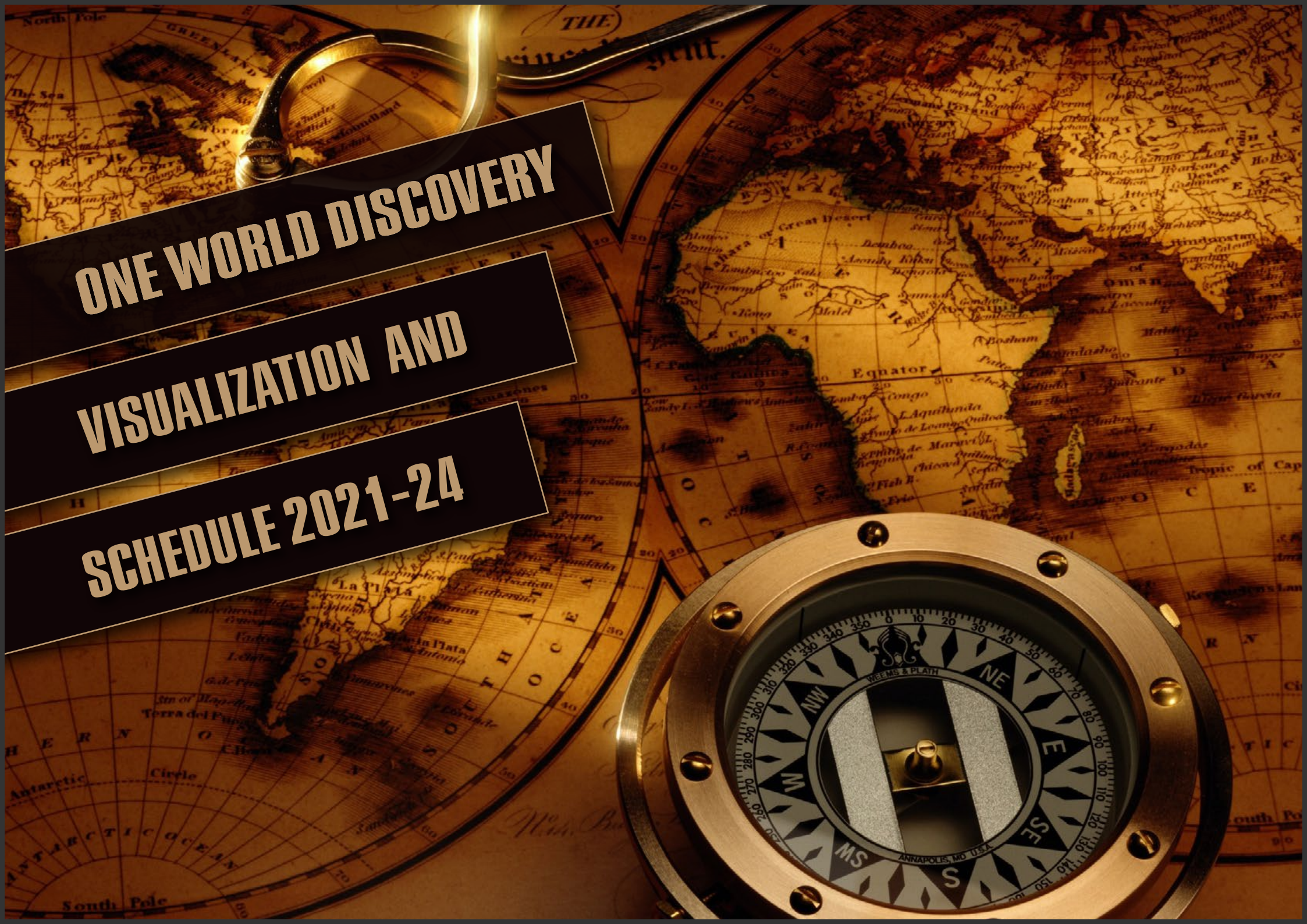

ONE WORLD DISCOVERY
VISUALIZATION AND
SCHEDULE 2021-24

THE DISCOVERY

AND THE COVERAGE IN SUMMARY

THE ONE WORLD DISCOVERY AT A GLANCE

THIS EXAMPLE REFERS TO A SEASON. IT'S THE PRESENTATION OF A COUNTRY OR A CITY. EACH SEASON CONSISTS OF 7 EPISODES, WHICH ARE PRESENTED IN THE FORMAT OF

IN GENERAL "7 DAYS...", "7 WEEKS..."

DOCUMENTARY: 7 EPISODES Á 30-90 MINUTES

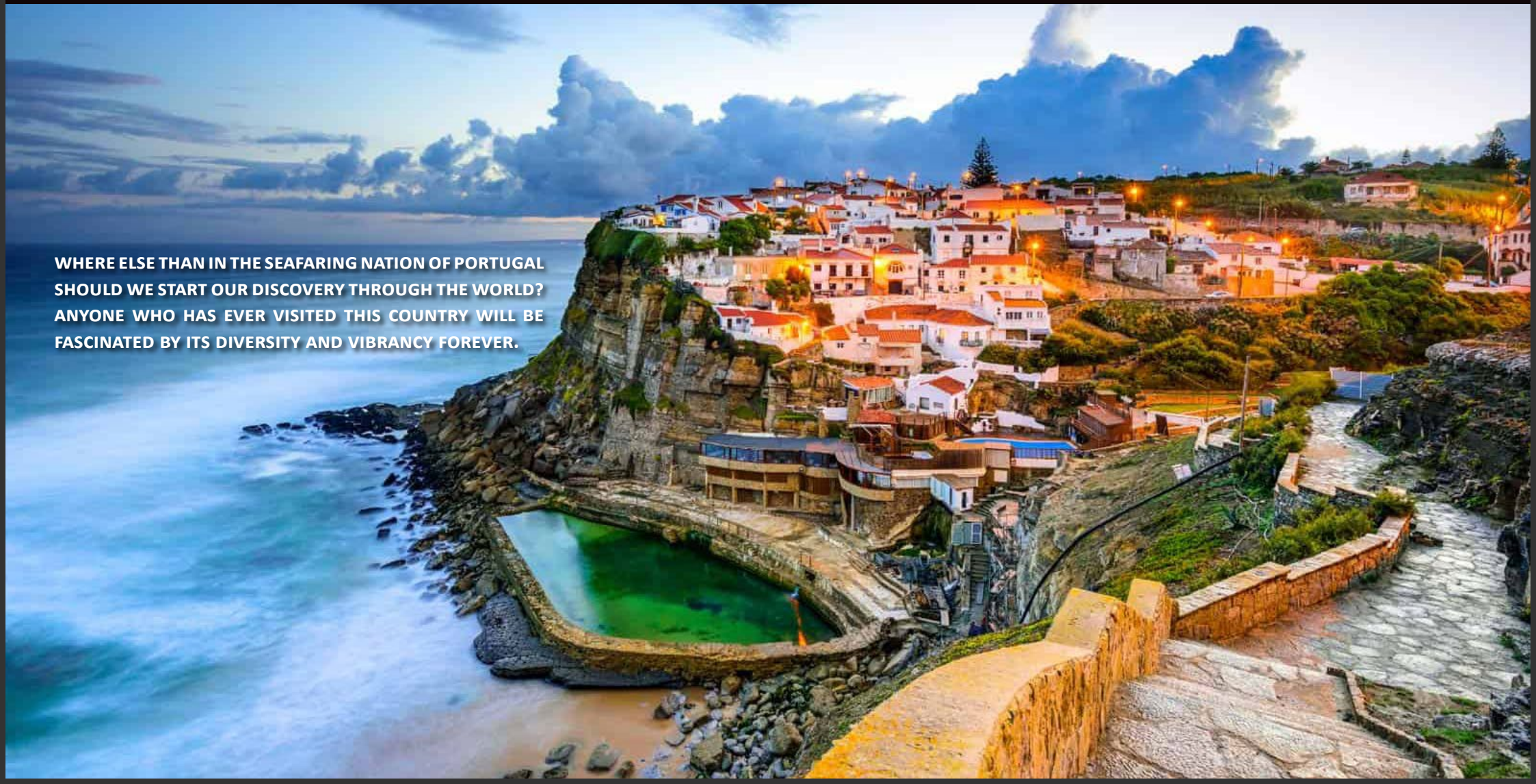
MAGAZINE: 7 ISSUES FROM 150 PAGES (INCL. LINKS & FURTHER IN-DEPTH PRODUCT AND BRAND REPORTS)

THE V-GUIDES: OUTSTANDING PERSONALITIES, WHO REPRESENT THE MODERN WOMAN, GUIDE THE AUDIENCE THROUGH THE WORLD. BECAUSE OF THEIR AUTHENTICITY AND NATURALNESS AS WELL AS THEIR DIVERSE INTERESTS, THEY REACH A LARGE TARGET GROUP OF ALL GENDERS AND GENERATIONS.

