



GLOBE TV DOCUMENTATION

YOUR HOLIDAY AND TRAVEL TV SHOW

Holidays and travel are emotional experiences, and no other medium conveys emotions as effectively as television

GlobeTV



CONCEPT

Every week, GLOBE TV presents selected holiday and travel offers, highlighting various regions and trips in a 14-minute segment. Since 1999, GLOBE TV has been successfully broadcast across all major Swiss-German regional television stations. With multiple re-airings throughout the week, GLOBE TV consistently reaches a large audience on all channels. We cultivate trust and provide the perfect platform for effective, nationwide TV advertising across Switzerland.

(Net reach: 285'000 impressions per week, 100'000 views per week)





TV Channels:

7 stations across the entire German-speaking region of Switzerland. Namely:
TeleZüri, Tele Bärn, Tele M1, Tele Z, Tele Südostschweiz, Tele 1, TVO, Schaffhauser Fernsehen

Replays:

120 times per episode

Viewership Rating: (seen whole show)

100,000 viewers per week

Show Length:

14 minutes

Trailer:

1 day in the main program per channel



COVERAGE

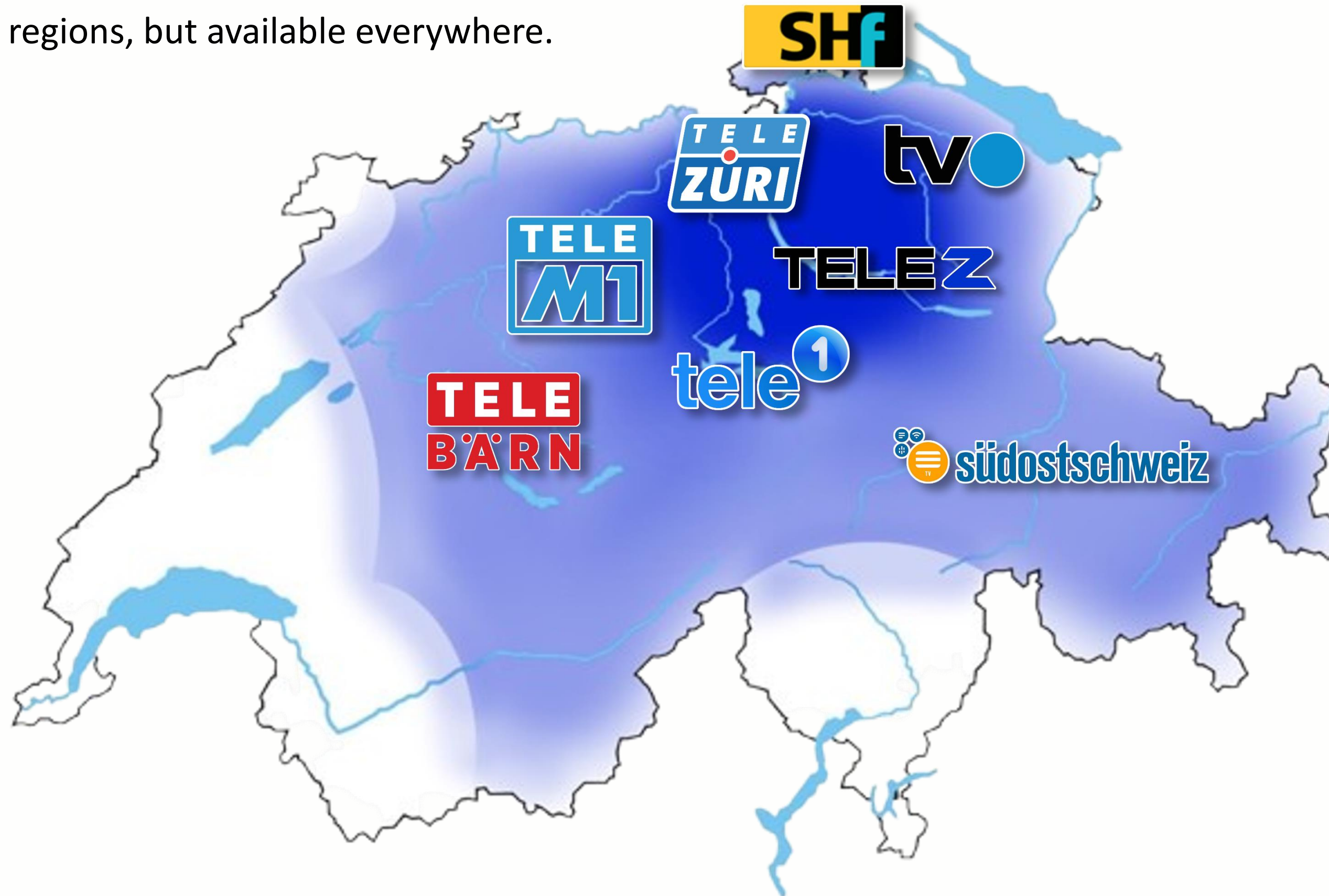
GLOBE TV owes its success to frequent reruns on Swiss-German regional channels and smaller local stations throughout an entire broadcast week. Each channel is broadcast and received across Switzerland. Currently, GLOBE TV is aired as follows:

