

ProSiebenSat.1 PULS 4

 **GAMECHANGERS**

STUDIO

THE POWER OF COOPERATION

THE 4GAMECHANGERS YEAR 2022

4GAMECHANGERS 365 DAYS

- » Our Mission & Hard Facts
- » 4Gamechangers Festival
- » 4Gamechangers Studio
- » Customized Events with our 4Gamechangers spirit

THE MISSION

THE MISSION: *CHANGE THE GAME*



A platform for game changing personalities to connect and create roadmaps to use the digital transformation for the greater good

A flagship social responsibility initiative of Austria's leading private television company, ProSiebenSat.1 PULS 4

A conference, an entertainment & innovation court and a music festival, all in one. Work hard, play hard!

The hub of a wide network with huge social responsibility
– SDGs at the top of the agenda

Let's keep humanity at the heart of the digital revolution!

THE MOTTO: THE POWER OF COOPERATION

Since the COVID-19 outbreak, **“THE POWER OF COOPERATION”** has become important than ever before. All 2021 happenings are about how cooperation should be leveraged to...

Make sure that digital transformation is a force for global good

Achieve the 17 Sustainable Development Goals

Restore a fact-based democratic discourse

Tackle global crises, e.g. climate change, pandemics & economic depression

We will focus in particular on the role of private enterprises and public-private partnerships in achieving global goals!



Days with controversial
keynotes, panels & events

365

over
250

Sponsors &
cooperation partners

Opinion leaders,
politicians & CEOs

>2,000

SINCE 2016 WE ARE
THE DIGITAL FESTIVAL
IN THE HEART OF
EUROPE

3

Festival Days 2022

Gamechanging speakers

>600

Over Min.
2,000

Minutes on air

Mio. contacts // TV Social
Media & PR reach

over
300

25

Artists & live acts

THE STUDIO

THE 4GAMECHANGERS STUDIO

- » Launched in 2021 as a compensation for the canceled festival
- » Since April 2021 we broadcast our 4Gamechangers TV shows on a weekly duration
- » The shows contain our main festival topics as well as the gamechanging topics our partners



THE FUTURE IS POSITIVE
AS LONG AS WE THINK AHEAD, ABOVE
AND BEYOND.



**AFTER THE CRISIS IS BEFORE
THE CRISIS - HOPEFULLY WE
LEARN FROM IT**
HOPEFULLY WE LEARN FROM IT



MAGENTA TUN CHALLENGE
THE FINAL



BRAVE NEW WORLD OF WORK
FROM THE CHANGE FROM CONSTRAINT TO
OPPORTUNITY FOR THE FUTURE



GREAT PLACE TO WORK®
"AUSTRIA'S BEST EMPLOYERS"

REACH

TV

4Gamechangers Studio****

- » Weekday 19-20 Uhr on PULS 24
- » Period: May 2021 bis March 2022
- » Target Groups: E 12+ & E 12-49
- » Net Range:
 - » E 12+: 15,13 Tsd.
 - » E 12-49: 1,84 Tsd.



Stream

ZAPPN

- » Average Brutto Monthly Active User in Q1 2021: 905.562*
- » Active devices: 556.235**



Online

Puls24.at & PULS 24 App***

- » Puls24.at average monthly reach (since April 2020): 801.578 Pls

Livestream & video views (forecast range):

- » Kick off days 27.-30.4.: 12.263 video views
- » Weekly (starting in May):
 - » 7.369 video views
 - » 35.296 min viewtime

4gamechangers.io***

- » Total Reach (April 2021 – Sept. 2021): 85.498 Pls
- » Average reach Livestream & video views (during Festival 2019): 7.849

4Gamechangers Social Media Channels (Facebook, Instagram):

- » Social Media Fans: ca. 9.000
- » Posting Reach: 26.400



SPONSORING PACKAGES STUDIO

KEYNOTE SPEECH

Give a 5 minute keynote speech to one of your special topics

Also included:

Logointegration on 4gamechangers.io

Livestream

Pictures and videos of studio presence

Social media content posting

PANEL PARTICIPATION

Be part of a panel discussion (one person in a group of 5) with a duration of about 45 minutes

Also included:

Logointegration on 4gamechangers.io

Livestream

Pictures and videos of studio presence

Social media content posting

TOPIC PLACEMENT

Co-create an one hour TV show with us and place your topic in a 4Gamechangers show.

This could be a panel discussion, an award show or an interesting interview

Also included:

Logointegration on 4gamechangers.io

Livestream

Pictures and videos of studio presence

Social media content posting

CUSTOMIZED EVENTS

CREATE YOUR OWN EVENT

Production + Broadcasting on TV



- We broadcast your event on TV
- Award ceremony, interesting talk, etc.
- We support you in the process, from conception to the finale event/show design
- We promote the event one week before the broadcast
- In addition, the event is distributed via livestream on puls24.at und 4gamechangers.io

Production + Livestream



- In times like these livestreaming is getting more and more important
- Take advantage of this opportunity to reach out to your target audience around the world (no geo blocking)
- Enjoy the flexibility of livestreaming the event
- We support you in terms of planning, conception and realization of the event

Studio event



- Take advantage of our modern studios with a spectacular atmosphere for your next get-together with clients, partners and employees
- Our studio is suitable for product/company presentations, press conferences or panel discussions
- We support you in terms of planning, conception and realization of the event