DIARIES (DAILY): THE V-GUIDES PRESENT OVERVIEWS OF DAILY EVENTS, CA. 3-15 MINUTES
REVIEWS (WEEKLY): EACH WEEK, THE V-GUIDES PRESENT HIGHLIGHTS OF THE PAST AND UPCOMING DAYS, LIFESTYLE-TUTORIALS, TRAVEL-TIPS, MAKING OF, BEHIND THE SCENES...
FRONTPAGE (NEW WEBSITE): IT WILL PRESENT FURTHER REPORTS AND PRODUCT PRESENTATIONS, DESCRIPTIONS, INTERVIEWS, LINKS ETC.

PORTUGAL

EUROPE'S SECRET TREASURE



WHERE ELSE THAN IN THE SEAFARING NATION OF PORTUGAL SHOULD WE START OUR DISCOVERY THROUGH THE WORLD? ANYONE WHO HAS EVER VISITED THIS COUNTRY WILL BE FASCINATED BY ITS DIVERSITY AND VIBRANCY FOREVER.

THE CARIBBEAN

WELCOME TO THE PARADISE

IT WAS ON SAN SALVADOR ISLAND, BAHAMAS.

WHERE CHRISTOPHER COLUMBUS ENTERED THE "NEW WORLD" FOR THE FIRST TIME. ALSO, IN 1492 IT WAS ONE SMALL STEP FOR A MAN, BUT A BIG LEAP FOR MANKIND. SINCE THEN, THE DRIFTING APART CONTINENTS HAVE GROWN CLOSER TOGETHER AGAIN. IT CAUSED ADVANTAGES AND DISADVANTAGES. BUT DESPITE ALL DIFFICULTIES AND DIFFERENCES, THERE IS ONE THING THAT UNITES US ALL: THE VALUES. OF COURSE, THEY ARE DIFFERENT FROM COUNTRY TO COUNTRY, BUT EVERYWHERE, THEY ARE THE FOUNDATION OF SOCIETY. THEREFORE, TO LEARN MORE ABOUT THE PEOPLE, CULTURE, HISTORY, TRADITIONS – IN A WORD, THE VALUES - OF EACH COUNTRY IS THE MISSION OF THE **ONE WORLD DISCOVERY.**

THE BAHAMAS

THE GATE TO THE PARADISE

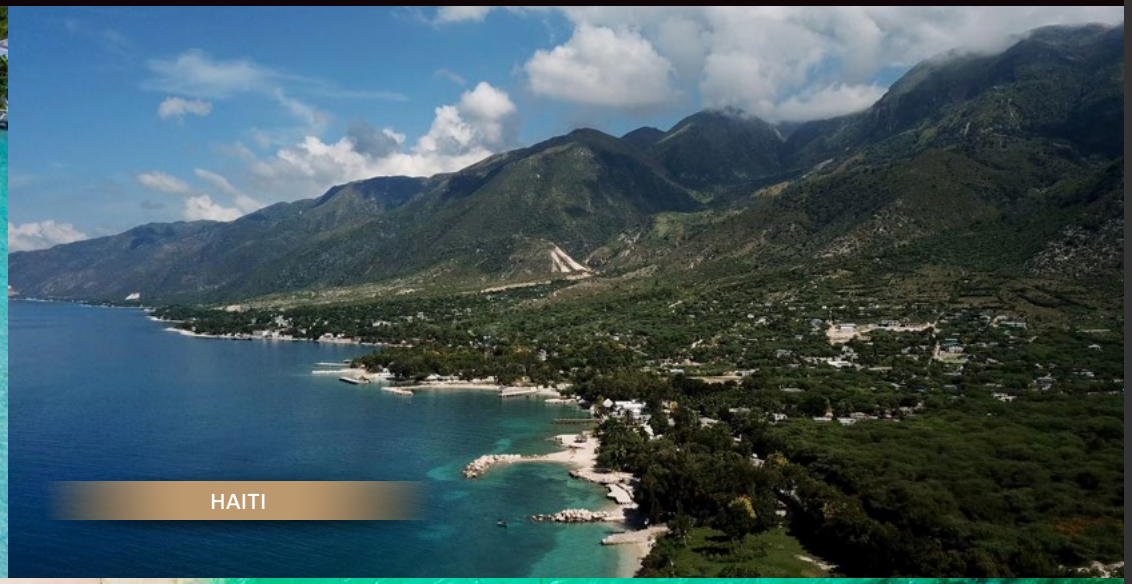
FROM NASSAU. THE V-GUIDES

FOLLOW THE TRACES OF CHRISTOPHER COLUMBUS, JAMES BOND, AND SEAN CONNERY. THE GIRLS DISCOVER THE MOST BEAUTIFUL AND INTERESTING OF THE 700 ISLANDS. THEY GO SWIMMING WITH PIGS, THEY SNORKEL, DIVE, AND ENJOY THE TURQUOISE WATERS AND THE WIDE SANDY BEACHES. OF COURSE, THE GIRLS ALSO LEARN MORE ABOUT BLACKBEARD AND HIS MEN, BEFORE AN ADVENTUROUS DAY ENDS WITH A DELICIOUS BAHAMA MAMA COCKTAIL. THE NEXT DAY THEY FISH THEIR OWN LUNCH OR ENJOY FRESH SEAFOOD IN ONE OF THE BEACH BARS. LATER IT DRAWS THEM TO THE CITY, WHERE THEY BECOME FAMILIAR WITH THE ART, CULTURE, AND EVERYDAY LIFE OF THE ISLANDERS.

