

## BILD am Sonntag in TV news

**Presenter:** Jochen Gaugele, vice editor-in-chief, BILD am Sonntag

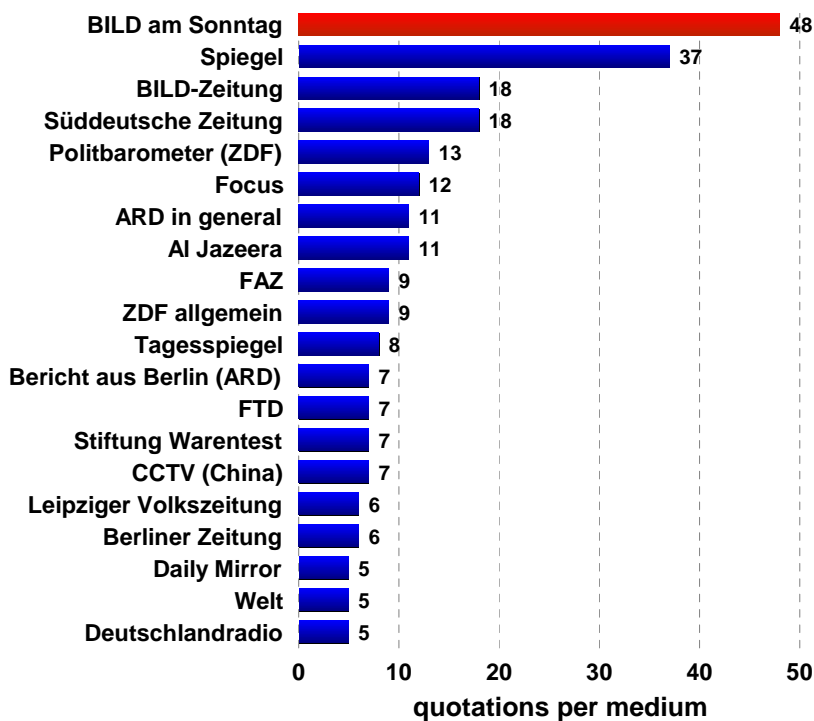
In German media the TV news “Tagesschau” and “heute” broadcasted by ARD and ZDF are established as opinion leaders. For years they have had their well-known fixed positions in the evening programs of ARD and ZDF. Their reporting reaches a wide share of the population. If a medium is quoted in “Tagesschau” or “heute” it profits from the long range of both.

The ranking of most often quoted media in “Tagesschau” and “heute” shows that the items of “BILD am Sonntag” rise a highest interest. Compared to rankings in other media where “Der Spiegel” used to be the most visible news magazine, “BILD am Sonntag” convinced editorials of the main TV news on ARD and ZDF during the last nine months in 2007. How can the media manage this?

Chart 2 and 3 show the items of main interest which recently led “BILD am Sonntag” to become the most presented print media in ARD/ ZDF TV news.

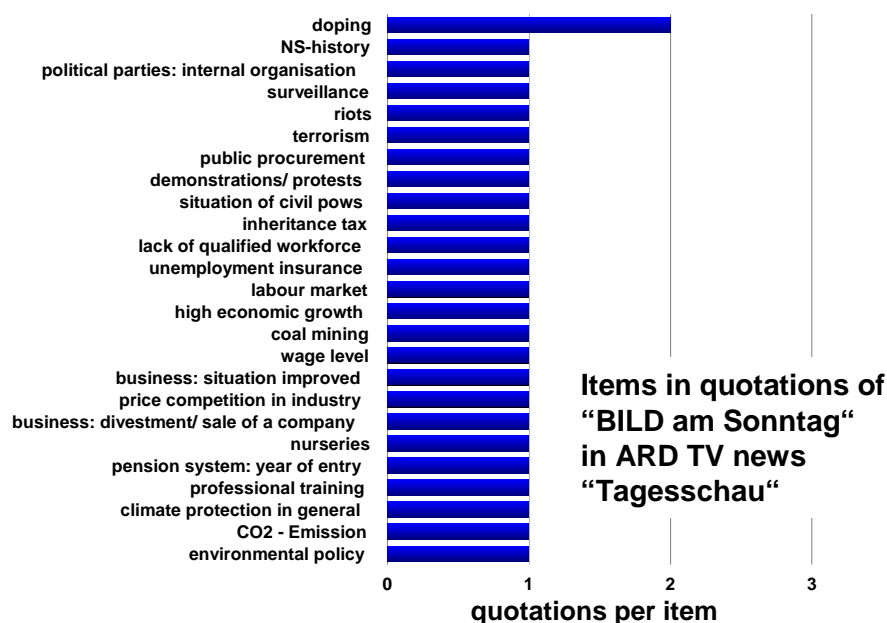
### Chart 1:

#### Most often quoted media in German TV news “Tagesschau” and “heute” (January – September 2007)

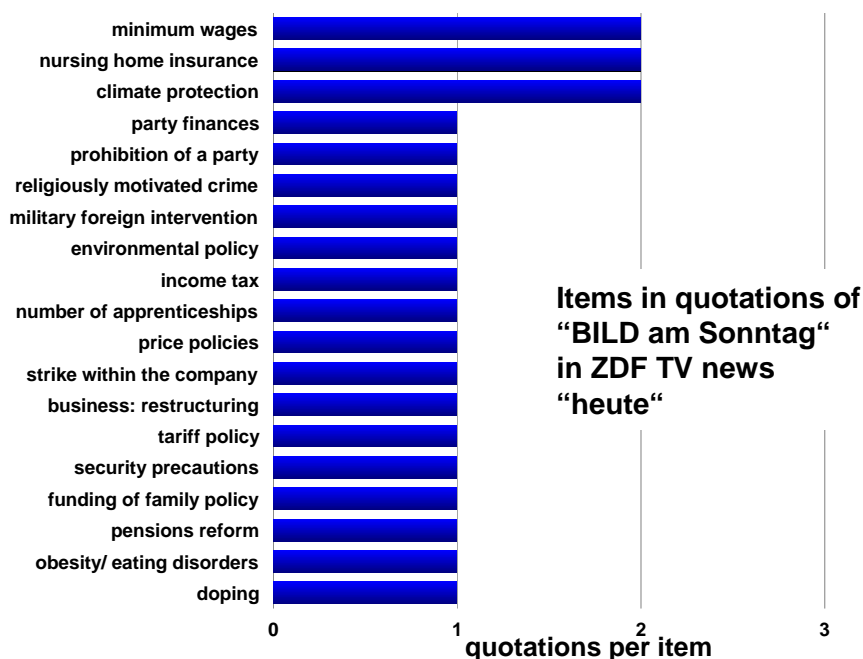


Basis: a total of 479 quotations in ARD and ZDF TV news „Tagesschau“ and “heute“ from 01/01 to 09/30/2007

**Chart 2:**  
**Items of "BILD am Sonntag" quotations in ARD "Tagesschau"**  
**(January – September 2007)**



**Chart 3:**  
**Items of "BILD am Sonntag" quotations in ZDF "heute"**  
**(January – September 2007)**



Basis: a total of 48 quotations of „BILD am Sonntag“ in ARD and ZDF TV news “Tagesschau“ and “heute“ from 01/01 to 09/30/2007