

# POSITIONING



**Adventure, action,  
adrenaline**

Red Adventure is up close and personal when top athletes and extreme sportsmen and women master new challenges and deliver top performances. From the deepest waters to the highest peaks, we accompany athletes from many disciplines on their adventurous journeys.

# PROGRAM



**Extreme sport and always  
an adventure**

High-quality content and a wide range of documentaries and films that show sport in all its extremes and motor sportsmen, surfers, skaters, bikers, climbers and many more at the highest level, but also tell the story of how the athletes got there, with all its painful setbacks.

# TARGET GROUP



**Young, adventurous and  
ready to take risks**

The target group for extreme sports is younger and active on social media. This age group is particularly open to new and exciting activities. In addition, active athletes and enthusiastic fans of all ages, predominantly male with a focus on brands, trends and luxury items.

# PERFORMANCE



**Receivable as...**

...FTA via satellite and HD+App, Zattoo, as well soon as FAST Channel on all relevant platforms.