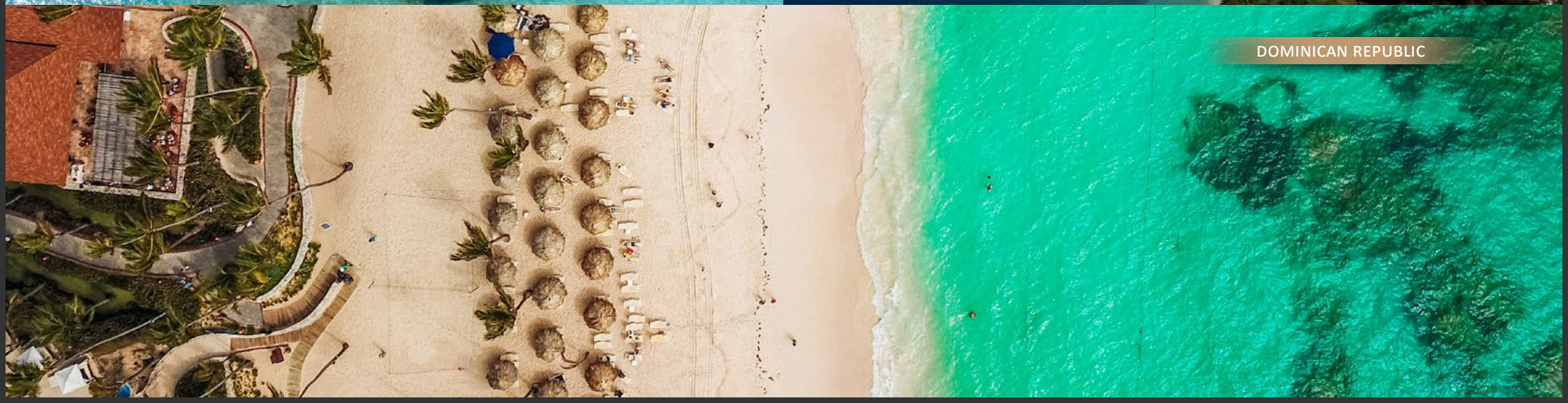
THE NORTHERN SOUTH

L'UNION FAIT LA FORCE & DIOS, PATRIA, LIBERTAD

TURKS & CAICOS ISLANDS



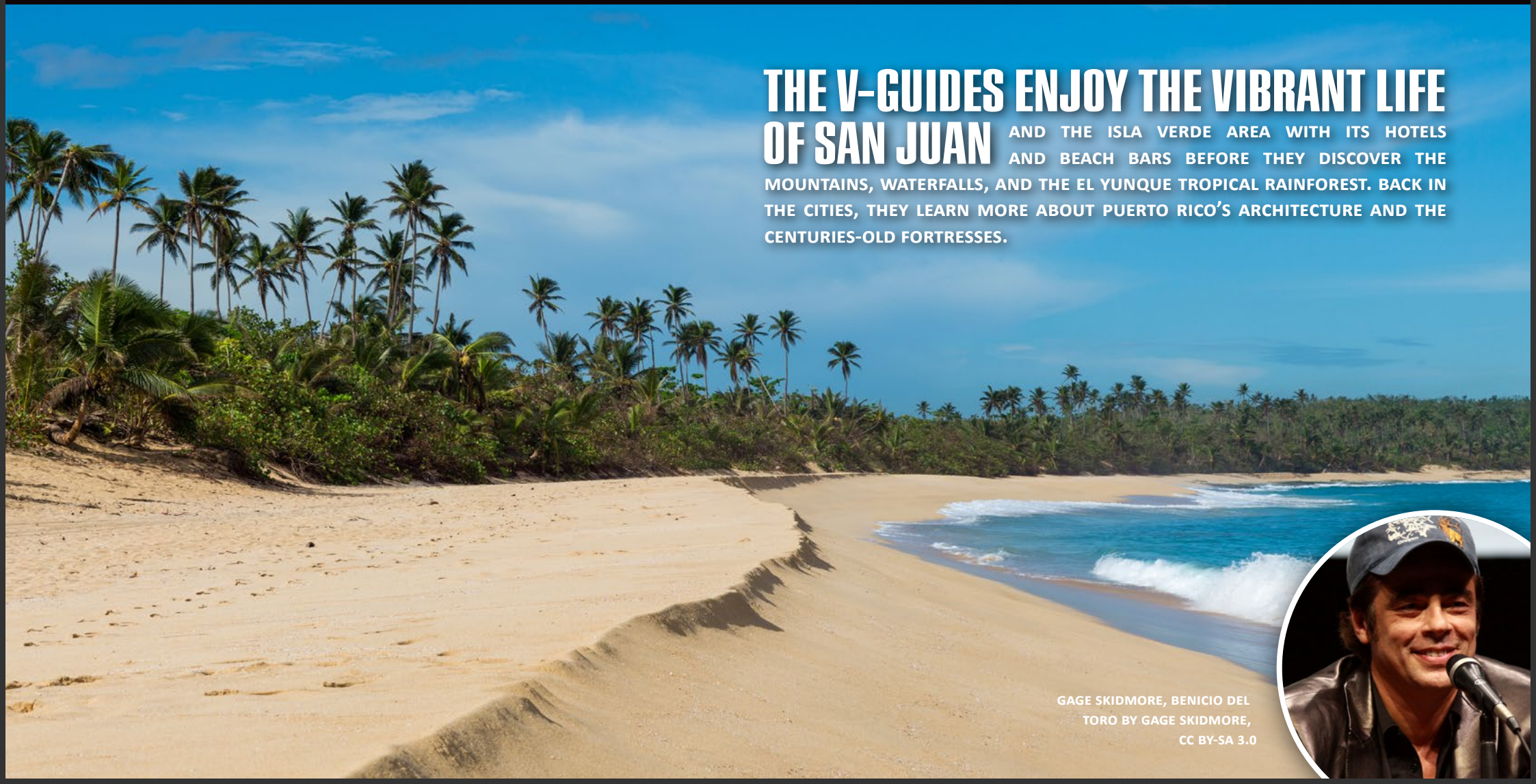
HAITI



DOMINICAN REPUBLIC

PUERTO RICO

VIBRANT TOWNS & THE RAINFOREST



THE V-GUIDES ENJOY THE VIBRANT LIFE OF SAN JUAN

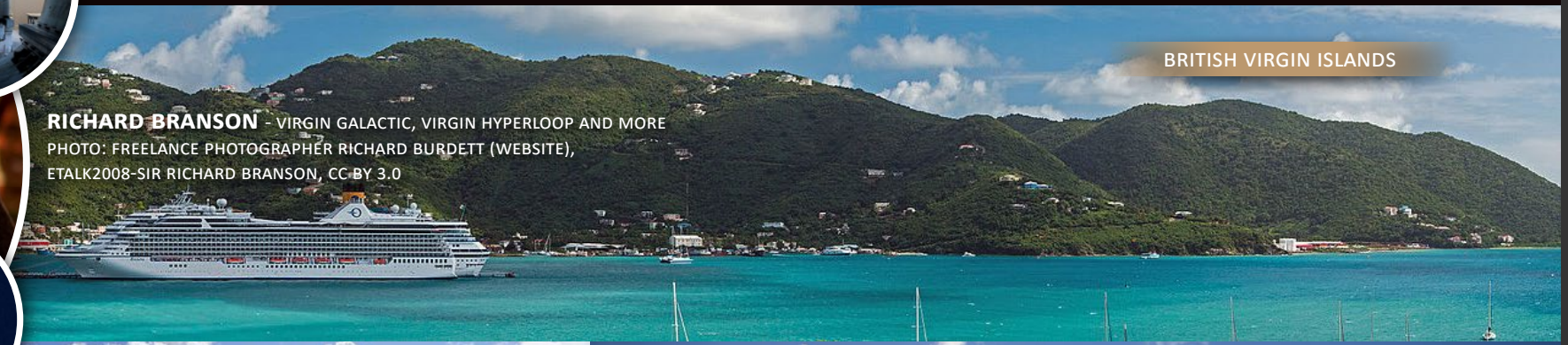
AND THE ISLA VERDE AREA WITH ITS HOTELS AND BEACH BARS BEFORE THEY DISCOVER THE MOUNTAINS, WATERFALLS, AND THE EL YUNQUE TROPICAL RAINFOREST. BACK IN THE CITIES, THEY LEARN MORE ABOUT PUERTO RICO'S ARCHITECTURE AND THE CENTURIES-OLD FORTRESSES.

GAGE SKIDMORE, BENICIO DEL TORO BY GAGE SKIDMORE, CC BY-SA 3.0

THE PARADISE'S EAST

THE LAND, THE PEOPLE, THE LIGHT

RICHARD BRANSON - VIRGIN GALACTIC, VIRGIN HYPERLOOP AND MORE
PHOTO: FREELANCE PHOTOGRAPHER RICHARD BURDETT (WEBSITE),
ETALK2008-SIR RICHARD BRANSON, CC BY 3.0



BRITISH VIRGIN ISLANDS

ANGUILLA

SAINT MARTIN

SAINT-BARTHÉLEMY

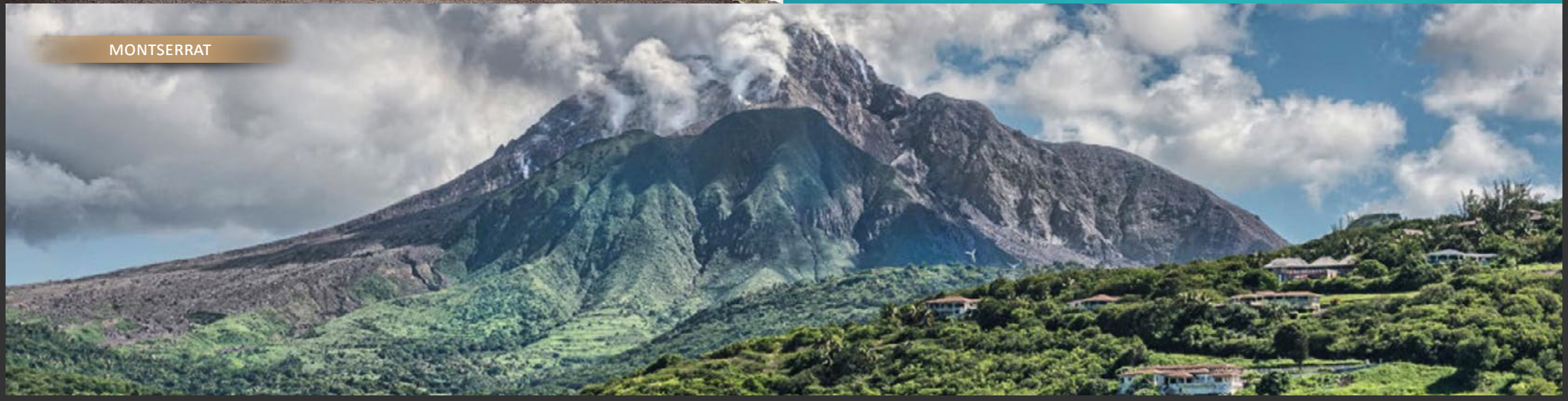
SABA

THE PARADISE'S EAST

EACH ENDEAVOURING, ALL ACHIEVING

ST. KITTS UND NEVIS

ANTIGUA AND BARBUDA



MONTSERRAT

GUADELOUPE

THE BUTTERFLY IN THE OCEAN

THE V-GUIDES LEARN MORE ABOUT THE FRENCH INFLUENCES AND HISTORY OF THE ISLAND GROUP IN THE SHAPE OF A BUTTERFLY. THE GIRLS DISCOVER THE LONG BEACHES AND SUGARCANE FIELDS. THEY ALSO EXPLORE THE PARC NATIONAL DE LA GUADELOUPE WITH ITS CARBET FALLS AND THE VOLCANO LA GRANDE SOUFRIÈRE.

DOMINICA

FROM HOT SPRINGS TO RAINFORESTS

THE V-GUIDES EXPLORE THE MOUNTAINOUS CARIBBEAN ISLAND.

THE THE V-GUIDES EXPLORE THE MOUNTAINOUS CARIBBEAN ISLAND, ITS NATURAL HOT SPRINGS, AND TROPICAL RAINFORESTS. THEY ARE IMPRESSED BY THE MORNE TROIS PITONS NATIONAL PARK, THE VOLCANICALLY HEATED, STEAM-COVERED BOILING LAKE, THE SULPHUR VENTS, THE 65M-TALL TRAFALGAR FALLS, AND NARROW TITOU GORGE. IN ROSEAU THE GIRLS ENJOY THE COLORFUL TIMBER HOUSES AND BOTANIC GARDENS.

MARTINIQUE

THE FRENCH PEARL IN PARADISE

FROM VIVID TOWNS OVER GREEN GARDENS TO STORIES ABOUT SUSTAINABILITY. AND HISTORY.

THE V-GUIDES DISCOVER FORT-DE-FRANCE, BALATA GARDENS, LA BAIGNOIRE DE JOSEPHINE, FONDS BLANCS AND THE VIVID LIFE AND CULTURE OF THE PEARL OF THE CARIBBEAN.

