



## Rising Star

1875 - 1904

### 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.

#### 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.

#### 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: 1886

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.

#### 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".



1875 - 1904

1905 - 1934

1935 - 1964

1965 - 1994

1995 - 2024

2025+