



PRESS INFORMATION

Young Germany goes Web 2.0

Results from the user survey on www.young-germany.de put into practice

The Germany website for “high potentials”

Young Germany (YG), the website for international high potentials has integrated its new service “Deutsch@YG” (www.young-germany.de/deutsch.html) yet further into its online offering. Web 2.0 functions such as podcasts, videocasts and weblogs are now more strongly emphasized. (<http://www.young-germany.de/blog.html>). As a result of the resounding voice of the users, expressed in the recently completed user survey, the whole editorial offering has been supplemented and developed to include interactive Web 2.0 functions. The survey revealed that the new Deutsch@YG topic block, an interactive and multimedial appetizer in German, is especially well received, along with the topic block “Career & Education”.

In addition to the English editorial offering in the existing four topic blocks “Career & Education”, “Business & Innovation”, “Lifestyle & Society” and “Living in Germany”, there are now German language texts for users of an intermediate German learning level. These texts are prepared didactically and are supplemented by podcasts for listening and speaking comprehension. In addition, interactive exercises are available for download.

The user survey also showed that Young Germany’s target audience is being reached: 84 percent of the users are below 30 and are of an above average education level. The users are cosmopolitan and interested in Germany. 48 percent of the users have been the Germany before and 95 percent plan to visit Germany.

About Young-Germany.de:

The website is a joint project of the German Federal Foreign Office’s Internet division and the Societäts-Verlag publishing house in Frankfurt am Main. The broad, up-to-date mix of topics will be complemented by offerings for those who come to Germany for work or education. Interactive services provide help searching for a job, an apartment and making first contacts. In addition, a forum offers a communication platform to all who are interested in Germany.

Young Germany is an Internet partner of large German organizations, such as the Goethe-Institute, the German Academic Exchange Service (DAAD), the Helmholtz Association and many others. Young Germany cooperates with 32 partners in all – these include the F.A.Z.-Hochschulanzeiger, jobstairs.de und wg-gesucht.de

Frankfurt am Main, November, 02, 2006

Contact: Alexander Fallier
Tel.: +49 69 7501 4936
alexander.fallier@young-germany.de