





The Great Shift

1995 - 2024

5th Generation: 2010

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



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.

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.



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.

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).

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.

Digital Brands: 2011

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

AI 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.

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.



1875 - 1904

1905 - 1934

1935 - 1964

1965 - 1994

1995 - 2024

2025+