BEYROUTH, SIGRID AGRED AT THE ZUHAIR MURAD BACKSTAGE, CC BY 2.0

SAINT LUCIA

THE FRENCH PEARL IN PARADISE

THE V-GUIDES EXPLORE THE PITONS.

THE TWO MOUNTAINOUS VOLCANIC PLUGS ON ITS WEST COAST. FURTHERMORE, THE GIRLS DISCOVER THE VOLCANIC BEACHES, REEF-DIVING SITES, LUXURY RESORTS, AND FISHING VILLAGES. ON THE TRAILS IN THE INTERIOR RAINFOREST, THEY WALK TO THE 15M-HIGH TORAILLE WATERFALL. THEIR DAY ENDS IN CASTRIES WITH A DELICIOUS LOCAL DINNER.

SOUTHWARDS

FROM SPICE ISLE TO BRITISH TEA

SAINT VINCENT AND THE GRENADINES

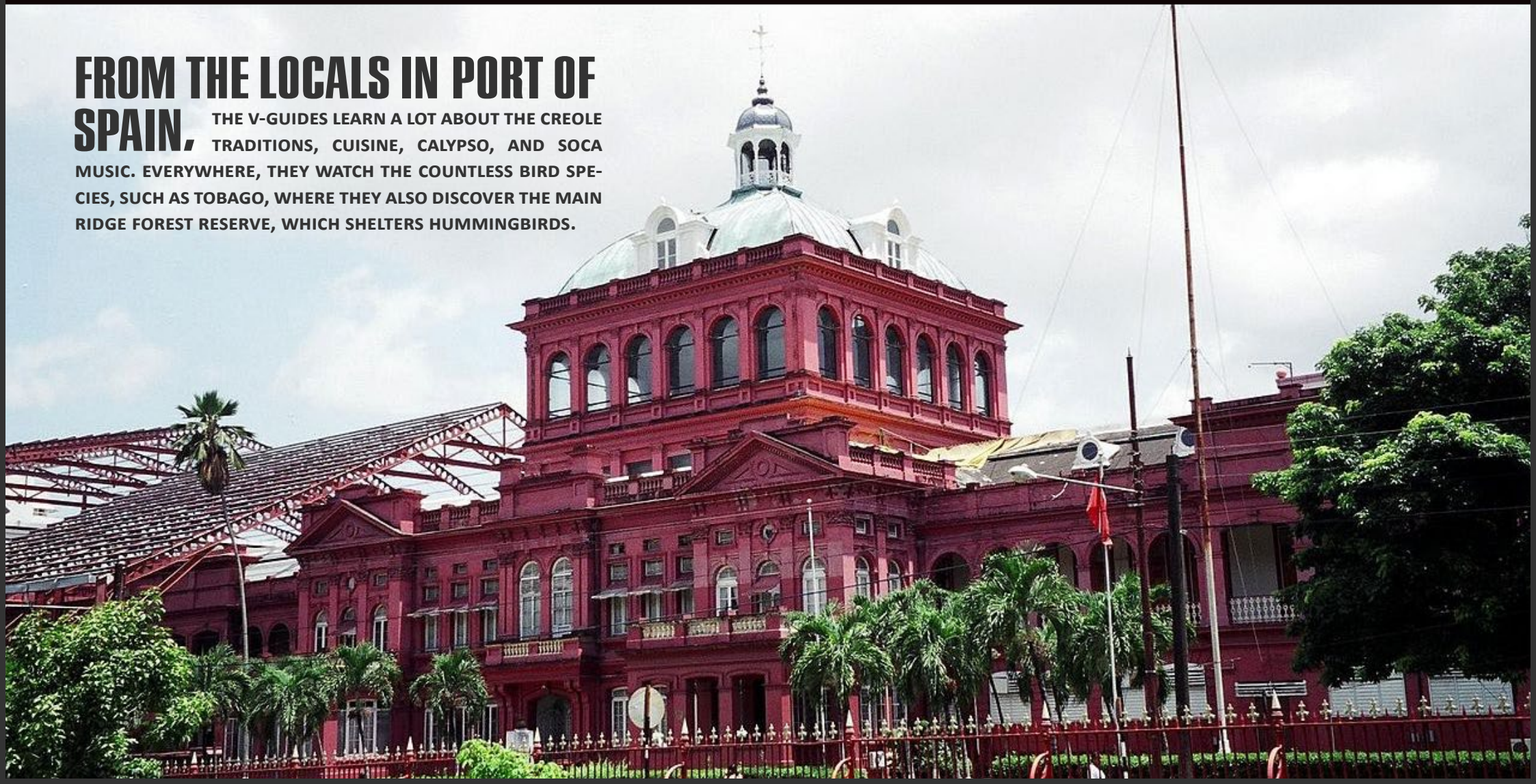
GRENADA

BARBEDOS

KASIO69, RIHANNA
DIAMONDS WORLD TOUR 2013
(CROPPED), CC BY 2.0

TRINIDAD AND TOBAGO

MORE THAN CREOLE TRADITIONS AND CUISINES



FROM THE LOCALS IN PORT OF SPAIN. THE V-GUIDES LEARN A LOT ABOUT THE CREOLE TRADITIONS, CUISINE, CALYPSO, AND SOCA MUSIC. EVERYWHERE, THEY WATCH THE COUNTLESS BIRD SPECIES, SUCH AS TOBAGO, WHERE THEY ALSO DISCOVER THE MAIN RIDGE FOREST RESERVE, WHICH SHELTERS HUMMINGBIRDS.

