



# **4GAMECHANGERS**

***FESTIVAL  
REPORTING 2024***

joyn ORF

# 4GAMECHANGERS

FESTIVAL 2024

HIGHLIGHT VIDEO



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MEGA SUCCESS 2024!

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



> **12,000** GUESTS

> **500** SPEAKER & HOSTS  
> 60% FEMALE

**236** SPONSORS &  
COOPERATION  
PARTNERS

**17,000** SQM FESTIVAL  
COURT

**135** FESTIVAL  
BOOTHs

**26** LIVE ACTS & COMEDIANS  
65% FEMALE

**3 DAYS**

# **MEDIA & ON-LOCATION REACH**

**104hr**  
PROGRAM

**131,000**  
VIDEOVIEWS -  
LIVE-STREAM &  
TIME-DELAYED USE

**>12k**  
VISITORS

**4.15mio**  
TOTAL REACH OVER  
SOCIAL MEDIA  
CHANNELS

CAMPAIGN & PR & CROSSMEDIA  
**€10mio**  
GROSS MEDIA  
VALUE

**272**  
REPORTS  
ON AIR

**>7mio**  
TOTAL NET  
REACH AUSTRIA





**> 500 SPEAKER**

60% FEMALE

**26 LIVE-ACTS**

65% FEMALE





# TOPICS & HIGHLIGHTS

## 4PIONEERS DAY – MAY 14TH 2024



- REDUCING THE CO2 FOOTPRINT OF THE FESTIVAL-RELATED FLYING
- ESTONIA'S GLOBAL POSITION IN AI - EUROPEAN SILICON VALLEY
- INFINITE POSSIBILITIES - EUROPE & THE AI REVOLUTION
- HUMAN OR MACHINE - WHO IS IN CONTROL?
- AI IN INDUSTRY & ETHICAL REQUIREMENTS OF A EUROPEAN INDUSTRIAL CORPORATION
- INNOVATION THROUGH CREATIVITY: HOW BASIC RESEARCH BECOMES A GAMECHANGER
- FUNDING OF RESEARCH AND INNOVATION
- HOW DOES AI INFLUENCE OUR WORK ENVIRONMENT?
- THE POWER OF CHANGE - TURNING CRISES INTO OPPORTUNITIES
- THRIVING AFRICAN INNOVATION
- BIODIVERSITY AS GAMECHANGER FOR OUR PLANET
- AGRO-INNOVATION FOR SUSTAINABILITY
- RESOURCE SECURITY AND ECONOMIC GROWTH - A REVOLUTIONARY GAMECHANGING DUO
- CONSTRUCTING TOMORROW - SUSTAINABLE MATERIALS, CONSTRUCTION METHODS, AND THE USE OF RENEWABLE ENERGIES
- CLIMATE-NEUTRAL AND INDEPENDENT BY 2035 - ENERGIE AG'S PATH TO A FOSSIL-FREE ENERGY FUTURE
- SAFEGUARDING THE FUTURE: THE CRUCIAL ROLE OF CYBERSECURITY IN AI
- EXPLORING AI-EVOLUTION - BETWEEN HUMANITY AND SUPERINTELLIGENCE



# TOPICS & HIGHLIGHTS

## 4PIONEERS DAY – MAY 14TH 2024



### Special Events + Side Events:

- **STATE PRIZE FOR DIGITALIZATION**
- **2M2M PITCHING SESSIONS**
- **WORKSHOPS**
- **LIVING STANDARDS AWARD 2024**
- **ORF & PROSIEBENSAT.1 PULS 4 HR TALK**
- **AI LUNCH WITH OTT VELSBURG**
- **STATE PRIZE DIGITALIZATION - AFTERSHOW PARTY**

