Rights. The symbolism of its location is threefold: a successful presence in Europe’s broadcast landscape; France and Germany’s fruitful friendship; and an enthusiastically and decidedly open attitude towards Europe.

A Cultural channel

Every programme with a cultural slant – documentaries, dramas, films, concerts and performances, magazine and news shows – has a home on ARTE. About 54 % of the programmes are documentaries, 26 % feature films, 15 % news-related programmes, while 5 % feature music and other performing arts. About two-thirds of the programmes broadcast on ARTE are previously unreleased.

A digital channel

ARTE’s digital offering is tailored to today’s lifestyles and consumer patterns: with its catch-up service, specially designed programmes for mobile devices, virtual reality projects and cultural video games, ARTE is innovating across the board.

Its programmes can be viewed on any screen at any time, with or without an Internet connection, on the arte.tv website, on mobile and tablet applications and on Smart TVs.

ARTE’s extremely varied offer is extended by its presence on social media where it communicates every day with fan communities in Europe and around the world.
Social networks:

ARTE in six languages on Facebook:
facebook.com/artetv

Twitter:
@arteen
@arteesp
@artepl
@arteita
@artefr
@artede

Newsletter:

You can sign up to the newsletter in English on arte.tv/en.

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