ALONG VENEZUELA'S COAST

FROM THE EAST TO THE WEST

ISLA MARGARITA

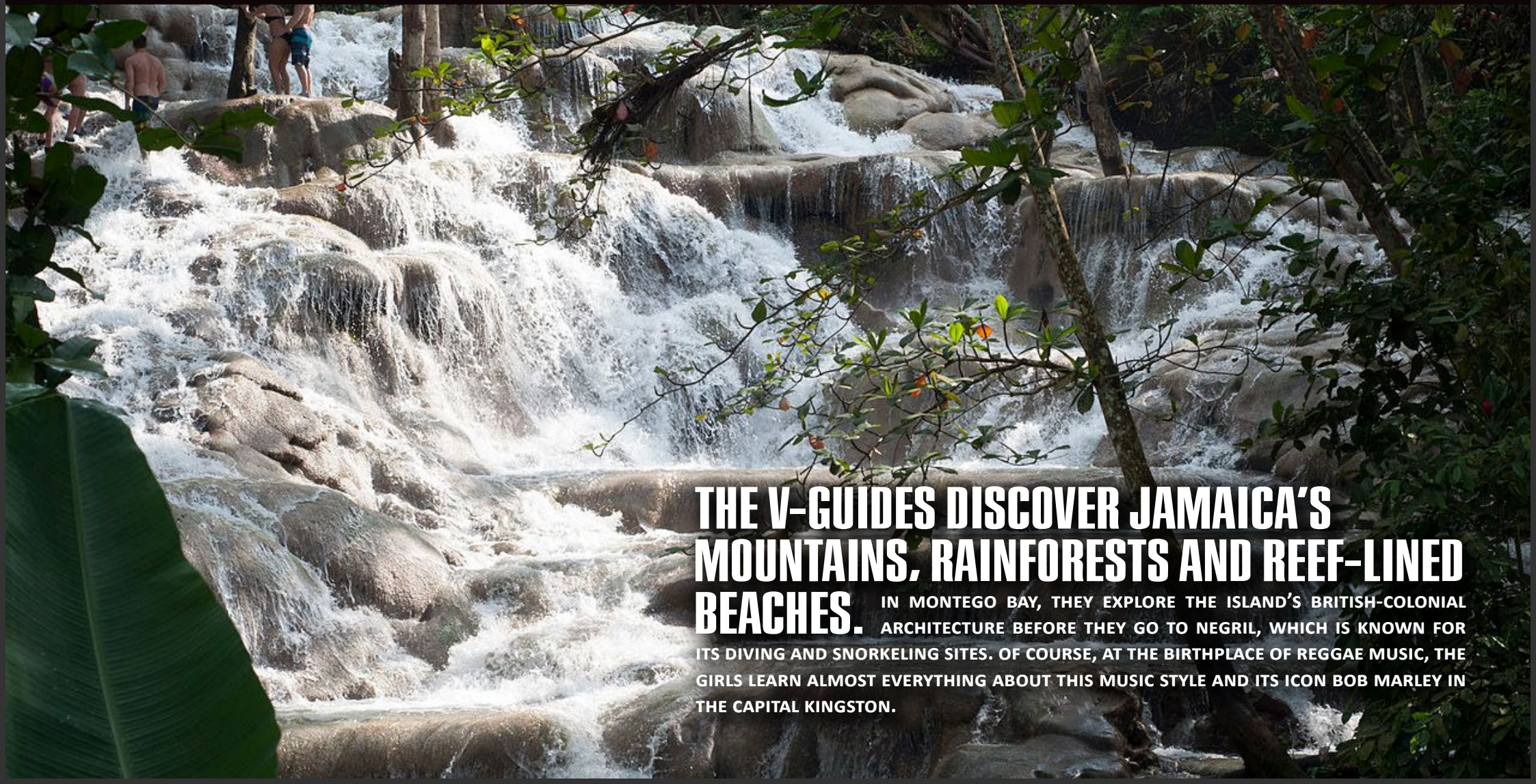
BONAIRE

CURACAO

ARUBA

JAMAICA

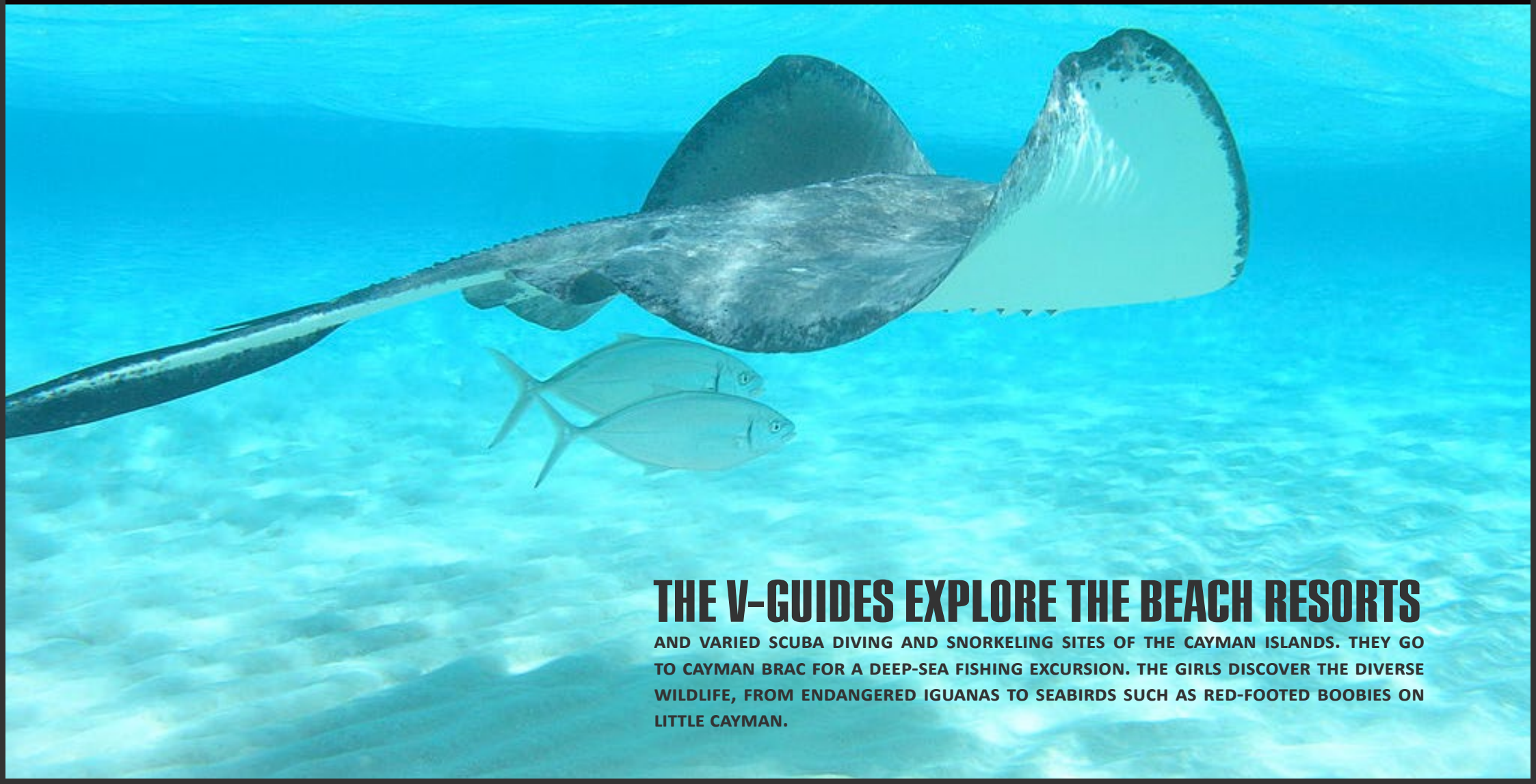
THE HOME OF REGGAE



THE V-GUIDES DISCOVER JAMAICA'S MOUNTAINS, RAINFORESTS AND REEF-LINED BEACHES. IN MONTEGO BAY, THEY EXPLORE THE ISLAND'S BRITISH-COLONIAL ARCHITECTURE BEFORE THEY GO TO NEGRIL, WHICH IS KNOWN FOR ITS DIVING AND SNORKELING SITES. OF COURSE, AT THE BIRTHPLACE OF REGGAE MUSIC, THE GIRLS LEARN ALMOST EVERYTHING ABOUT THIS MUSIC STYLE AND ITS ICON BOB MARLEY IN THE CAPITAL KINGSTON.

CAYMAN ISLANDS

FROM SNORKELING TO BIRDWATCHING



THE V-GUIDES EXPLORE THE BEACH RESORTS

AND VARIED SCUBA DIVING AND SNORKELING SITES OF THE CAYMAN ISLANDS. THEY GO TO CAYMAN BRAC FOR A DEEP-SEA FISHING EXCURSION. THE GIRLS DISCOVER THE DIVERSE WILDLIFE, FROM ENDANGERED IGUANAS TO SEABIRDS SUCH AS RED-FOOTED BOOBIES ON LITTLE CAYMAN.

CUBA

THE RHYTHM OF JOIE DE VIVRE

IN HAVANA AND IN THE COUNTRYSIDE, THE V-GUIDES EXPERIENCE A RIDE IN ONE OF THE MANY CLASSIC CARS, WHICH DO THEIR WORK FOR DECADES. THEY LEARN MORE ABOUT THE TOBACCO AND COFFEE INDUSTRY AND CUBA'S TRADITIONS. OF COURSE, THE GIRLS TALK WITH LOCALS ABOUT THE COUNTRY'S MOVING HISTORY AND CULTURE BEFORE THEY LEARN FROM LOCAL CELEBRITIES THE MAMBO, CHA-CHA-CHÁ, OR SALSA. AFTER THEY HAVE DANCED A LOT, THE V-GUIDES ENJOY A ROPA VIEJA OR CUBAN-STYLE TAMALES.

THE NEW WORLD

THE AMERICA DISCOVERY

FLORIDA

MUCH MORE THAN A SUNSHINE STATE

ARIANA GRANDE

IN EVERY CITY AND COUNTRY, WE WILL MEET POPULAR FACES TO TALK WITH WITH THEM ABOUT THEIR LIFE, WORK, PASSSION AND THE VALUES OF THEIR HOME PLACE.
IMAGE: COSMOPOLITAN UK, ARIANA GRANDE GRAMMYS RED CARPET 2020, CC BY 3.0

THE LAND OF SURPRISES

FROM KEY WEST & THE EVERGLADES TO MIAMI

SEARCHING FOR E. **HEMINGWAY'S** TRACES FROM CUBA TO **KEY WEST**, THE VALEUR GUIDES DISCOVER AND ENJOY FLORIDA'S UNIQUE NATURE: **DRY TORTUGAS**, **RAINBOW RIVER**, BEAUTIFUL **BEACHES**, AND **SUNSETS**. THE GUIDES MEET INTERESTING PEOPLE LIKE **ARIANA GRANDE**, WHO SHOW HER FAVORITE PLACES AND **SOCIAL PROJECTS**.

THE VALEUR TEAM MEETS **ENVIRONMENTALISTS**, WHO SHOW THEM ALL ABOUT THE ENDANGERED **SHARKS**, ESPECIALLY THE **HAMMERHEAD**. WHILE DIVING WITH THEM, THEY DISCOVER THE BEAUTY OF THESE ANIMALS AS WELL AS OF THE OCEAN. THE GUIDES ALSO GO SWIMMING WITH MANATEES. THEY VISIT CAPE CANAVERAL TO WATCH THE START OF A SPACESHIP AND THEY MEET **EMMA GONZÁLES** TO TALK WITH HER ABOUT HER EXPERIENCES. OF COURSE, THE CHEERFUL VALEUR GUIDES DISCOVER ALSO MIAMI. THEY GO **SHOPPING** AND EXPERIENCE MIAMI'S **NIGHTLIFE** IN **BARS**, **CLUBS**, AND **THEATERS**. THE NEXT DAYS, THE FRIENDS DO THEIR FAVORITE **SPORTS** ONSHORE AS WELL AS ON THE WATER.

