

In an ever-changing, always-demanding world, what does it take for a company to celebrate 150 years?

Take a look at our timeline and find out.

For the last century and a half, we've captured the essence of each chapter and embraced the opportunities of 'now' to shape the world around us – and our very own: all the way from a small printing house in 1875 to a European media company in 2025. Now, it is time to dive right into 150 years of history, culture, creativity, and storytelling. It is time to look back and connect with our past, cherish our present, and envision our future together. It is time to discover the milestones that made us, one beautiful chapter at a time.

Welcome to "150 Years of Now".



# THE BIRTH OF WHAT LATER BECAME BAUER MEDIA GROUP.

The chapter that witnessed more than just the birth of a new century. It heralded the start of radio, the newspaper industry, and Bauer Media itself.



# A Rising Star: 1875

Aged 23, trained lithographer Johann Andreas Ludolph Bauer opens a business card printing house from his flat in Hamburg near the Elbe bridges, and lays the foundations for the international media group we know today.

#### **Hear Me Now: 1877**

Thomas Edison creates a way to record his own voice and play it back using tin foil, a needle, and a hand crank. By inventing the phonograph, the first device that can record and play back audio reliably, Edison also lays the foundation for the modern music industry.



# Fast Printing:

Two years after its invention, Ottmar Mergenthaler's linotype machine revolutionises typesetting and newspaper publishing by increasing the volume of text that can be printed at any given time.

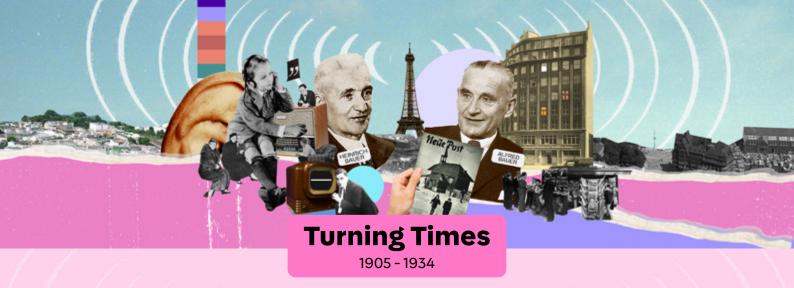
# **Making Waves: 1901**

7 years after radio waves are discovered, Italian physicist and inventor Guglielmo Marconi successfully receives the first transatlantic radio signal sent between England and Canada. Demonstrating that wireless telegraphy is possible, he lays the groundwork for today's global connectivity.

#### **Headline News: 1903**

Heinrich Bauer, a trained printer, joins his father as a partner in the company, which already has 20 employees. They add a paper business to the family print shop, now called "J.A.L. Bauer & Söhne", and begin printing the regional advertising newspaper "Rothenburgsorter Zeitung".





#### THE CHAPTER OF INNOVATION.

As Bauer Media establishes itself more firmly in publishing, the world of technology and innovation continues at a similar pace; radio is growing, and an early concept for TV is being developed.

# Radio to the Rescue: 1909

After engineer Gustave
Ferrié establishes radio
communication from the
Eiffel Tower that reaches
distances of up to 6,000
kilometres, a permanent
radio station is installed. The
Tower continues to serve as
transmitter and receiver for
radio broadcasts, saving it
from destruction.



### **RMS Titanic: 1912**

The sea disaster highlights the need for reliable wireless radio technology and better training. Only months later, the Radio Act of 1912 introduces new regulations and improvements to the still new innovation.



#### **3rd Generation: 1918**

Heinrich's son Alfred joins the family business. Like his ancestors, he also is a trained printer and typesetter. Two years later, in 1920, he founds "The Extrablatt" (Extrablatt am Montag): the 8-page paper costs 20 German Pfennig and later develops into a sports newspaper.

# **Home Building: 1923**

Heinrich Bauer acquires a plot of land in Burchardstraße, in the heart of Hamburg city centre. It remains the site of Bauer Media Group's headquarters today.



#### **Music Press: 1926**

Bauer Media publishes the weekly radio magazine Rundfunkkritik. A 15,000 circulation grows to over half a million copies throughout the years, which is considerable for the time.