								
Monday	17:10	16:55	17:10	12:45 17:45	16:20 17:20	16:55	16:55	-
Tuesday	17:10	16:55	17:10	12:45 17:45	Hourly from 18:45	16:55	16:55	-
Wednesday	17:10	16:55	17:10	12:45 17:45	16:20 17:20	16:55	16:55	-
Thursday	17:10	16:55	17:10	Hourly from 18:45	16:20 17:20	16:55	16:55	-
Friday	17:10	16:55	17:10	12:45 17:45	16:20 17:20	16:55	16:55	Hourly from 18:30
Saturday	17:10	16:55	17:10	12:45 17:45	16:20 17:20	16:55	16:55	-
Sunday	17:10	16:55	17:10	Hourly from 18:45	16:20 17:20	16:55	16:55	-

*Bold - Hourly in evening program

COVERAGE

Strong in the regions, but available everywhere.



BROADCAST



Globe TV can be implemented as a full broadcast or as a smaller broadcast segment.

Full broadcasts

Booked inclusive of production and broadcast.

Broadcast Rate:

- Full show, duration approximately 14 minutes
- Price: CHF 13,300.00 to CHF 15,500.00

The price includes all broadcasts on all TV stations for one week.

Production Rate:

- Cameraman per working day: CHF 600.00
- Host per working day: CHF 600.00
- Post-production (editing, text, music, graphics) flat rate: CHF 2,400.00

The production prices only apply when bundled with a broadcast.

All prices are exclusive of VAT (for Swiss partners only) and expenses

BROADCAST



Broadcast segments

Globe TV Provides Variety: During shared broadcast time, there's space for your attractive hotel and excursion offers, as well as for package holidays or entire destinations – in short, for any tourism offer. Two options are available:

Presentation “Eco”

- Presentation length: approximately 1 minute 45 seconds
- Broadcast*: Flat rate CHF 2,700.00
- Video production** : Flat rate CHF 800.00

Presentation “Primo”

- Presentation length: approximately 3 minutes 45 seconds
- Broadcast*: Flat rate CHF 5,200.00
- Video production** : Flat rate CHF 1,500.00

*Price includes all broadcasts on participating TV stations for one week.

**Includes shooting, processing, editing, text, music (license-free), and graphics.

WORKFLOW

From Concept to Reality

From idea to project

From project to proposal

From approval to script

From script to production

From production to broadcast

We are your reliable partner and advisor, guiding you from the initial spark of an idea to the final presentation of your product.

Our flexible timelines ensure that your project is developed and produced according to your needs, whether within two weeks or over a span of 12 months.





CONTACT

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