# **ORF-Enterprise secures sales with blue-chip wildlife and TV-series**

**ORF’s factual flagship UNIVERSUM remains in high demand at Digital MIPTV 2021. Fiction “Made in Austria” is the new best-selling genre in ORF-Enterprise’s sales catalog.**

Cannes/Vienna – Otherwise always an established component of ORF-Enterprise's appearance at MIPTV, the acclaimed "ORF UNIVERSUM Dinner", where the latest wildlife and nature films are presented and buyers can talk directly to the filmmakers, was quickly transformed into an interactive digital event. In this setting, the current highlights from ORF UNIVERSUM’s portfolio, such as "Water of Life - Wilderness, Whisky, Highlands" and “Russia’s Revenant – The Return of the Siberian Tiger", were presented. Furthermore, first glimpses of the films currently in production, "Colombia - Wild and Free" and "Life on the Wing - Miracle of Bird Migration", also generated a high level of interest.

The Content Sales International team at ORF-Enterprise, headed by Armin Luttenberger, draws a positive conclusion. Quality content from Austria’s ORF remains in demand internationally, especially the UNIVERSUM animal and nature films are a pillar of the company’s sales record:

“The fact that we can continue to offer high-quality wildlife and nature films after a challenging year is due to the tireless team effort of filmmakers and co-production partners. MIPTV was the kickoff for the 2021 nature film season, where audiences from all over the world can look forward to spectacular audiovisual journeys into the wild,” reports Luttenberger.

 **“ORF-Originals“ enjoy brisk demand**

The first two seasons of "Fast Forward" will be shown on AXN España. The crime series, that will soon comprise of 7 seasons and 4 feature-length episodes, has been a ratings hit in numerous countries since 2017. Moreover, two more seasons of the export hit "Soko Kitzbuehel" will soon go to France, after Canal+ (France), RTS (Switzerland), SRF (Switzerland) and LRT (Lithuania) already opted for the hit series last year. Sky (Germany) is also already backing on 4 seasons of the crime success from Austria for its "sky krimi" channel.

**ORF UNIVERSUM provides spectacular nature footage around the world**

The UNIVERSUM documentaries, which stand for world-renowned quality, are highly popular for broadcasters and video-on-demand providers. RAI (Italy), TrueVisions (Thailand) and Ceska Televize (Czech Republic) opted for the ORF production "Bears of the Karawank Mountains". This new title from ORF’s nature & wildlife line up had previously also been acquired by KBS (Korea). WDR (Germany) and TrueVisions (Thailand) picked "Big Bend – America’s Wildest Frontier" from award-winning nature filmmaker John Murray, following broadcasters like YLE (Finland), Ceska Televize (Czech Republic), RCS & RDS (Romania) and KBS (Korea), which had chosen the blue-chip documentary for their nature & wildlife slates.

**About ORF-Enterprise**

As the marketing subsidiary of ORF, ORF-Enterprise is exclusively responsible for marketing all the national media offerings of Austria's leading media group. The portfolio includes four TV channels (ORF 1, ORF 2, ORF III Kultur und Information, ORF SPORT +), three national radio stations (Ö1, Hitradio Ö3, radio FM4), the print magazine ORF nachlese, the entire digital offering on ORF.at, the ORF-TVthek and ORF-Radiothek, and ORF TELETEXT. In the Content Sales International and Licensing and Media Cooperation business unit, ORF content and brands are licensed worldwide. ORF-Enterprise also operates the ORF-Enterprise music publishing house and its own record label. The company is the national representative of leading international creative festivals such as Cannes Lions International Festival of Creativity and organizer of national advertising awards such as ORF-TOP SPOT, ORF-WERBEHAHN and ORF-ONWARD. The management team consists of Oliver Böhm (CEO, Advertising Sales & Content Distribution) and Heinz Mosser (Finance and Administration, Music Publishing & Label, Sound & Vision, ORF nachlese). ORF-Enterprise is a wholly owned subsidiary of the ORF media group. Further information can be found on <https://enterprise.ORF.at>, <https://contentsales.ORF.at> and <https://musikverlag.ORF.at>

Please find pictures of Armin Luttenberger (Head of Content Sales International at ORF-Enterprise) and the productions mentioned for further use via this link: <https://cloud.orf.at/index.php/s/rJiGAte5S3tSQx7>