# Tuning In: 1927

American inventor Philo Farnsworth makes the world's first successful TV transmission at his laboratory in San Francisco. The very first image transmitted is a simple straight line.



1933 - 1904

### THE EVOLUTION OF BAUER MEDIA GROUP.

A time scarred by global conflict – but out of this dark period comes a more hopeful one. A brighter future awaits...



#### **Martian Invasion: 1938**

American filmmaker Orson Welles famously broadcasts the radio drama "The War of the Worlds" about a Martian invasion of Earth. The show causes panic among listeners who believe the invasion is real, highlighting the power of radio.

# Press Pass: 1949

Bauer Media receives its new press license.



# Colourful Times: 1953

Three years after black and white TV goes mainstream, the first commercial broadcast of a colour image on a television screen goes live on December 17.



#### **New Name: 1954**

The individual enterprise "Heinrich Bauer" is renamed "Heinrich Bauer Verlag".

# **Extended Portfolio:** 1958

Various new publications, including fashion and women's magazines, lay the foundation for the development and expansion into one of the largest magazine publishers.

#### FM vs. AM: 1960s

The rise of Frequency
Modulation (FM) radio
revolutionises the industry
by offering superior sound
quality over AM broadcasts.
This shift in technology
enables radio stations to offer
more dynamic broadcasts,
particularly with music.

#### Bestseller: 1961

Bauer Media acquires
"Neue Post" - a
woman's magazine
aimed at an older
demographic. It is one
of Germany's bestselling magazines.



#### Switched On: 1962

Bauer Media publishes the TV guide "TV Hören und Sehen". The magazine's popularity highlights the rising importance of TV in everyday lives.

#### 4th Generation: 1963

Heinz Bauer, only 23 years old, has a busy first year at the helm of the family business: the company takes over the Vienna-based "J. Lachner Verlag", acquires "Neue Illustrierte" and founds the "Äquator Verlag".



| 1875 - 1904 | 1905 - 1934 | **1935 - 1964** | 1965 - 1994 | 1995 - 2024 | 2025 +



#### THE ERA OF ENTERPRISE.

For humanity, it was a time of giant leaps; from the moon landing to the World Wide Web. But Bauer Media was busy making leaps of its own too; across markets and international borders.

Making the Call: 1973

Cooper makes the first-ever

handheld mobile phone call

from a public street in New

York. Even though it would

commercial mobile phones

moment sets the stage for a

new era in communication.

take another decade for

to reach consumers, the

Motorola executive Martin

# **Big Deal: 1966**

Bauer Media becomes the largest German magazine publisher after acquiring a variety of titles, including "Quick" and "Revue".



**New Kid on the** 

one in the consumer

to expand: the youth

Bauer Media, the number

magazine market, continues

magazine "Bravo" joins the

**Block: 1968** 

portfolio.

**Expanding: 1980s** 

its expansion course to various publishing markets, including France, Spain, UK. Poland, and the United States. The decade also sees big magazine launches, including "auf einen Blick", "Das Neue", "Maxi France", and "Woman's World", the

# **Birth of a Symbol:** 1972

Computer engineer Ray Tomlinson develops the first system for sending electronic mail over a network, using the symbol @. The breakthrough lays the foundation for the global email system we rely on today, fundamentally changing how people connect and share information across the world.

The company continues first weekly US women's magazine.

#### Local Listen: 1986

Bauer Media acquires 25 per cent of the shares in the capital of the private radio station "Radio Hamburg".

#### Read and Chill: 1990

The successful women's magazine "Take a Break" is launched on the UK market. Three years later, the German version called "Mach mal Pause" makes its debut.

#### Turn on the TV: 1992

Bauer Media takes an initial 24 per cent stake in the commercial television channel "RTL II".

# **Printing Power: 1993**

The company lays the foundation for a new offset printing centre in Barleben near Magdeburg, Germany. The same year, the programme guide "Tele Tydzień" and the women's magazine "Świat Kobiety" are launched in Poland.

## Radio.com: 1993

The launch of the world's first internet radio station is a pivotal moment in online broadcasting.

