

PRESS RELEASE

Bertelsmann Launches New Podcast: ‘Experience Bertelsmann’

- **Podcast series shows breadth of Bertelsmann’s businesses**
- **Employees talk about their day-to-day work**
- **Interviewees: from archivists to RTL’s ‘Bachelors’**
- **New podcast is available on all podcast platforms**

Gütersloh, June 3, 2024 – Bertelsmann is launching a new podcast called “Experience Bertelsmann”. In each 20- to 40-minute episode, employees will share insights into their day-to-day work at the Bertelsmann Group. Compelling stories, inspiring interviews and the latest insights from the broad spectrum of the international media, services, and education company Bertelsmann and its divisions. For example, employees from the Corporate Archive talk about their work on the estate of the world-famous composer Giacomo Puccini, and the RTL “Bachelors,” who are known throughout Germany, talk about their work in front of the camera.

Karin Schlautmann, Head of Corporate Communications at Bertelsmann, said: “Bertelsmann is an incredibly exciting company with so many facets. Our new podcast ‘Experience Bertelsmann’ gives listeners a glimpse into the world of Bertelsmann, brings it to life, and makes it clear what Bertelsmann is all about. I am very excited about this addition to our podcast offering from Corporate Communications.”

The new podcast series expands Bertelsmann’s podcast offering beyond the business podcast “Creativity & Entrepreneurship,” which has been available since 2019. Each episode is hosted by a member of Bertelsmann Corporate Communications.

In the “Creativity & Entrepreneurship” series, ntv presenter and podcast host Isabelle Körner talks to members of Bertelsmann’s top management. Since 2019, 25 episodes have been published in this series, scoring several 10,000 views.

The new podcast series “Experience Bertelsmann” begins with the episodes “Puccini, Ricordi, and the Rise of the Modern Entertainment Industry” and “Alles was zählt with Marc Dumitru,” and is available now.

The episodes will be published wherever podcasts are available. More information about “Experience Bertelsmann” is available on Instagram: https://www.instagram.com/bertelsmann_erleben/

About Bertelsmann

Bertelsmann is a media, services and education company with more than 80,000 employees that operates in about 50 countries around the world. It includes the entertainment group RTL Group, the trade book publisher Penguin Random House, the music company BMG, the service provider Arvato Group, Bertelsmann Marketing Services, the Bertelsmann Education Group and Bertelsmann Investments, an international network of funds. The company generated revenues of €20.2 billion in the 2023 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world. Bertelsmann aspires to achieve climate neutrality by 2030.
www.bertelsmann.com

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