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Katar - Wie tickt das reichste Land der Welt?

Katar, ein Land kleiner als Hessen und trotzdem reicher als alle anderen Länder der Erde. So richtig weiß aber keiner, wie die Menschen im Land der Fußball-WM 2022 ticken. Wir sind hingefahren und haben exklusive Einblicke bekommen.

03.04.2016 19:05 | 34:43 Min | © ProSieben

<http://www.prosieben.de/tv/galileo/videos/201690-katar-wie-tickt-das-reichste-land-der-welt-clip>

Balanced Documentation about Qatar on German Television

On the 3rd of April 2016, German private TV channel “Pro7” broadcasted a **balanced and fair video documentation** about Qatar. The film was presented on the **channel’s popular science show “Galileo”** that regularly presents spectacular video footage of interesting countries, events, and companies.

In the 35-minutes video, Qatar is shown to be an **ambitious, many-faceted and hospitable country** uniting very modern projects with a traditional cultural heritage. As usual with German journalistic productions, a few critical points, mainly regarding guest workers, are also mentioned. Those critical notes enhance the production’s trustworthiness in the parts where construction developments are being described.

Overall the film offers a **well-rounded picture of Qatar** and displays amazing images of the country, unseen on German TV before.

Collaborating closely with Qatari officials, we provided **extensive support to the film crew**. In advance, we had assisted in planning the trip and realized a diverse schedule for the

journalists. During their stay in Qatar, **we provided round-the-clock support** and advice both on the ground and from Germany. With great dedication, **HE the Ambassador had made the trip possible** by assuring that all required documents and permits were issued on time.

During the broadcast time, the film reached close to **1,000,000 million people** and was watched by 11.5 percent of all viewers at that time. Especially in the target groups of 14 to 49 year olds, the video reached a great audience and was **among the top 15 films** of the day. The film was also made available on the TV channel's website.

Overall, this is a **success** of our joint efforts to position Qatar on far-reaching media platforms in Germany. The film proves that with enough **commitment and care**, positive and multi-faceted media stories about Qatar are possible – especially, if **interesting and preferably high-ranking appointments** in Qatar can be arranged. In general, the tonality of journalistic productions depends greatly on the **amount and quality of support** that is offered to them. In the example at hand, the achievement was the result of a **fruitful collaboration** between all sides involved.