1965 - 1994



# THE RISE OF THE DIGITAL AGE.

A chapter of new innovations, new horizons, and new opportunities, as Bauer Media enters the digital age.

## e-Magazine: 1995

Three years after its launch, "TV Movie", one of the most successful magazines on the German market, goes online. This move lays the foundation for further digital activities.

# **New Operations: 1997**

The modern gravure printing plant in Ciechanów, Poland, goes into operation.

#### **Online Search: 1998**

Larry Page and Sergey Brin launch Google Search, which will become the most used web-based search engine in the world.



# Fortnight Fortune: 1999

Bauer Media launches "tv14", a breath of fresh air in the fortnightly programme guide market.

#### Podcast: 2003

The world's first podcast "Radio Open Source" is released by radio host Christopher Lydon. He uses a newly developed audio RSS feed to offer audio content of notable interviews on his blog. Fun fact: podcasts got their names from the iPod MP3 player that played them.

### Social Calls: 2004

Harvard sophomore Mark
Zuckerberg launches The
Facebook, a social media
website built to connect
Harvard students. One year
later, the first video, called
"Me at the zoo", is uploaded
to YouTube, and soon
after, Twitter launches. All
platforms go global, changing
the way we communicate.



## Mega Deal: 2008

By acquiring the consumer magazines and radio stations from EMAP, Bauer Media becomes the largest provider of consumer magazines and the second largest radio provider in the UK. From now on, the company operates under the umbrella brand Bauer Media Group.



## **Portal Power: 2009**

The company launches the digital women's portal WUNDERWEIB, backed by the combined expertise of the media company's 30 women-orientated consumer magazines, such as "Maxi", "InTouch", "Wohnidee", "tina", "bella" and "Laura".



#### 5th Generation: 2010

Heinz Bauer hands over the reins to his 33-year old daughter Yvonne, making her the youngest female publisher in Germany.



# Young Talents: 2010-2012

In 2011, Bauer Media opens its in-house journalism school, investing in the development of its young talent and its long-term future success.

Around the same time, new magazines "Happinez", "Closer" and "Meins" join the extensive Publishing portfolio which includes around 600 magazines.



# Digital Brands: 2011

Bauer Media brands "KISS FM" and "Magic" launch their digital platforms, embracing the shift to online and appbased radio.

# Audio on the Rise: 2010s onwards

Bauer Media expands not only into various audio markets including Poland, Slovakia, Portugal and Scandinavia, but also strengthens its position in existing markets like the UK, creating a portfolio that includes around 100 radio stations. With the launch of "Greatest Hits Radio" and the announcement of Ken Bruce as presenter in 2023, Bauer Media further manifests its leadership position.

# New Businesses: 2010s onwards

Bauer Media starts a period of investments by acquiring the "Mitteldeutsche Zeitung" in Germany. It also invests into an OCP business and explores a digital start-up business (SME).

#### Al Meets World: 2022

ChatGPT, an artificial intelligence chatbot, becomes available to the public. It can generate human-like conversational responses based on prompts and follow-up questions. Within one year, ChatGPT becomes the fastest-growing consumer software application in history.

# **Enriching: 2023**

BMG launches a new corporate identity. It proudly represents the next generation of Bauer Media: a creative powerhouse that celebrates diversity, inspires others and enriches everyday life on a whole new level.

Bauer Media Group

# Let's Be Digital: 2023

Digital audio advertising platform "audioXi" launches in Portugal, Poland, and Slovakia. The Nordics follow in 2024.

#### **APPetite: 2024**

Bauer Media launches "Rayo", a competitive, easy-to-use and find app for all its brands that meets the needs of listeners in a digital world.

#### Next Level: 2024

Guided by a recalibrated Group strategy, BMG invests in the digital future of its core businesses, Publishing and Audio. In support, Business Presidents Jan Wachtel and Vivian Mohr join Yvonne Bauer as Owner & Chair of the Board and Gerald Mai as CLO & Operations on the Executive Board.



Moving Into the future as one aligned business across all areas to offer our customers a holistic multimedia experience.

