The Great Shift 1995 - 2024

rayo

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,

Online Search: 1998

goes into operation.

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

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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".

1905 - 1934 1935 - 1964



5th Generation: 2010

Heinz Bauer hands over the reins to his 33-vear 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.

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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).

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 fastestgrowing 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.**

1875 - 1904 1905 - 1934 1935 - 1964