

BENJAMIN BOLDT

**BEST PRACTICE IN PROMOTING SPORT AND CONTENT USAGE ACROSS ALL CHANNELS
OF RED BULL MEDIA NETWORK**

**WHY ONLY SELL
A PRODUCT ...**



... IF YOU CAN OFFER A WAY OF LIFE.

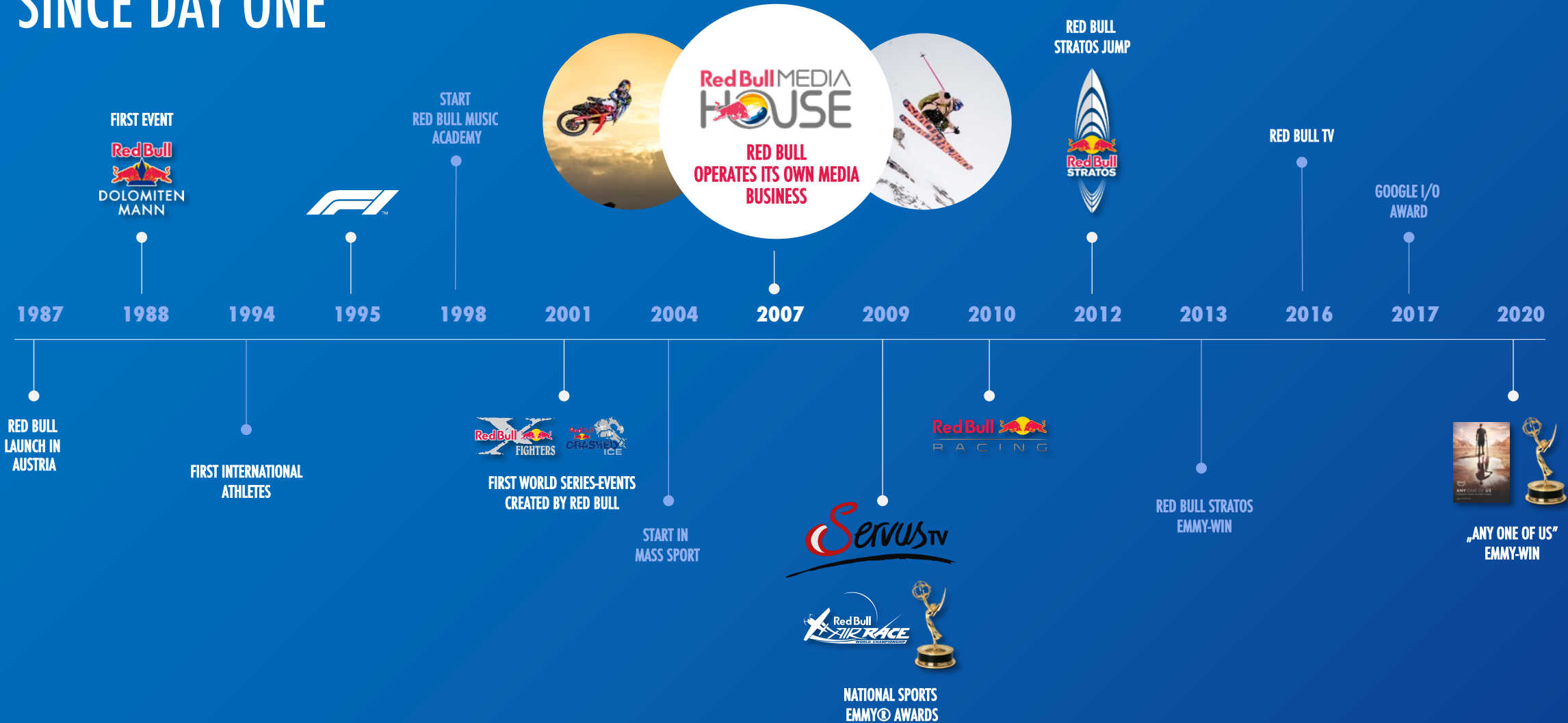


STORYTELLING

Our success formula



STORYTELLING SINCE DAY ONE



RED BULL MEDIA HOUSE 360° APPROACH



A PLATFORM TO COMMUNICATE
YOUR BRAND WITH ONE PARTNER.

SERVUS WINTERSPORT



A SUCCESS STORY WITH A „SMALL“ RIGHTS PACKAGE

- RBMH AS A NON LIVE PARTNER NEXT TO THE ORF
- NEAR LIVE CLIPS, HIGHLIGHTS & ARCHIV RIGHTS
- READY TO PLAY VIDEO CONTENT FROM ÖSV & RED BULL
- BESIDES THE RIGHTS, IT IS IMPORTANT TO GET ACCESS TO THE EVENTS AND ATHLETES



OUR PASSION IS OUR PHILOSOPHY

WINTERSPORT IS:

