

# POSITIONING



## Hip Trips – the most exciting tours

Out of the daily grind, into adventure - authentic reports from people who experience their personal adventure and the travel countries as they really are.

An unmistakable combination of travel and mobility.

# PROGRAM



## The fascinating world of adventurers

Exciting reports about tours, whether by motorcycle, train, car, ship, canoe or bike. World travelers, adventurers and daring long-term travelers tell of their risky trips, extreme adventures and extraordinary routes.

The topic of sustainability also always plays a role.

# TARGET GROUP



## Adventurous digital target group

Individual travelers or backpackers and world travelers and people with wanderlust between 18 and 40 years.

They are looking for adventure, new friends and unique experiences.

# PERFORMANCE



## Free available via...

... FTA via satellite + via Samsung/ TV Plus, Xiaomi, Rakuten, LG, Zattoo, joyn.de, joyn.at and as FAST Channel soon on other relevant platforms.