



## PRIX EUROPA 2020 Best European Digital Audio Project of the Year

### What if - the tagesschau future podcast Mal angenommen - der Zukunfts-Podcast der tagesschau

#### Comments from the Jury Group:

*“A podcast that implements a solution-oriented journalistic philosophy. What if questions are really interesting because they bring to mind different versions of reality. The reach of the podcast and the young listener profile are also great accomplishments. Such podcasts could be made by other media houses as well.”*

*“It is interesting to see the feedback from teachers etc. asking if this can be developed as a teaching aid.”*

*“Very interesting podcast concept.”*

*“The constructive journalism is a great idea and I think it should be seen more often.”*

‘Ban the arms export!’ ‘Universal basic income now!’ ‘Legalise cannabis!’ Every day we can read and listen to news on such political ideas. But what if they become reality? The new podcast ‘Mal angenommen’ (‘What if’) presented by Germany’s leading public broadcasting news brand ‘tagesschau’ searches for answers. Every week a team of five correspondents in the ARD capital office in Berlin looks at political ideas and different future scenarios. For example, what if cash was abolished? What would that mean for our daily lives and for our economy? What if we only drove electric cars? What would that mean for the German car industry? And would our power grid be strong enough? The hosts of the podcast interview multiple experts that help finding answers to these questions. They may also offer best practice examples from other countries and thus give new impulses for political debates. Due to the Covid-19 crisis the team also looked at possible long term effects the pandemic may have. What if this crisis revolutionises digital education? How could it affect mobility? What if the Covid-19 crisis turns back globalisation? Listeners of ‘Mal angenommen’ write in e-mails, that they particularly appreciate being offered different possible effects of a particular scenario or political idea. This enables listeners to develop their own opinion on a certain topic. ‘Mal angenommen’ has proven to reach a young audience and is among the best performing podcasts in the public German broadcasting network ‘ARD’.

#### Congratulations to:

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Co-Producer:	<b>ARD-aktuell, Hamburg</b>
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