



Four pillar growth strategy

Broadcasting German-speaking



Broadcasting International



Digital & Adjacent



Content Production & Global Sales



Strengthen position in core market with competitive investments, new channels and technologies, innovative formats & sales strategies

Exploit international opportunities and focus on big and/or high growth markets

Drive diversification by leveraging idle ad-inventory, TV reach and small cash investments to build-up portfolio of new growth opportunities

Continue to build production business internationally through partnerships & worldwide sales excellence

Sound finances, cost efficiency and best practice organization