

WE COMMUNICATE

That's what we do!



International Media Communications

Communication Strategies
for a Strong Global Leadership.



Every Vision needs a Strategy
Any Strategy Needs the Right Communication
www.rocketmedia.at

Contact:
Michael Grabner, CEO | T: +43 664 85 19 160

Date: 201+
E: m.grabner@rocketmedia.at

Company Profile

Coverage: 6,500 TV Stations Worldwide

Michael Grabner's Rocket Media lends new face to the TV communication of tomorrow

Rocket Media Communications is the story of a revolution. Marketing expert Michael Grabner is a television producer of a new generation. He establishes connections between the world of television information and entertainment we have been used to and that which we might expect in the future. He shows after 17 years of experience the future of motion picture communication. Thanks to his outstanding broadcasting tools, long established standards have been turned upside down and paved the way to international TV stations.

Every day, thousands of TV stations worldwide must come up with interesting content and, of course a great deal of importance is attached to cutting costs wherever possible. Even the market leaders in the segment put the focus on getting watchable documentary programmes whilst keeping the costs as low as possible. In the business of TV broadcasting "rocket media communications™" has made it, to provide those TV stations with professional motion picture information and entertainment in the desired formats and languages - geared to target groups and completely free of charge for TV-stations. Compared to this, Youtube, Vimeo & Co can merely be considered as secondary exploitation resource of content.

The concept is simple: Cooperating with Rocket Media rids the client from the high cost for broadcast minutes with respect to commercials of media agencies and TV networks. Instead they are able to put focus on compelling, editorial film productions (documentaries, features, reportages, news) and using an intelligent distribution system by providing their material to interested TV stations around the world, who need to cover their daily broadcasting times. 6,500 TV & network stations on six continents are currently being served with TV formats – tailored to their individual needs.

Global TV communication with double-digit growth

During the recent years, rocket media communications™ has established a high degree of expertise for these services and currently develops productions for clients based in Europe and Asia, including Russia and China, says Grabner: "When it comes to publishing relevant news concerning politics, economic developments, sports or corporate news worldwide, it is inevitable to extend the distribution system that contains written articles and images. Often, the conveyance of emotions is completely missing. The constant broadcasting of consistently interesting content by way of documentary formats for TV channels ensures more attention and sustainability."

Grabner has built up an unrivalled network and a virtually unlimited pool of TV stations around the world, including some that even provide a guarantee to broadcast programs. The already achieved rating figures and media values speak for themselves: rocket media communications™ is international market leader in this field. The guarantee promises up to 500 broadcasting hours per documentary film to be broadcasted in the desired target markets with an equivalent media value of up to € 800 million and a net-range of minimum 500 million viewers.

For instance, the films and TV documentaries of the Asian Winter Games 2011 were broadcasted by over 690 TV stations worldwide, including BBC, Euronews, CNN, Eurosport, Russia Today, CCTV and Reuters. The result: 1.600 broadcasting hours and 1.4 billion viewers. Rocket Media also was responsible for the TV coverage of the Astana Economic Forum 2012 and 2013, the Atom Project 2012 and the Energy Globe Award for Sustainability 2002-2014. The agency is currently working for ministries, companies & organizations in Europe, Asia & America.

Production, distribution and documentation from a single source

Rocket Media produces and coordinates TV productions, marketing activities, and satellite broadcasting as well as the complete reporting. The team also acquires the TV rights for each broadcast and collects feedback from the broadcasters regarding the results. That way, Rocket Media not only provides permanent TV presence for its clients by providing for an effective research on the respective topics, but also by putting considerable effort into the evaluation and analysis. Above all, the TV productions are broadcasted on far-reaching and the most important TV stations which enable them to win over a world-wide audience and achieve the best possible media output at relative low costs.

Public relations in the field of motion pictures

"The formula for success is infotainment and entertainment created with passion and commitment in the creative workshop by Rocket Media", Grabner explains. A vast pool of information, strategic messages and customer products & brands are wrapped up into interesting stories like TV documentaries, reportages or news formats. Since the production processes are backed by highly qualified journalists, the formats promise a high level of credibility whilst achieving international relevance by linking topics of global economic, cultural and social nature.

Rocket Media CEO Michael Grabner aptly calls it "public relations conveyed by means of motion pictures" and adds: "We can provide it to our clients without them having to pay for expensive advertising time." The client only has to pay for the TV production and the distribution service; the broadcasting itself is free of charge for him. The free provision of TV formats for TV broadcasters and networks in global target markets enables the client to reach both, the maximum audience and to make the most out of the broadcasting hours, even on global TV networks.

It doesn't come as a surprise that this overwhelming response from the media has raised the interest of international companies like Nokia or Siemens that want Rocket Media to represent their companies and products using this new kind of communication in international television. What makes Rocket Media stand out from the crowd? Worldwide presence, global attention on a variety of topics, impressive media values at relatively low costs, authentic communication and an interest factor with lasting effect.