ENTERTAINMENT
TO INSPIRE
EMOTION

- ✓ WE COMBINE EXPERTISE WITH ENTERTAINMENT
- ✓ WE ARE ALWAYS CLOSE BY



REACH

- **32 MIO** CONTACTS
- **17 MIO** VIDEO VIEWS
- OVER **1000 ASSETS**
ACROSS ALL OUTLETS

TIMELESS CONTENT ACHIEVES THE MOST REACH

SOCIAL MEDIA

AS A REACH DRIVER THROUGH SHORT FORM CONTENT

SERVUS TV ON

AS THE HOMEBASE FOR ALL CONTENT

LINEAR TV

FOR NEWS AND EVENT COVERAGE

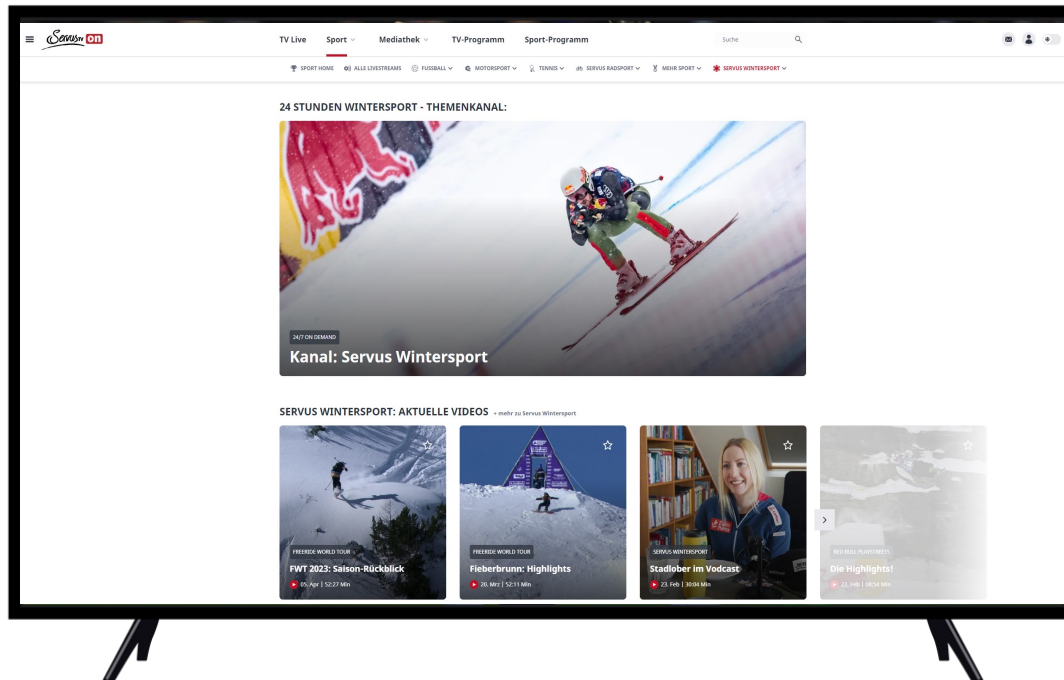
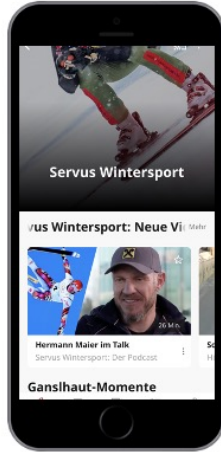


SERVUS TV

LINEAR

- **PERSONALITIES & EVENTS**
- **DAILY SPORTS NEWS**
- **LIVE TALKS „SPORT & TALK“**

SERVUS TV WINTERSPORT



ALLWAYS ON

- 24/7 CHANNEL

AUDIO

- PODCAST & VODCAST

PARTNERSHIP

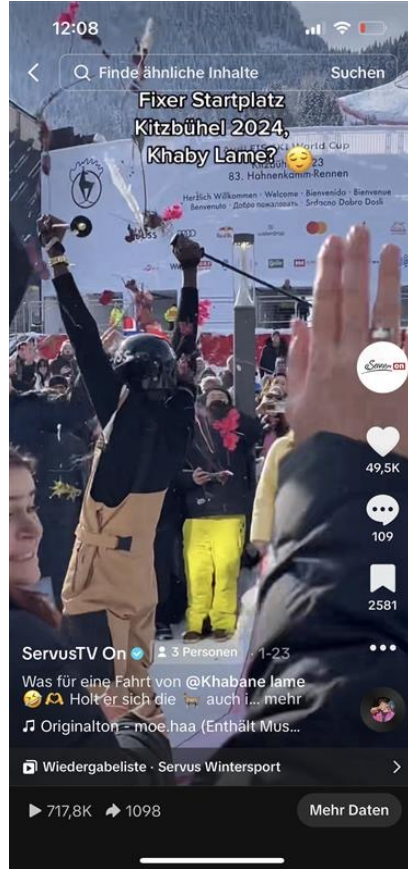
- ATHLETE PROFILES

ON DEMAND

- VIDEOSECTION

SOCIAL MEDIA

1.8M
VIEW
S



REACHING NEW
AND YOUNG
TARGET GROUPS



ENTERTAINMENT



EMOTION



PARTNERSHIP INTEGRATION

- REACH
- AWARENESS
- IMAGE



GOOD PARTNERSHIP

IS OUR SUCESS TO DEVELOP PRODUCTS



STAY IN CONTACT

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