

## **AR meets Journalism** **Workshop am 31. Mai 2017**

### **Red Bull Media House**

Red Bull Media House is a multi-platform media company with a focus on sports, culture, and lifestyle. As an umbrella brand, we offer a wide range of premium media products and compelling content across media channels as diverse as TV, mobile, digital, audio, and print, with core media offerings that appeal to a global audience. Not only do we create content and operate media platforms with direct consumer impact, we also offer a vast range of targeted business opportunities for partnerships with other companies, media partners and affiliates. These include content distribution and licensing, brand partnerships, and advertising in our media.

In addition to our global sports, music, and lifestyle offerings, Red Bull Media House also includes two specialized units: Servus Media and Terra Mater Factual Studios. As a TV station and a print magazine, Servus is available in German-speaking regions, and focuses on topics like tradition, "love of life", and authenticity. Terra Mater Factual Studios produces cinematic feature films and premium TV documentaries in the genres of wildlife, nature, science, and history, as well as innovative factual entertainment series. Launched in 2007 in Salzburg, Austria, Red Bull Media House has become one of the world's leading media companies for creating premium content. The company operates a wide portfolio of channels and products for both special interest and broader audiences. With a global network of correspondents in more than 160 countries, Red Bull Media House launched its first dedicated media subsidiary in Los Angeles, California (USA) in 2011.

At Red Bull Media House, we're on a mission to fascinate. We constantly strive to create and distribute top-quality media assets that leverage not only our own media brands, but also those of our third-party media partners.

### **Was ist eure Vision?**

Content beyond the ordinary – integrated, audience-centric and Platform enabled

We want to be the number one next generation media experience which is perfectly „hyper connected“ to the true digital natives. In 2025 we still have the aim to be at least number three in the Worlds Top Ten shared video brands.