

POSITIONING

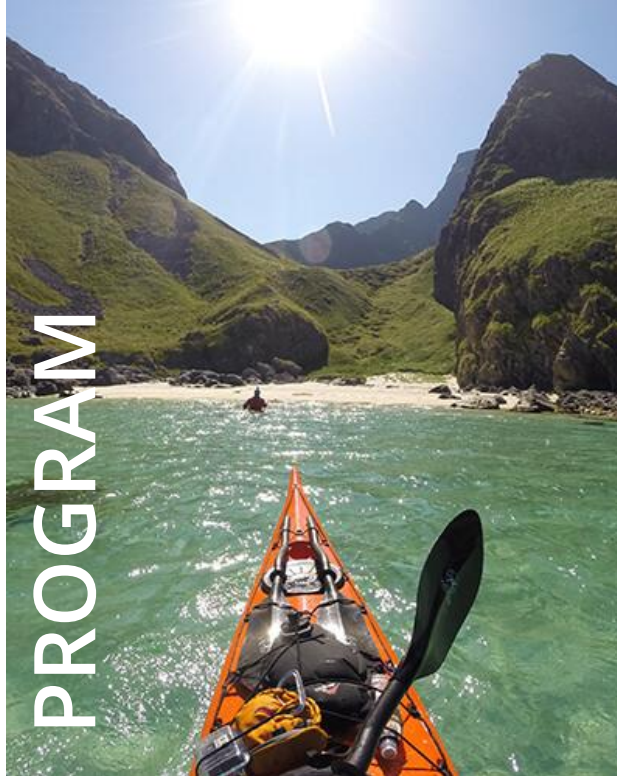


Hip Trips – the most exciting tours

Out of the daily grind, into adventure - authentic reports from people who experience their personal adventure and the travel countries as they really are.

An unmistakable combination of travel and mobility.

PROGRAM



The fascinating world of adventurers

Exciting reports about tours, whether by motorcycle, train, car, ship, canoe or bike. World travelers, adventurers and daring long-term travelers tell of their risky trips, extreme adventures and extraordinary routes.

The topic of sustainability also always plays a role.

TARGET GROUP



Adventurous digital target group

Individual travelers or backpackers and world travelers and people with wanderlust between 18 and 40 years.

They are looking for adventure, new friends and unique experiences.

PERFORMANCE



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... FTA via satellite + via Samsung TV Plus, Xiaomi, Rakuten, LG, O2, Swisscom, Tivee, wedotv, Whlax TV+, Zattoo, Joyn, HD+ and as FAST Channel soon on other relevant platforms.