About Rocket Media Communications

Based in Austria, rocket media communications[™] is a highly specialised producer and marketing partner for TV content with excellent international references. The agency produces tailored TV formats for economic locations, tourism destinations and socio-political concerns and ensures coverage of up to 6,500 television stations & networks around the world - with great reach and hundreds of broadcasting hours at relatively low costs. Rocket Media tells the stories of its clients without annoying commercials and lives up to its promise of delivering informative and entertaining material.

Client requests: rocket media communications[™]

Michael Grabner, CEO

Tel. +43 664 85 19 160

email: m.grabner@rocketmedia.at

Management

Michael Grabner, CEO



The trained flight technician Michael Grabner studied business management at the University of Educational Sciences in Klagenfurt. He was only 21, when he became Chief Marketing Officer of the Swiss-Luxembourg recycling company Phoenix Biocycle Industries AG, before he started his own business as an independent TV producer. In 2003, he founded Rocket Media Communications in Klagenfurt, and acquired clients like Tirol Werbung, WTG Wörthersee, Davos Tourism, Energy Globe, Bodypainting Festival, and Fete Blanche.

Since 2007, he has been CEO of Rocket Media Communications GmbH and since then he has been working for international organisations & companies in Europe, Asia & America as well as for United Nations, Olympic Council of Asia or World Future Council. With Rocket Media, Grabner is an "Official Communication Partner" of BBC, Euronews, Eurosport, CCTV, KBS and CNBC. More references and projects can be found at: www.rocketmedia.at

CASE STUDY

THE ATOM PROJECT 2012

The use of media for a successful global TV campaign

Topic: "The Atom Project" is based on an initiative launched by the United Nations and the government of Kazakhstan to put the kibosh on all atomic weapons tests worldwide. The project started on the UN International Day against atomic weapons tests and took place from 27th to 30th August 2012 in Astana/Semey/Kazakhstan. The subsequently initiated campaign was supposed to raise the people's awareness about the dangers and devastating consequences of atomic weapons tests to the environment and people's health. Its aim was to motivate people all around the world to actively support the end of atomic weapons tests by signing the Atom Project's petition. <http://www.theatomproject.org/>

The history: The largest atomic weapons test grounds in the world entered the history books on 29th August 1949 when the first Soviet atom bomb detonated in Semipalatinsk (Semey). In the following years, a total of 456 test explosions were carried out on the Central Asian steppe - the consequences for the people and the environment were devastating. The people living there were neither informed about those tests, nor were there made any provisions to get them to a safe place. Those people's faces and bodies living in Semey are the reflection of what happened during and after the atomic weapons tests. They can be considered as a warning about the consequences of atomic testing to the succeeding generations. The Atom Project attempts to make people aware of this warning in order to stop atomic weapons tests for once and all.

The client: It's owing to the recommendation of the foreign ministry in Kazakhstan, the Nazarbayev Centre – that the implementing organisation became aware of rocket media communications™. The assignment was offered thanks to the references (Asian Winter Games and the Astana Economic Forum).

The assignment: rocket media communications™ was assigned to implement the production of an emotionally-loaded TV documentary that would raise the people's awareness about the initiative and the corresponding information campaign all around the world. This included the investigation of archive material, the conduction of interviews with the people affected on the ground and the preparation of the initiative's launch, which was filmed with the UN representatives, who were present in Astana. Afterwards, the film was produced in several formats and languages and offered for free to TV stations around the world.

The result: The final TV report of 16th September 2013 on the Atom Project proves that the TV documentary by rocket media communications™ had already been broadcasted in over 518 broadcasting hours (12 months after production), including 377 hours on European stations, 92 hours on Asian TV stations and 48 hours in other markets - with a technical coverage of around 4 billion households. In Europe, 583 million households were able to watch the documentary. Indeed, the net-range total shows that the documentary was watched by 128 million viewers in Europe, and 347 million worldwide. The equivalent media value of the TV broadcast amounted to a whopping € 514 million, of which approx. € 243 million is taken by Europe. Seven news and TV broadcasting agencies (Thomson-Reuters, APTN, Ihlas News Agency, ABU, EBU, Tass and Internews) introduced the documentary into their programme and the broadcasting rate amounts a total of 140 TV stations. These data provide only a glance on the first 12 months. Since September 2013, the documentary has been broadcasted by at least 70 other broadcasters.

Conclusion: 500 broadcasting hours for one topic, which has high relevance for UNO and for Kazakhstan, amounting to the value of € 514 million in the first year already, with production and distribution costs, which is even below 1% of the equivalent media value.

