

# POSITIONING



## Unique positioning - The view of the mountains

In cooperation with ServusTV, we bring a new unique channel to the German-speaking TV market. BERGBLICK is a pay TV documentary channel dedicated exclusively to mountains. And of course in high gloss and with premium content.

# PROGRAM



## The name stands for the content!

BERGBLICK offers viewers a range of services with a holistic programming concept. Wide range of topics & diverse program colors. Narrative style sound & emotional - strong images & stories, always sound & informative and never boring.

# TARGET GROUP



## Mountain enthusiast and 20-50 years old core

The trendy topic of outdoor and mountain sports is a constantly growing market, both in terms of storytelling and consumption. Docufans eager to travel and cosmopolitan, inquisitive and educated, with a modern lifestyle.

# PERFORMANCE



## 700K subscribers in German-speaking countries

Receivable via Amazon Prime Video, waipu.tv, Zattoo, 1&1, Telekom/ Magenta, Telekom Austria, Magenta Austria, Superswiss, Sunrise UPC, Ocilion, M7, SimpliTV, Suisse Digital & Swisscom; BERGBLICK FREE bei Philips, TCL, Xiaomi & Samsung/TV Plus.

Large offer on demand in the media libraries

Deutschland, Österreich und der Schweiz