



REPORTING

2023

ORF & *PULS 24*

4GAMECHANGERS

MAY 15th – 17th 2023

**THE POWER OF
COOPERATION**

MEGA SUCCESS 2023!

**SINCE 2016
WE HAVE BEEN
THE DIGITAL
FESTIVAL
IN THE HEART
OF EUROPE**



> **10,000** GUESTS

> **500** SPEAKERS

> **150** SPONSORS &
COOPERATION
PARTNERS

> **15,000** SQM FESTIVAL
COURT

79 FESTIVAL
BOOTHES

17 ARTISTS &
LIVE ACTS

3 DAYS

MEDIA & ON-LOCATION REACH

145hr
PROGRAM

10k
VISITORS

CAMPAIGN & PR

€13mio

GROSS MEDIA
VALUE

172
REPORTS
ON AIR

136,776
VIDEOVIEWS -
LIVE-STREAM
& TIME-
DELAYED USE

46.7%
WSK E 12+
OVER ALL
CHANNELS

>5mio
TOTAL REACH OVER
SOCIAL MEDIA
CHANNELS

3.5mio
ON AIR TOTAL
REACH AUSTRIA



> 60 HOSTS



TOPICS & HIGHLIGHTS

4PIONEERS DAY – MAY 14TH 2023

- Digital Literacy
- Financial Education
- Human vs. AI - Who will invest my money in the future?
- ESGs
- Apprenticeships or higher studies
- Empowering Youth to Become Changemakers
- Open borders: The power of migration for innovation, creativity & growth
- Mind the Gap: Tackling the Funding Challenge for Gender Equity
- Tech-Solutions that will shape our society
- From the Inside Out: Exploring Metaverse Development
- LIVING STANDARDS AWARD 2023
- MAGENTA #TUN CHALLENGE

TOPICS & HIGHLIGHTS

4FUTURE DAY – MAY 15TH 2023



- The Next Gen Workplace: Creating an Environment of Innovation and Collaboration
- The Pursuit of Happiness: Navigating Stress and Mental Health in a Fast-Paced World
- Empowering Individuals to Make Informed Health
- Mental Load in Parenting
- Addressing Gender Bias from Childhood to Adulthood
- Diversity as a Trend: Moving towards Genuine Inclusion in the Workplace
- The Power of Cooperation: Working together for a greener tomorrow
- Innovation, regulation or both – how to save the planet
- Young Consultants: Students Advise Educational Projects

TOPICS & HIGHLIGHTS

4GAMECHANGERS DAY – MAY 16TH 2023



- How the media industry reinvents itself in times of global digital expansion
- Deep Dive: Vienna's Media Initiative
- Shaping the Future of Europe: EU's Role
- Wealth gap: How to prevent increasing inequality in society?
- The digitalisation of Europe
- Gender Equality in leading positions: Is the End of Inequality in Sight?
- The importance of Human Rights
- War on Women - the crucial role of women in zones of conflict around the world
- Economy, Growth and rescuing the world
- The Future of Water - From a Human Right to a Tradeable Commodity
- Exploring Space Responsibly

SOCIAL MEDIA PERFORMANCE IN TOTAL

PERIOD: APRIL 17TH
– MAY 24TH 2023

>5mio

TOTAL REACH
OVER ALL
CHANNELS*



133,700
IMPRESSIONS



133,700
IMPRESSIONS



2.96mio
REACH



1.83mio
REACH



180,625
REACH

*) 2022: 303.130

KPT INSTAGRAM

PERIOD: APRIL 17TH
– MAY 24TH 2023



2.96mio

REACH

↑ 2022: 67,976



6,700

FOLLOWER

↑ 2022: 4,660



4,400

FOLLOWER

↑ 2022: 2,494

ON-AIR CAMPAIGN



€ 6.5mio

GROSS MEDIA VALUE
(SPOTS & TRAILER)

↑ 2022: 1.1mio

PULS 4

PULS 24

ORF 1

ORF 2

ORF III

ATV

ATV II

austria

SAT.1
Österreich

DOKU
AUSTRIA

SIXX
AUSTRIA

GOLD
SAT.1
ÖSTERREICH

Austria

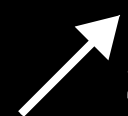
MARK
AUSTRIA

ONLINE CAMPAIGN



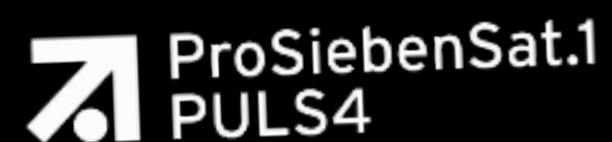
8mio

IMPRESSIONS*



2022: 2mio

*) IMPRESSIONS = VIEWS - HOW MANY TIMES A USER HAS
BEEN EXPOSED TO AN AD



OUT-OF-HOME CAMPAIGN



22.1mio
CONTACTS



PRINT CAMPAIGN



4.2mio
CONTACTS

**Kronen
Zeitung**

DER STANDARD

**KLEINE
ZEITUNG**

trend.

profil

News

tele

**tv
media**

Heute

REGAL

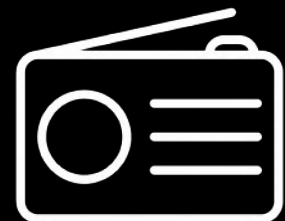
cash

medianet

HORIZONT

KURIER

RADIO CAMPAIGN



19.3mio
CONTACTS



***PRESS
CLIPPINGS
2023***



ENTERTAINMENT COURT: 79 EXHIBITION BOOTHS



Information

Brands



Entertainment



Culinary

NEWSLETTER B2B & B2C



4,200

B2B RECIPIENTS

61,236

B2C RECIPIENTS



TOP STARS AM 4GAMECHANGERS FESTIVAL 2023

Female Power, Weltgeschehen, Digitalisierung & Medien, Nachhaltigkeit, Arbeitswelt & Bildung und vieles mehr: Das 4GAMECHANGERS Festival 2023 begrüßt die weltbekannte Rechtsanwältin & Menschenrechtsaktivistin **Amal Clooney** am **4GAMECHANGERS Day** am **17. Mai 2023**.

Insbesondere lässt das Festival 2023 mit einer erfreulichen weiblichen Speakerquote von 70% aufhorchen!

AMAL CLOONEY LIVE IN WIEN

AMAL FOLGT GEORGE IN DIE MARX HALLE

Die Rechtsanwältin ist spezialisiert auf internationales Recht und Menschenrechte. Sie wird in ihren Bereichen als **eine der besten Anwält:innen** im Vereinigten Königreich geführt. Sie setzt ihre Passion für das Gesetz sowie ihr Mitgefühl für Menschen ein.



ACCREDITED JOURNALISTS



>38
MEDIA



ORF & PULS 24
4GAMECHANGE
FESTIVAL 2023



*"If you want lasting
peace in the long run,
you need to have justice."*

BE PART OF IT.