On Facebook: <http://www.facebook.com/pages/The-Atom-Project-ENG/331143776962795>

Wikipedia: http://en.wikipedia.org/wiki/The_ATOM_Project

TV-Documentaries:

26min English: <http://youtu.be/GiGRPFx8zLU>

14min English: <http://youtu.be/AmZpLWr-65A>

10min English: <http://youtu.be/osA1IY65MDk>

26min Russian: <http://youtu.be/6p3FPYC47yU>

14min Russian: <http://youtu.be/h0Nly9mXnqs>

10min Russian: <http://youtu.be/sk-KWEPZz-4>

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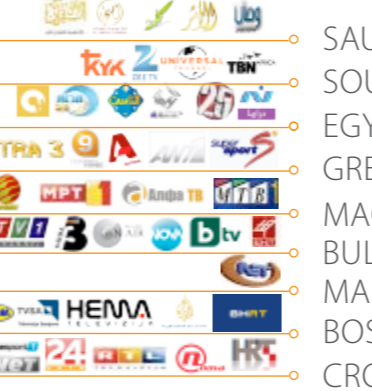
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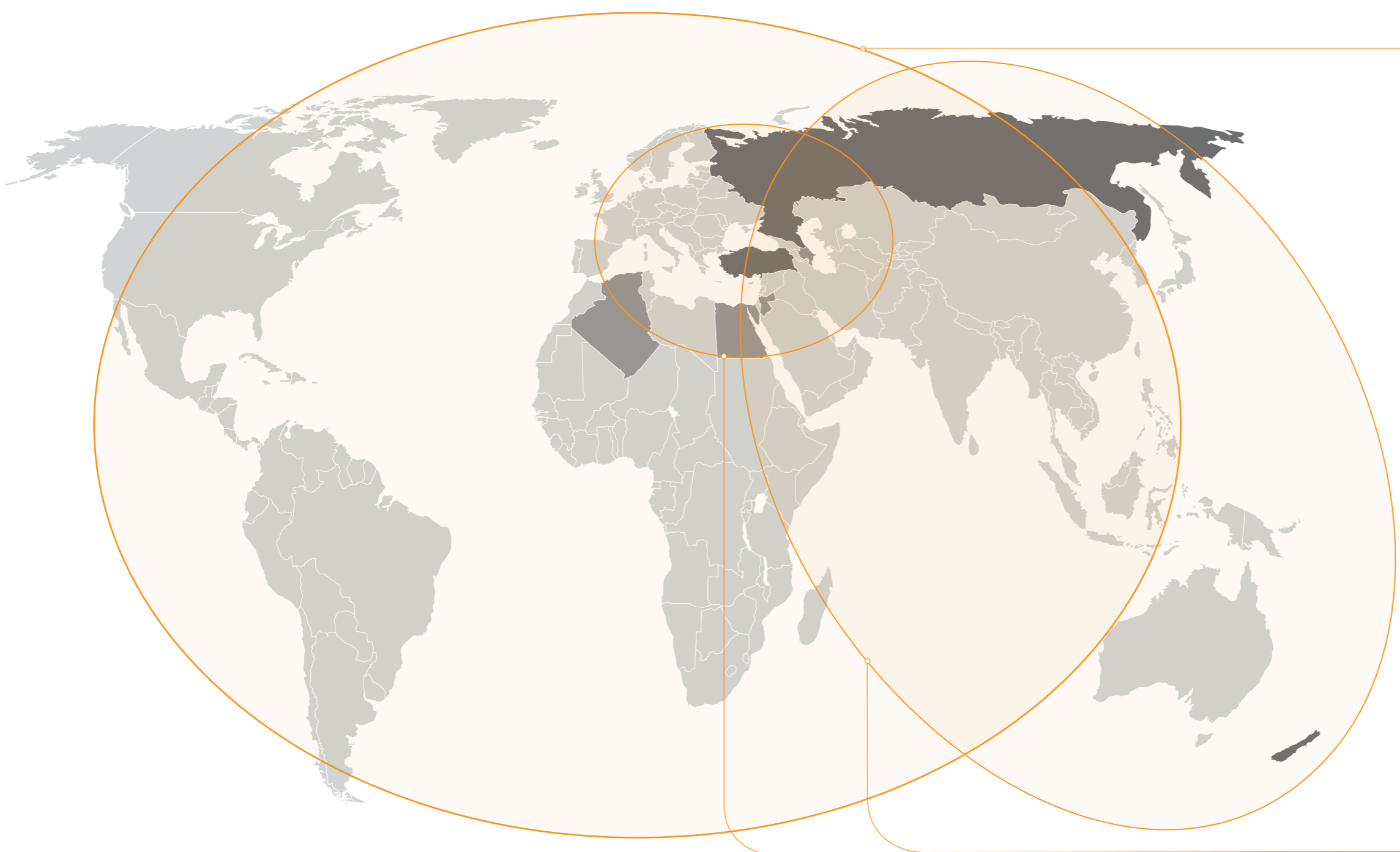


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