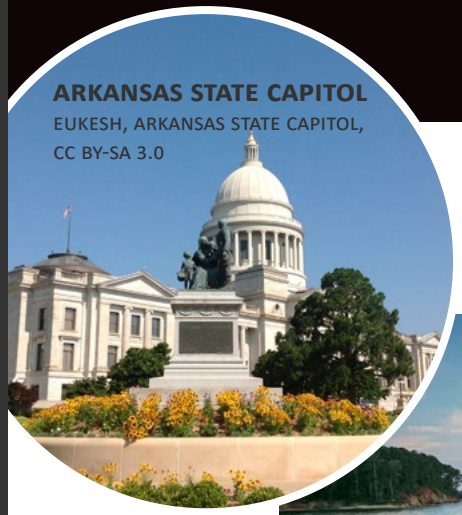
THE SOUTH

FROM ATLANTA TO JACKSON

ELLE FANNING

LOUISIANA & ARKANSAS

THE CRADLE OF JAZZ & THE NATURAL STATE



ARKANSAS STATE CAPITOL

EUKESH, ARKANSAS STATE CAPITOL, CC BY-SA 3.0

ELLEN DEGENERES

A CERTAIN FRENCH TOUCH

FROM THE FRENCH QUARTER TO A SUNSET IN THE SUMP

THE V-GUIDES DISCOVER THE MELTING POT OF CULTURES AS WELL AS THE CRADLE OF JAZZ. THEY GO FROM NEW ORLEANS AND THE MARDI GRAS' NATIONAL HISTORIC DISTRICT WITH ITS UNIQUE GASTRONOMY, MUSEUMS, AND THE BOURBON STREET TO THE HOME OF TABASCO, AVERY ISLAND.

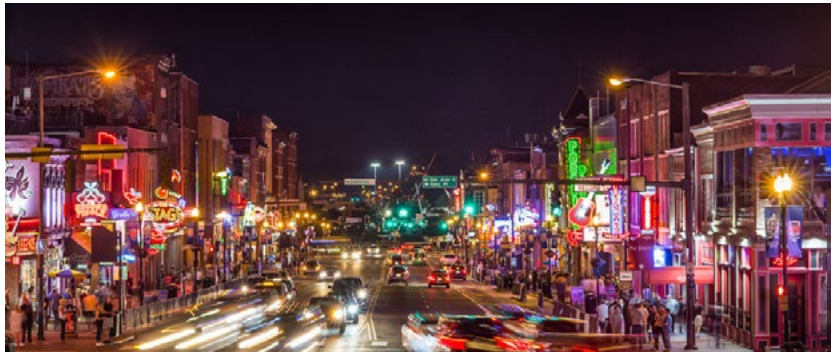
THE V-GUIDES FOLLOW THE CREOLE NATURE TRAIL ALL-AMERICAN ROUTE TO BECOMING MORE FAMILIAR WITH LOUISIANA'S HISTORY AND CULTURE. HERE, AND AT THE ATCHAFALAYA NATIONAL HERITAGE AREA, THEY DISCOVER CROCODILES, LONELY BEACHES, AND THEY LEARN MORE ABOUT THE INTERPLAY OF WATER AND LAND. WITH FISHERMEN, THEY GO TO WORK AND TASTE THE FRESH CATCHES IN A LOCAL RESTAURANT HEREAFTER. INSPIRED BY THE SUCCESSFUL SERIES NORTH AND SOUTH, THE GUIDES VISIT THE OAK ALLEY PLANTATION TO SEE HOW THE PEOPLE LIVED IN TIMES BEFORE THE CIVIL WAR. OF COURSE, THE TEAM WILL NOT FORGET TO SPEND TIME IN THE PRESERVATION HALL TO ENJOY PURE JAZZ.

TENNESSEE

THE CRADLE OF COUNTRY MUSIC & ROCK'N'ROLL

MORGAN FREEMAN

MUSIC IS THE KING



FROM DOWNTOWN TO GRACELAND

JOHNNY CASH, DOLLY PARTON, SHERYL CROW, PAT BOONE, KESHA, KRIS KRISTOFFERSON, MYLEY CYRUS, WILLIE NELSON, SHANIA TWAIN, ROY ORBISON, AND, OF COURSE, ELVIS PRESLEY... THE LIST OF **ARTISTS WHO HAVE CHANGED THE WORLD** IS ALMOST ENDLESS. THERE IS NO OTHER PLACE ON EARTH, WHICH IS FULL OF **MUSIC** LIKE TENNESSEE.

THE VALEUR GUIDES ARE ALSO MUSICIANS. THUS, THEY WILL MEET FRIENDS FROM NASHVILLE AND MEMPHIS WHO CAN SHOW THEM THEIR VERY PERSONAL MUSIC CITIES. TOGETHER THEY WILL DISCOVER THE **MUSEUMS, EVENT LOCATIONS, BARS AND RESTAURANTS** AS WELL AS THE **WAY OF LIFE** IN TENNESSEE. OF COURSE, THEY WILL ALSO VISIT THE FAMOUS **STUDIOS** WHILE HONORING THE INCOMPARABLE WORK OF POPULAR (AND UNKNOWN) ARTISTS BY PRESENTING **A VERY EMOTIONAL GLIMPSE** OF THOSE TOWNS. CERTAINLY, THE GUIDES WILL NOT MISS TO DISCOVER THE SURROUNDING AREA AS WELL AS TO TAKE A TRIP ON ONE OF THE CLASSICAL RIVERBOATS ON THE MISSISSIPPI.

THE ICONIC EAST

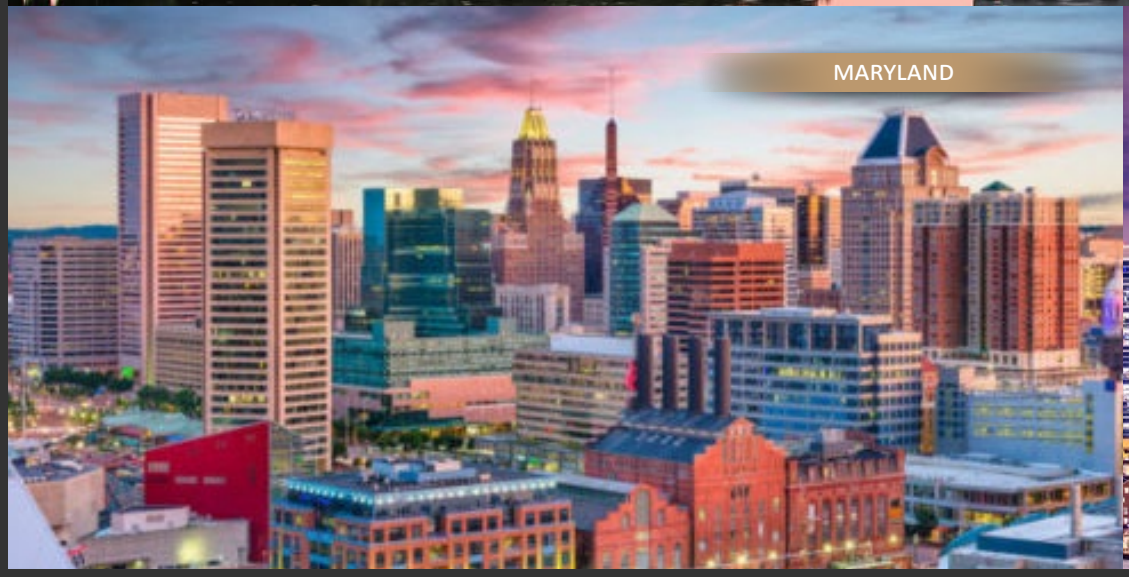
FROM SOUTH CAROLINA TO WEST VIRGINIA

THE POWER

THE CRADLES OF LIBERTY

TAYLOR SWIFT
COSMOPOLITAN UK,
TAYLOR SWIFT AT THE 2019
AMERICAN MUSIC AWARDS (CROPPED),
CC BY 3.0

WASHINGTON & DELAWARE



MARYLAND

PENNSYLVANIA & NEW JERSEY

NEW YORK

THE ROUGH STATE & THE CITY THAT NEVER SLEEPS

MICHAEL J. FOX

SCARLETT JOHANSSON

A CITY THAT NEVER SLEEPS

FROM THE CENTER OF CREATIVITY TO UNIQUE LIFESTYLE

STATUE OF LIBERTY, BROADWAY, BIG APPLE, BRONX, QUEENS, BROOKLYN, MANHATTEN, CENTRAL PARK, 5TH AVENUE, TIMES SQUARE, WALL STREET, CARNEGIE HALL... ONE WORLD TRADE CENTER - ILLUSTRIOUS NAMES. THERE IS NO BETTER-KNOWN CITY ON EARTH AS NEW YORK, THE CITY THAT NEVER SLEEPS.

THE V-GUIDES EXPERIENCE MANY POSSIBILITIES TO GO **SHOPPING** OR **DINING**. THEY ENJOY **CONCERTS** AND LEARN MORE ABOUT '**BORN THIS WAY**", A PROJECT FOUNDED BY ONE OF THE MOST FAMOUS DAUGHTERS OF TOWN, **LADY GAGA**. THE GUIDES ALSO VISIT THE OFFICE OF THE **ROSA-LUXEMBURG-FOUNDATION**. THE HIGHLIGHT WILL BE THE MEETING WITH **MICHAEL J. FOX**, THE BACK TO THE FUTURE STAR SUFFERS FROM PARKINSON'S DISEASE. THE V-GUIDES WILL LEARN MORE ABOUT IT AS WELL AS THE **MICHAEL J. FOX FOUNDATION FOR PARKINSON'S RESEARCH**, AN ORGANIZATION, WHICH IS DEDICATED TO FINDING A CURE FOR THAT SERIOUS DISEASE.