CREATE YOUR OWN EVENT

Event production + Broadcasting on TV

PACKAGE 1 / Studio 1

Included

- Rent Studio 1 (450 sqm) for one day (8 hours) incl. assembling and dismantling of the studio setting, as well as rehearsal of the event for 2 hours max.
- 2x broadcast on PULS 24
- Livestreaming on puls24.at and 4gamechangers.io (parallel to the first TV broadcast)
- Creation of show design and trailer production
- Creation of a microsite on 4gamechangers.io for more information to the event
- Promotion of the show via trailer, Adressable TV and Social Media postings
- Creation of a show concept, incl. project management
- Moderation by a ProSiebenSat.1 PULS 4 host
- Use of the studio equipment
- Hospitality (cloak room attendants) & securities (guests depending on the Covid situation)
- Depending on the studio setting up to 120 guests possible (Due to the Covid situation right now - max. 60 people allowed)
- Covid-19 rapid tests for people involved at the event (max. 30 people per day)

Excluded

- External host or speaker
- Production of additional material
- Complex studio settings have to be evaluated
- Catering (guests/protagonists)
- Covid rapid tests for more than 30 people
- Renting additional studio equipment (High tables, Lounge furniture, seating stands)
- After-show event

PACKAGE 2 / Studio 2

Included

- Rent Studio 2 (ca. 200 sqm) incl. assembling and dismantling of the studio setting, as well as rehearsal of the event for 1 hours max.
- 2x broadcast on PULS 24
- Livestreaming on puls24.at and 4gamechangers.io (parallel to the first TV broadcast)
- Creation of show design and trailer production
- Creation of a microsite on 4gamechangers.io for more information to the event
- Promotion of the show via trailer, Adressable TV and Social Media postings
- Creation of a show concept, incl. project management
- Moderation by a ProSiebenSat.1 PULS 4 host
- Use of the studio equipment (the studio can be adapted by color and the LED Walls can be used to screen the Logo or pictures)
- Covid-19 rapid tests for people involved at the event (max. 15 people per day)

Excluded

- External host or speaker
- Production of additional material
- Complex studio settings have to be evaluated
- Covid rapid tests for more than 15 people
- Renting additional studio equipment (High tables, Lounge furniture)
- After-show event

CREATE YOUR OWN EVENT

Event production + Livestream

PACKAGE 1 / Studio 1

Included

- Rent Studio 1 (450 sqm) for one day (8 hours) incl. assembling and dismantling of the studio setting, as well as rehearsal of the event for 2 hours max.
- Depending on the studio setting up to 120 guests possible (Due to the Covid situation right now - max. 60 people allowed)
- Suitable for panel discussions, keynote speeches, workshops, get-togethers, prize ceremonies, product presentations
- Covid-19 rapid tests for people involved at the event (max. 30 people per day)
- Hospitality (cloak room attendants) & securities (guests depending on the Covid situation)
- Moderation by a ProSiebenSat.1 PULS 4 host
- Use of the studio equipment
- Recording and livestreaming
- Creation of an event concept, incl. project management

Excluded

- External host or speaker
- Production of additional material
- Complex studio settings have to be evaluated
- Catering (guests/protagonists)
- Covid rapid tests for more than 30 people
- Renting additional studio equipment (High tables, Lounge furniture, seating stands)
- After-show event

PACKAGE 2 / Studio 2

Included

- Rent Studio 2 (ca. 200 sqm) incl. assembling and dismantling of the studio setting, as well as rehearsal of the event for 1 hours max.
- No guests allowed
- Suitable for panel discussions, keynote speeches, prize ceremonies, product presentations
- Covid-19 rapid tests for people involved at the event (max. 15 people per day)
- Moderation by a ProSiebenSat.1 PULS 4 host
- Use of the studio equipment (the studio can be adapted by color and the LED Walls can be used to screen the Logo or pictures)
- Recording and livestreaming
- Creation of an event concept, incl. project management

Excluded

- External host or speaker
- Production of additional material
- Complex studio settings have to be evaluated
- Covid rapid tests for more than 15 people
- Renting additional studio equipment (High tables, Lounge furniture)
- After-show event

CREATE YOUR OWN EVENT

Studioevent without recording

PACKAGE 1 / Studio 1

Included

- Rent Studio 1 (450 sqm) for one day (8 hours) incl. assembling and dismantling of the studio setting, as well as rehearsal of the event for 2 hours max.
- Depending on the studio setting up to 120 guests possible (Due to the Covid situation right now - max. 60 people allowed)
- Suitable for panel discussions, keynote speeches, workshops, get-togethers, prize ceremonies, product presentations
- Covid-19 rapid tests for all people involved at the event (max. 30 people per day)
- Hospitality (cloak room attendants) & securities
- Moderation by a ProSiebenSat.1 PULS 4 host
- Use of the studio equipment
- Creation of an event concept, incl. project management

Excluded

- External host or speaker
- Production of additional material
- Complex studio settings have to be evaluated
- Catering (guests/protagonists)
- Covid rapid tests for more than 30 people
- Renting additional studio equipment (High tables, Lounge furniture, seating stands)
- After-show event
- Recording of the event



CHANGE THE GAME FOR THE GREATER GOOD &
GO OUT TO MAKE THIS WORLD A LOVING WORLD!
BE PART OF IT.