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# TOPICS & HIGHLIGHTS

## 4FUTURE DAY – MAY 15TH 2024



- CHARTING THE COURSE OF GREEN TRANSFORMATION WITH EDUCATION & SOCIAL ENTREPRENEURSHIP
- REVOLUTIONIZING EDUCATION - CHANGE OF MIND NEEDED FOR AI IN SCHOOLS
- AMAZON FUTURE ENGINEER YOUTHHACKATHON - THE WINNERS
- RESPONSIBLE PRACTICES - SOCIAL SUSTAINABILITY AS A CORPORATE GAMECHANGER
- RESILIENCE MEETS EFFICIENCY - WHAT WE CAN LEARN FROM CRISES
- NEW INSIGHTS INTO THE ORIGIN OF HUMAN LIFE
- LONGEVITY: WHAT DOES IT MEAN TO LIVE FOREVER?
- GAMECHANGER GLP-1? DO NEW OBESITY MEDICATIONS REVOLUTIONIZE MEDICINE?
- TRANSFORMATION - HOW WEAKNESSES BECOME STRENGTHS
- Ö3 YOUTH STUDY
- WHAT MAKES THE BRAIN EVIL?
- EMPOWERING CAREGIVERS: NAVIGATING WORK AND LIFE IN THE MODERN ERA
- WHAT PREVENTS US FROM STEREOTYPING?
- EMPOWERING TOMORROW'S VOICES - A VISION FOR YOUTH RIGHTS
- RISEUPLADIES - UNITE AND SHAPE THE FUTURE OF ENTREPRENEURSHIP
- THE ART OF RHETORIC IS FEMININE
- NEVER CHANGE A WINNING TEAM - 30 YEARS OF CONCENTRATED FEMALE POWER WITH UPS AND DOWNS



# TOPICS & HIGHLIGHTS

## 4FUTURE DAY – MAY 15TH 2024



### Special Events + Side Events:

- **(F)EMPOWER THE CHANGE**
- **FEMALE APPRENTICE HACKATHON**
- **VISIONARY YOUNGSTERS - COACHING STUDENTS IN EDUCATIONAL INITIATIVES**
- **WORKSHOPS**
- **C.I. - CHEMICAL INTELLIGENCE FINAL - CHEMISTRY QUIZ**
- **MOVIE PREMIERE**
- **BOOK PRESENTATION**
- **MEET & GREETs**
- **FASHION SHOW**

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# TOPICS & HIGHLIGHTS

## 4GAMECHANGERS DAY – MAY 16TH 2024



- HUMAN CONSCIOUSNESS AND THE EMERGING IMPACT ECONOMY
- OPPORTUNITIES AND RISKS OF THE ELECTION YEAR 2024
- THE POWER OF COOPERATION - MEDIA IN EUROPE
- THE AI WAY AHEAD WITH GOOGLE & GEMINI
- THE CRUCIAL ROLE OF MEDIA FOR DEMOCRACY
- AUSTRIA'S ART RENAISSANCE - EXPLORING CHALLENGES AND VISIONS
- A NEW WAY OF LOOKING: UP CLOSE AND SURREAL WITH THE SDGS
- EXTREME SPORT AS A GATEWAY TO HIGH PERFORMANCE - HOW THE RUSOBROS PUSH THEMSELVES TO PEAK PERFORMANCE
- BEYOND ARENAS - SPORTS AS A DRIVER OF SOCIETAL CHANGE
- (IR)REPLACABLE LEADERSHIP - CAN AI LEAD A COMPANY?
- LIVING INCOME AS A CHALLENGE AND OPPORTUNITY FOR A FAIRER FUTURE
- FAIR PLAY - EQUAL OPPORTUNITIES ON THE PLAYGROUND OF LIFE
- MOVING BEYOND COMMODITY-BASED TO COMMUNITY-BASED VALUE CHAINS
- THE POWER OF COOPERATION - BUILDING BRIDGES BETWEEN EUROPE & AFRICA
- A PATH TO PEACE AGAINST ALL ODDS
- "THE MOST POWERFUL WEAPON TO CHANGE THE WORLD", NELSON MANDELA.
- GROWTH HAPPENED YESTERDAY - DO WE WANT DEGROWTH?
- THE FUTURE OF MORE SUSTAINABLE AIR TRAVEL





# TOPICS & HIGHLIGHTS

## 4GAMECHANGERS DAY – MAY 16TH 2024



### Special Events + Side Events:

- **FIRESIDE CHAT WITH CHARLIZE THERON**
- **KEYNOTE AUSTRIAN CHANCELLOR KARL NEHAMMER**
- **MENTORY CERCLE C-LEVEL - LUNCH WITH KERSTI KALJULAI**
- **WORKSHOPS**
- **FASHION SHOW**
- **MEET & CONNECTS**
- **SPORTHILFE PARTNER COME-TOGETHER**