THE NORTHEAST

FROM VISIONARY SCIENCE TO NATURAL AND MARITIME HISTORY

CONNECTICUT

RHODE ISLAND

MASSACHUSETTS

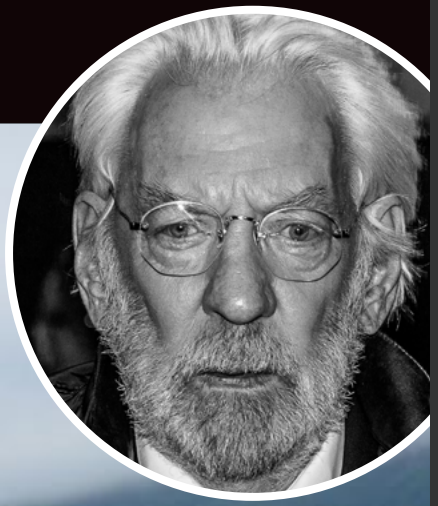
NEW HAMPSHIRE

VERMONT

MAINE

THE CANADA SIDE TRIP

NEW BRUNSWICK



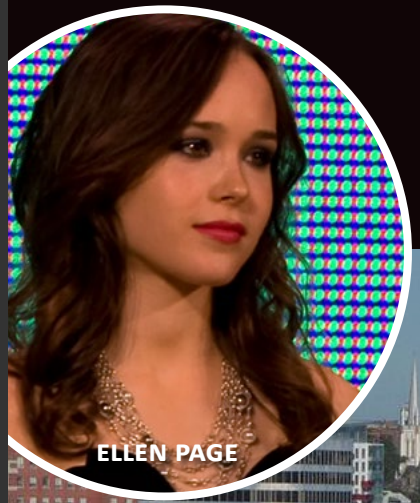
DONALD SUTHERLAND

REACHING THE BORDER OF ONE OF THE MOST IMPRESSIVE COUNTRIES ON EARTH, THE V-GUIDES WILL DISCOVER FASCINATING CANADA'S EAST COAST.

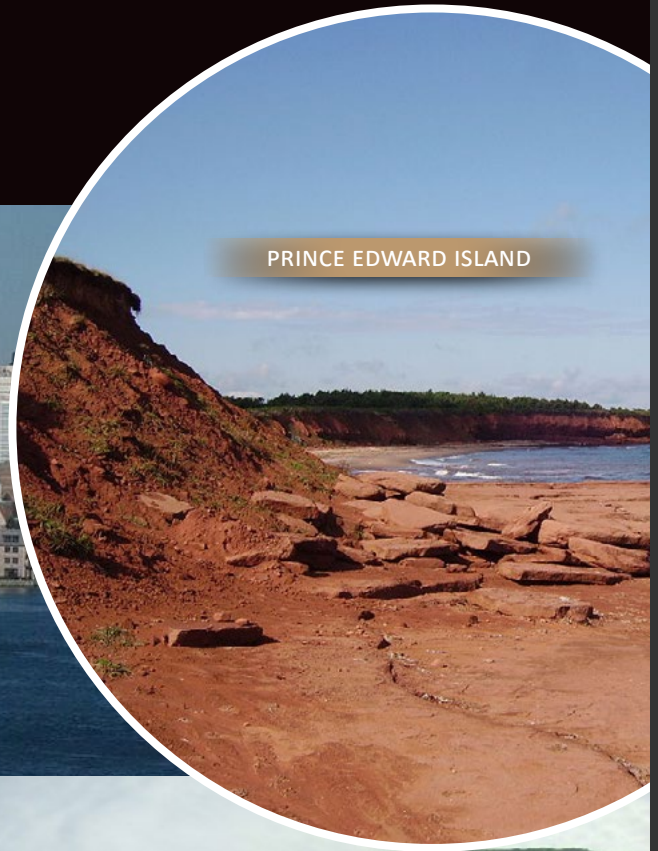
DURING THEIR TRIP THROUGH THE FORESTS, THE GIRLS BECOME FAMILIAR WITH THE ONLY BILINGUAL PROVINCE OF THE COUNTRY.

CANADA'S EAST

UNIQUE AND FASCINATING


ELLEN PAGE

NOVIA SCOTIA

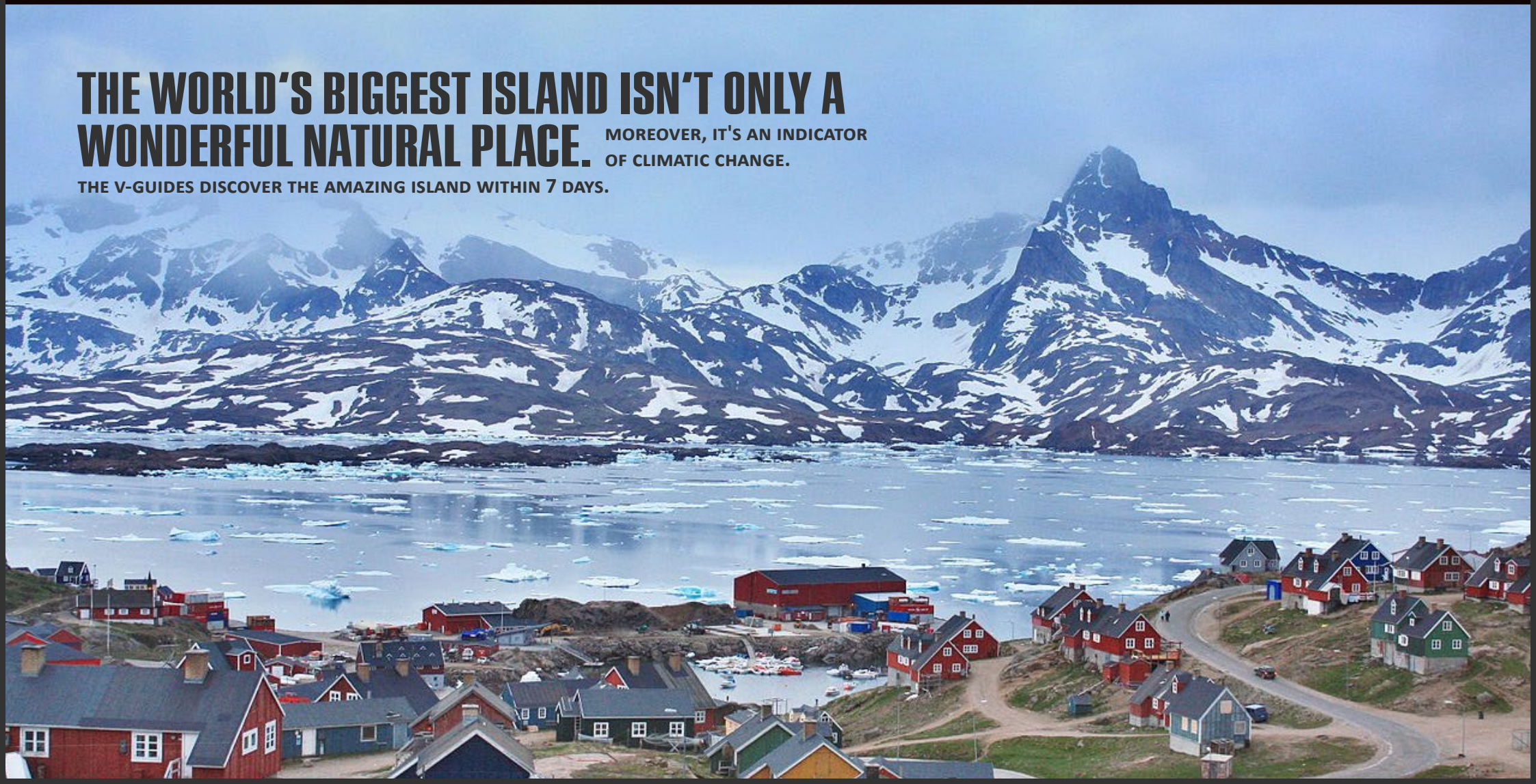

PRINCE EDWARD ISLAND

CAPE BRETON ISLAND

NEWFOUNDLAND

GREENLAND

FROM VIKINGS TO CLIMATIC CHANGE



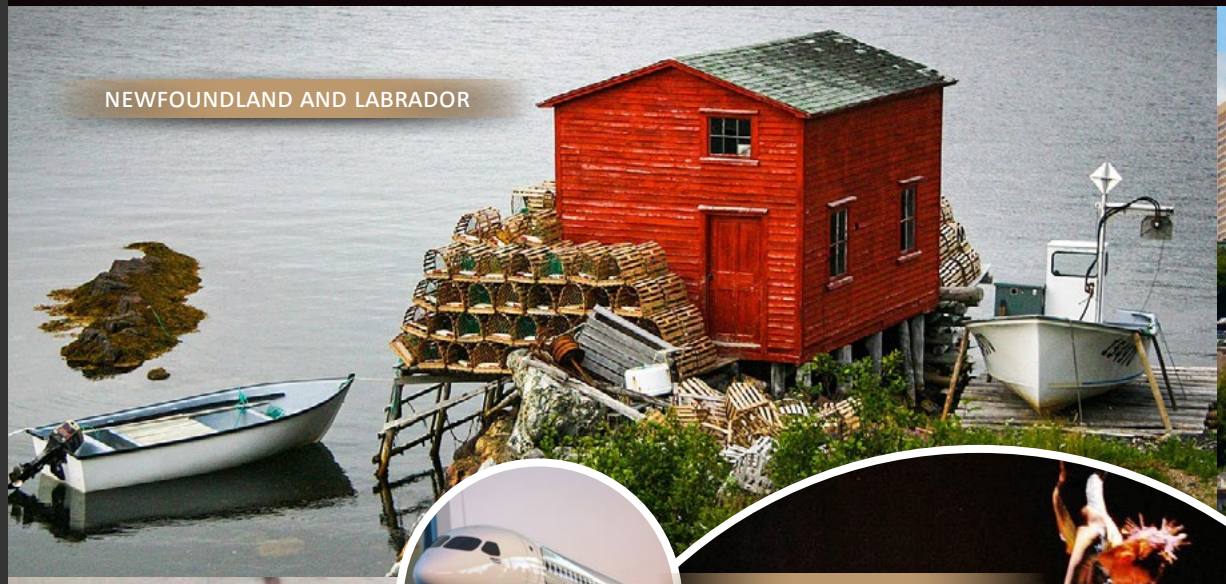
THE WORLD'S BIGGEST ISLAND ISN'T ONLY A WONDERFUL NATURAL PLACE.

