



## Turning Times

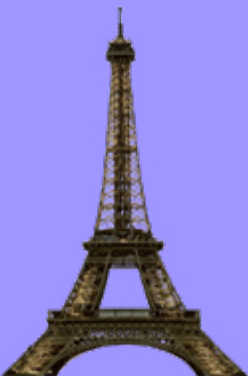
1905 - 1934

### 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.



#### 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.

#### 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.



#### 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.

1875 - 1904

1905 - 1934

1935 - 1964

1965 - 1994

1995 - 2024

2025+