- HUMAN CONSCIOUSNESS AND THE EMERGING IMPACT ECONOMY
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# SOCIAL MEDIA PERFORMANCE IN TOTAL

PERIOD:  
APRIL 01ST - JUNE 15TH 2024

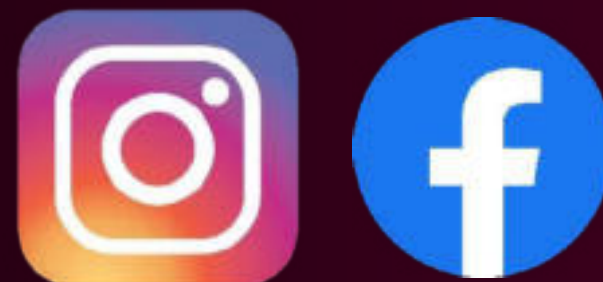
4.15mio

TOTAL REACH  
OVER ALL  
CHANNELS



10,355

IMPRESSIONS



3.4mio

REACH



7,677

IG FOLLOWER



50,194

IMPRESSIONS



# ON-AIR CAMPAIGN



€ >5.6mio

TOTAL NET REACH ON AIR  
(SPOTS & TRAILER)





# ONLINE CAMPAIGN

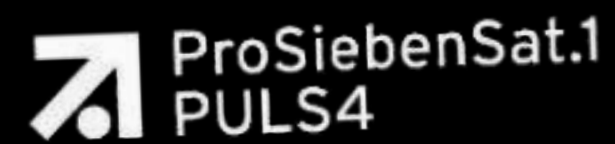


**15.9mio**

IMPRESSIONS\*

2023: 8mio

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





# OUT-OF-HOME CAMPAIGN



>13mio

CONTACTS

2023: 22.1mio





# PRINT



4mio

NET REACH

2023: 4.2mio

Kronen  
Zeitung

DER STANDARD

journalist.in

KLEINE  
ZEITUNG

Die Presse

NEUE  
am Sonntag

GEWINN

trend.

profil News

woman

STYLE  
UP YOUR LIFE!

tele

tv  
media

Heute

DATUM  
KLEINER KURIER

VN  
VORARLBERGER  
NACHRICHTEN

extradienst

medianet

KURIER

HORIZONT



# 515 PRESS CLIPPINGS

6 COVERS





**RADIO**



**1.4mio**

NET REACH

2023: 19.3mio





# NEWSLETTER B2B & B2C



**4,200 + 7,200**  
B2B RECIPIENTS      B2C RECIPIENTS

**30%**  
OPENING RATE

**50,000**

RECIPIENTS INCL. EXTERNAL  
NEWSLETTERS  
(MEDIANET, HORIZONT,  
LEADERSNET)



## OSCAR-PREISTRÄGERIN CHARLIZE THERON LIVE IN WIEN

Lieber Journalist:

Nach inspirierenden Persönlichkeiten wie **George und Amaal Clooney** (2022 und 2023) ist es eine große Freude, dass 2024 Hollywoodschauspielerin **Charlize Theron** die 4GC Superstar-Speakerin wird. Die 43-Jährige ist nicht nur Oscar-Preisträgerin, Schauspielerin und Produzentin, sondern auch Gründerin des **Charlize Theron Africa Outbreach Project**.

**Charlize Theron:**  
"I am very happy to be joining the 4GAMECHANGERS Festival. It's always exciting to have the opportunity to participate in events that have an open exchange of ideas, and I especially appreciate that the Festival puts conversations around global impact and sustainability in the spotlight."



