

POSITIONING



Adventures to the world's summits

Get up close and personal with HÖHENRAUSCH when top athletes and extreme sports enthusiasts master new challenges in mountain regions. From the deepest valleys to the highest peaks, we accompany skiers, bikers, climbers and many more on their adventurous journeys.

PROGRAM



Challenge, action & adrenaline

It presents high-quality content and a wide range of documentaries and films from renowned content partners such as Red Bull or Ananda Media with impressive nature and extraordinary people who experience their dreams, adventures and top sporting achievements.

TARGET GROUP



Adventurous, cosmopolitan, travel love

Active mountain fans who are interested in travel, sport and adventure and value entertaining and high-quality documentaries and films. Core age group 20-50 and predominantly male 62%. High affinity for brands, trends, luxury items, HHF, lottery, pop music, soccer on TV and singles.

PERFORMANCE



30 M HH in GSA Receivable as...

... FTA via satellite in 17 million HH as well via all relevant digital platforms such as Samsung TV Plus, LG, O2, Rakuten, Swisscom, Tivee, wedotv, Whale TV+, Xiaomi, Zattoo, HD+ in approx. 13 million households in GSA.

