ACCOLADES FOR UNIVERSUM'S SUPERFISH

VIENNA/SAN FRANCISCO – ORF-Enterprise proudly announces that the Universum Nature documentary "**Superfish – Wild Salmon**" has been awarded the *Environment Award* at the 2026 **International Ocean Film Festival** in San Francisco. The visually powerful film continues to build strong international recognition with exceptional viewer numbers and growing global attention.

Written by Kate Youngdahl and directed by acclaimed marine biologist and filmmaker Rick Rosenthal, "**Superfish – Wild Salmon**" was realized over a span of two and a half years and included 18 international shooting locations.

INTERNATIONAL SUCCESS AND GLOBAL REACH

A major milestone for the documentary is this year's win of the distinguished *Environment Award* at the **International Ocean Film Festival** in San Francisco, one of the world's leading nonprofit festivals dedicated to ocean literacy and marine conservation. Known for showcasing outstanding ocean-themed films from around the globe, the festival provided an ideal platform for the documentary's message.

Further international recognition came with the film's first broadcast on Japanese public broadcaster NHK, where it reached over one million viewers and performed equally strongly on the network's streaming platform.

> "Receiving the Environment Award and seeing such strong viewership in Japan underscores the global relevance of this story," says **Armin Luttenberger**, Head of Content Sales International at ORF-Enterprise. "'**Superfish – Wild Salmon'** shows how documentary storytelling can illuminate urgent ecological challenges and inspire international audiences."

A LOOK INTO THE WORLD OF SALMON

"**Superfish – Wild Salmon**" begins with Alaska's spectacular pink salmon run, a natural event that supports an entire ecosystem of predators. This abundance leads Rick Rosenthal to question whether such strongholds are rare exceptions as wild salmon numbers decline globally due to climate change and human pressures. His journey to key salmon regions uncovers surprising scientific insights into both the resilience and fragility of this keystone species. The film supports a broader international conservation effort, highlighting the ecological, cultural, and economic importance of wild salmon and the urgent need to protect them.

The documentary is distributed worldwide by ORF-Enterprise.

ABOUT ORF-ENTERPRISE

Content Sales International (CSI) is the international content sales unit of ORF-Enterprise, the marketing subsidiary of the Austrian public service broadcasting corporation ORF. The team markets both ORF productions and works produced by independent production companies. The portfolio spans from documentaries, movies, series to kids programming and music.

The award-winning ORF Universum documentaries and various popular original ORF Original drama series form the foundation of the colorful content catalog.

Content Sales International also acts as facilitator between the Austrian creative industry and international coproduction partners, hosts a Semi-Final round of Judging for the International Academy of Television Arts and Sciences (iEmmys®) and participates in a wide range of content markets including MIPCOM, Avant Première, Sunny Side of the Doc and Jackson Wild Summit. A music publishing service with its own label, along with the ORF-Musiclibrary, complement ORF-Enterprise's activities in this segment.

SUMMARY:

- The Universum Nature documentary "**Superfish – Wild Salmon**" wins the *Environment Award* at the 2026 **International Ocean Film Festival** in San Francisco.
- The film achieves strong international reach, including more than one million viewers during its first broadcast on Japan's public broadcaster **NHK**.
- The documentary is distributed worldwide by ORF-Enterprise (contentsales.ORF.at).