

Medien Gruppe RTL Deutschland

On Thursday we went to the Medien Gruppe RTL Deutschland. They work in 15 different countries all over the world. RTL sells time to companies to show something to the audience, but the information has to be correct. They reach about 5 million people every evening. InfoNetwork is a company which is part of the RTL group. It's the biggest company of the RTL group.

The RTL group uses the satellite feeds to transport the information safely to their writers. They use it because they can always be sure that it works.

The RTL group is part of Inex. Inex is a company which shares their information content all over the world to the producers.

There is a saying: BE FIRST, BUT FIRST OF ALL BE RIGHT! It means that television is a little bit slower than social media but the information is more precise.

The RTL group employs freelancers all over the world. They have to be where the news happens so that they can inform their producers first-hand. Because they can't be everywhere, there is another organisation called APTM. They sell video material so that the companies are able to present their news.

There's a team verification. They receive some information from social media. Then they have to check if the information is correct and credible. The problem is that people send false content, because they want attention, money or they have political goals. We have an example: In 2016 they received some information on the Munich attack, 38% was verified content and 62% was falsified content. They're always up to date because their staff has to work 24h a day.

There are 5 steps so check if the information is correct:

- Reverse image search (it's a program which looks for the same picture in an article to verify when and what happened then)
- Uploader-check (everybody leaves a food print on the internet, so they can find out where the person who has posted a photo lives...)
- Localisation (for example google street maps to find out where it was)
- Location & more (how was the weather? Is it the same as on the news?)
- Photo- & Video forensics (program which shows if Photoshop has been used, but the problem is if the photo has been saved many times it won't work)