

## GENESE, FOLGEN UND GEFAHREN DIGITALER MUSIKPLANUNGSSYSTEME IM RUNDFUNK. ZUR »PHILOSOPHIE« DES FORMATRADIOS

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### Abstract

Formatted radio programs targeted at a defined audience were established in Germany in 1985. For these, computers generate playlists which then can be controlled and modified by editors. On the one hand, programs such as AC (adult contemporary), oldie-based AC, AOR (arena, oldies, rock), DOM (deutsch, oldie, moderate), MOR (middle of the road) etc. are very successful; on the other hand they are constantly criticized for sounding all the same. In this paper I describe how the development of digital computer technology in the Silicon Valley since 1975 has influenced media politics and changed broadcasting. In Germany, it was the CDU who wanted to establish private radio and TV stations beside the federal-public system of the ARD (»dual system«) for political reasons in 1984. While the market grew from 50 radio and TV stations to more than 250, editorial journalists complain that their jobs have become meaningless.