

# POSITIONING



## The window to the peaks of the world

HÖHENRAUSCH is the channel for everyone who loves the breathtaking world of the mountains. The connection to the highest peaks, the most picturesque mountain landscapes and the most fascinating stories that the mountain world has to offer.

# PROGRAM



## The majestic beauty of the mountains

HÖHENRAUSCH offers a diverse program of high-quality documentaries and documentary films that ignite a passion for the mountains. Diverse program colors: Nature, mountain experience, adventure, mountain sports, travel & discovery.

# TARGET GROUP



## Mountain enthusiasts and aged 20-50 at heart

People who have a special interest in mountains and the activities, adventures and stories associated with them. docufans are keen travelers and open-minded, inquisitive and educated, with a modern lifestyle.

# PERFORMANCE



## Receivable via...

... Samsung/TV Plus, LG, Philips, Rakuten, Xiaomi and as FAST Channel soon on other relevant platforms.

