## 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** STRATOS JUMP **Red Bull** MEDIA START **RED BULL MUSIC** FIRST EVENT **RED BULL TV** ACADEMY **RedBull RED BULL OPERATES ITS OWN MEDIA** TRATOS GOOGLE I/O DOLOMITEN MANN **BUSINESS** AWARD 1987 1988 1994 1995 1998 2001 2004 2007 2009 2010 2012 2013 2016 2017 2020 **RED BULL** RedBull LAUNCH IN AUSTRIA **FIRST INTERNATIONAL** FIRST WORLD SERIES-EVENTS ATHLETES **CREATED BY RED BULL RED BULL STRATOS** EMMY-WIN **CAVUS**TV START IN "ANY ONE OF US" EMMY-WIN MASS SPORT

NATIONAL SPORTS EMMY® AWARDS

## **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





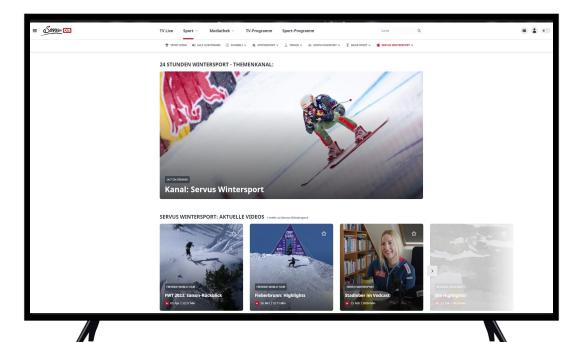
## **JERVUJIV** LINEAR

- PERSONALITIES & EVENTS
- DAILY SPORTS NEWS
- LIVE TALKS "SPORT & TALK"



#### **SERVUS TV WINTERSPORT**







### **ALLWAYS ON**

• 24/7 CHANNEL

## AUDIO

PODCAST & VODCAST

## PARTNERSHIP

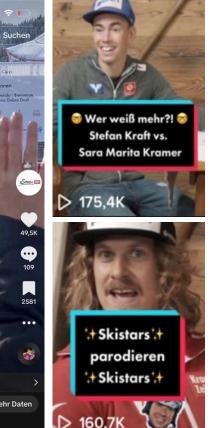
• ATHLETE PROFILES

### **ON DEMAND**

VIDEOSECTION

#### **SOCIAL MEDIA**

**1.8**M VIEW 12:08 **○** ■ S Q Finde ähnliche Inhalte Sucher Fixer Startplatz Kitzbühel 2024, rld Cu Khaby Lame? WAIT FOR IL... **J** ▶ 175,4K 49,5K 2581 ServusTV On 📀 🚨 Was für eine Fahrt von @Kha A J Originalton - moe.haa (Entl Niedergabeliste · Servus Wintersport Mehr Daten ▶ 717,8K 🔺 1098 D 160,7K





### **REACHING NEW AND YOUNG TARGET GROUPS**



## **ENTERTAINMENT**



## **EMOTION**





## PARTNERSHIP INTEGRATION

- REACH
- AWARNESS
- IMAGE



# GOOD PARTNERSHIP

**IS OUR SUCESS TO DEVELOP PRODUCTS** 



## **STAY IN CONTACT**

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