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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 3<sup>rd</sup> 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.