



Our Strategy



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How purpose and vision determine our strategy

Every company has a purpose at its core - the deeper meaning and purpose of its existence. This purpose forms the basis from which a vision emerges that unites us all and defines our common strategy.

But what do these terms really mean and how do they affect our corporate strategy?

Purpose: the cornerstone of every company

The purpose answers the fundamental question: Why does this company exist at all? It is the original motivation that led to the founding of the company and forms the basis for all further considerations. The purpose is the core that distinguishes our organization from others and gives it a clear identity. It conveys meaning and gives you the answer to the “why” behind your work.

We have clearly formulated our purpose for ourselves in a statement: “pub. - because the future of public service broadcasting will be decided online.”

The vision: Orientation on the path to the future

The vision builds on the purpose and serves as a strategic guideline for the future, as our North Star to navigate us. It describes an inspiring picture of where we want our organization to go. Our vision gives us orientation and helps us to set long-term goals. It is ambitious and motivating, and it challenges everyone involved to think beyond the here and now and work together towards a better future.

Our vision is to be the preferred technological partner for public broadcasters in the digital sector.

Strategy: The key to implementation

In order to successfully fulfill our mission, we need a clearly defined strategy. The strategy defines the measures and steps required to realize the purpose and achieve the vision. It provides the framework for decisions and serves as a guide for daily actions. Without a well thought-out strategy, the fulfillment of our purpose remains a vague promise.

A strategy is not a rigid construct, but reacts dynamically to external circumstances. It must be adaptable, flexible and goal-oriented in order to make our organization resilient to market conditions and well-prepared for new challenges in a shared future.

We are currently focusing very clearly on three areas in our strategy process in order to make pub. ARD's preferred partner for product development

- **Brand, USP, Portfolio**
- **Market**
- **Profitability**

Did you miss the Townhall on the pub. strategy? We have summarized all the important facts for you in our overview. You can also watch the corresponding recording [here](#).

Structures, processes and culture: the building blocks of success

The strategy gives rise to the necessary structures and processes that ensure that all activities are effectively and efficiently aligned with the company's goals. However, these structures and processes remain meaningless if they are not brought to life by the people in the company - in other words, by all of us.

Corporate culture plays a decisive role here. In principle, a corporate culture is created through the interaction and daily work of all employees. It is the unifying element that ensures that purpose and vision are not just empty words, but are actively lived in everyday life. What unites us are our shared values.

Only with a sound strategy, the right structures and a vibrant corporate culture can we create the basis for a strong, future-oriented organization that achieves its goals and grows beyond them.