

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

RED ADVENTURE



Receivable as...

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