© Vera Anderson

Ein ganz besonderes Augenmerk auf dem 4GAMECHANGERS Festival liegt auch 2024 wieder auf den außergewöhnlichen Speakern, u.a.: **Vanessa Carr**, Co-Gründerin & CEO Europe myonic, **Larissa Kravitz** a.k.a. Investorella, Finanzexpertin & Podcasterin, **Karoline Rosenberg**, Portfolio Managerin Fidelity International, **Yetneberesh Nigusie**, äthiopische Rechtsanwältin & Menschenrechtsaktivistin, **Agnes Husslein**, Kunsthistorikerin & Museumsdirektorin Heidi Horten Collection, **Marlen Kubinger**, VTA-Gruppe, **Sebastian Fitzek**, Bestseller Autor, **Charly Kleissner**, Venture Capitalist, Club of Rome, **Sepp Hochreiter**, Leibniz Institut für Machine Learning, Johannes-Kepler-Universität Linz, **Henrik Flaker**, Automobil designer & Geschäftsführer Fisker Inc.



## SHOWTIME AM 4GAMECHANGERS

Lieber Journalist:

Ausverkaufte Arenen & Hallen und unzählige Menschen (100k), die die Musikfesten der Welt höher schlagen lassen: Auch dieses Jahr legt das 4GAMECHANGERS Festival Augenmerk auf die beste musikalische Unterhaltung und hat die beliebtesten Newcomerinnen des Landes von 14. bis 16. Mai LIVE in die Wiener Main Hall nach Wien. 2024 heißt es: **JOYN & ORF proudly present LIVE on Stage!**

**Christina Stürmer, FIVA, NESS und viele, viele mehr.** Und damit nicht genug, denn das Music Line Up des Digitalfestivals besteht dieses Jahr fast zur Gänze aus weiblichen Künstlerinnen. Das Publikum darf sich nicht nur auf bekannte Flutarten freuen, sondern auch auf musikalische Überraschungen.



© Jope Perlemaier



## DICH AM FESTIVAL

Frauen und Gäste wie **Charlize Theron**, Co-Gründerin **et al.** Children with **Africa Yetneberesh**.

**Ingemar Henkel**, **Professor** **Sebastian Fitzek**, Impact Investor **Charly Kleissner**, Harvard Professor **Sam Hunter Hogue** und vielen, vielen mehr 2024 4GAMECHANGERS an allen drei Festivaltagen nicht nur die wichtigsten Themen unserer Zeit ins Rampenlicht, sondern befasst sich auch ausführlich mit den **17 Sustainable Development Goals** der Vereinten Nationen.



Sebastian Fitzek © Marcus Boller



## SIDE EVENTS DER BESONDEREN ART

Lieber Journalist:

Bis zum 4GAMECHANGERS Festival sind es nur noch wenige Tage und das Programm erweitert sich stetig um ein technisches Keynote & Diskussions mit nationalen und internationalen Top-Speakers. Auch dieses Jahr gibt es ein tolles Programm. Neben dem Entertainment Court, wo ein buntes Angebot an Messständen und Unterhaltung wartet, gibt es außerdem verschiedene Sidevents in unseren Event-Gärten und am JOYN & ORF Messstand, um einen der folgenden Abend:

Hier eine Auswahl, was auch vor Ort erwartet:

### 4PIONEERS Day / Dienstag, 14. Mai 2024

11:00-12:00 Uhr: Influencerinnen Meet & Greet @ JOYN & ORF Messstand  
Meet & Greet mit Influencerinnen wie z.B. **Lee-Anne** von GUTTV oder **Katzenkröten**.

### 4FUTURE Day / Mittwoch, 15. Mai 2024

13:00-14:00 Uhr: **Von Drogenhuren und alten weißen Männern** @ Gärten  
Buchpräsentation & Q&A mit Autorin & Tech-Führungskraft **Annelita Bismuth**.

14:00-15:00 Uhr: **Efficient & nachhaltig** @ Gärten  
Roundtable zu nachhaltigen Netzwerken mit Expertin **Marla Reich-Kalish**.

15:40-16:15 Uhr: Meet & Greet mit **Isabell Wagner aka Mädchen** @ Gärten  
Spannende Q&A mit der Pop-Sängerin des Jahres.

### SIDE EVENTS TICKETS





2023: 79





# ACCREDITED JOURNALISTS



>100  
MEDIA







SEE YOU 2025!

***"WE SHOULD  
NEVER THINK  
THE WORK IS  
DONE."***

Charlize Theron