MOREOVER, IT'S AN INDICATOR OF CLIMATIC CHANGE.

THE V-GUIDES DISCOVER THE AMAZING ISLAND WITHIN 7 DAYS.

BACK TO CANADA'S EAST

FROM TECHNOLOGY (BOMBARDIER) OVER ICE HOCKEY TO THE CIRQUE DU SOLEIL


NEWFOUNDLAND AND LABRADOR

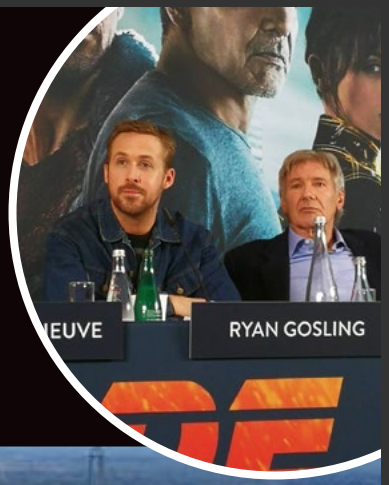
QUEBEC

MONTREAL

OTTAWA

ONTARIO

FROM TORONTO TO THE NIAGARA FALLS

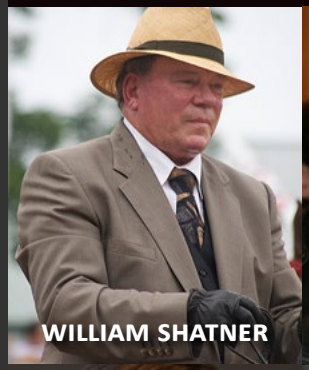


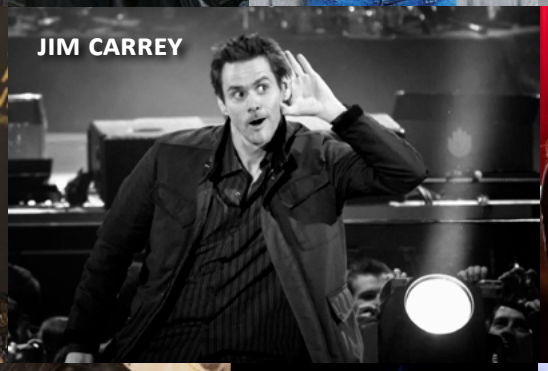
THE V-GUIDES DISCOVER THE DYNAMIC METROPOLIS WITH A CORE OF SOARING SKYSCRAPERS, ALL DWARFED BY THE ICONIC, FREE-STANDING CN TOWER. THEY ALSO VISIT THE MANY GREEN SPACES, FROM THE QUEEN'S PARK TO THE HIGH PARK AND ITS TRAILS, SPORTS FACILITIES AND ZOO BEFORE THEY GO TO THE FAMOUS NIAGARA FALLS.

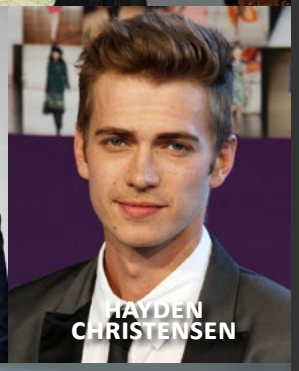
KEANU REEVES

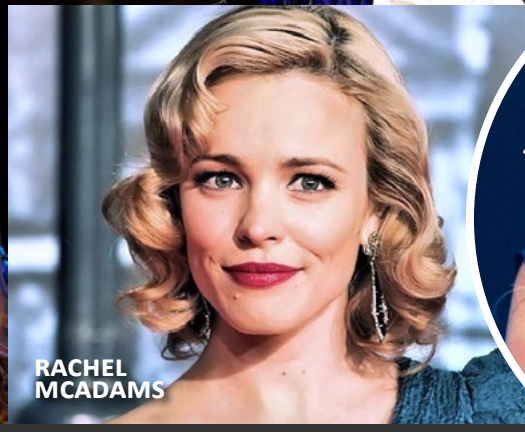
TORONTO'S

WALK OF FAME & CANADA'S POPULAR FACES (INTERVIEWS)









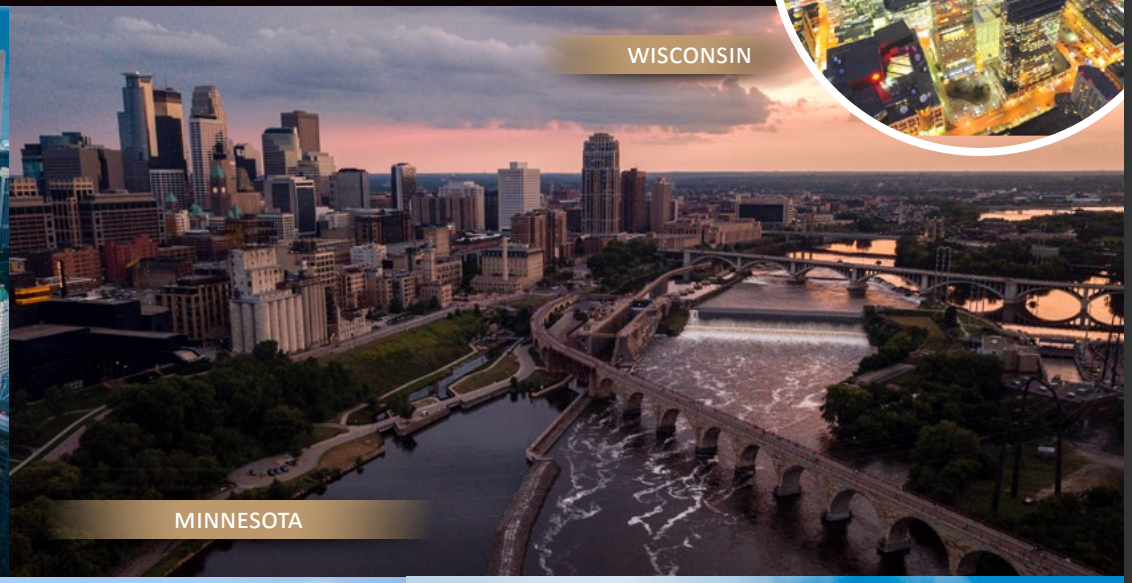
BACK TO THE USA

FROM THE MOTOR CITY TO THE INDY 500

THE MIDWEST

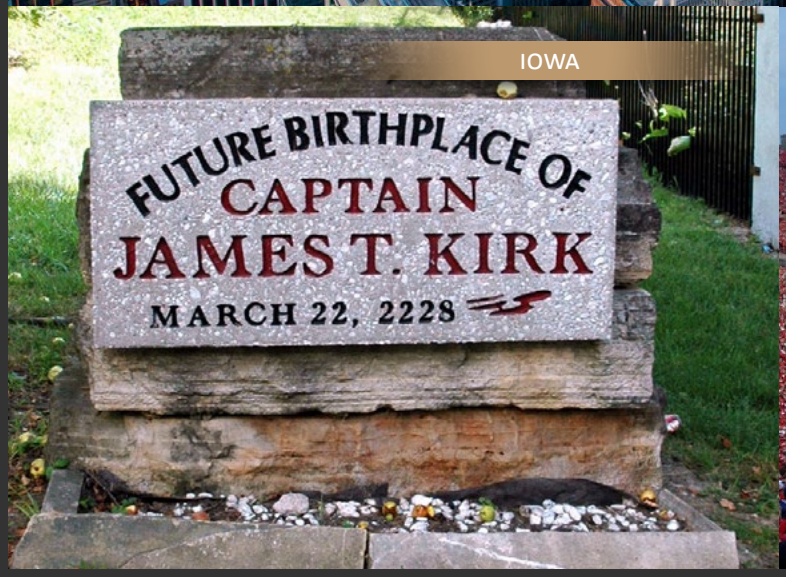
FROM CAPONE OVER KIRK TO LINCOLN

ILLINOIS



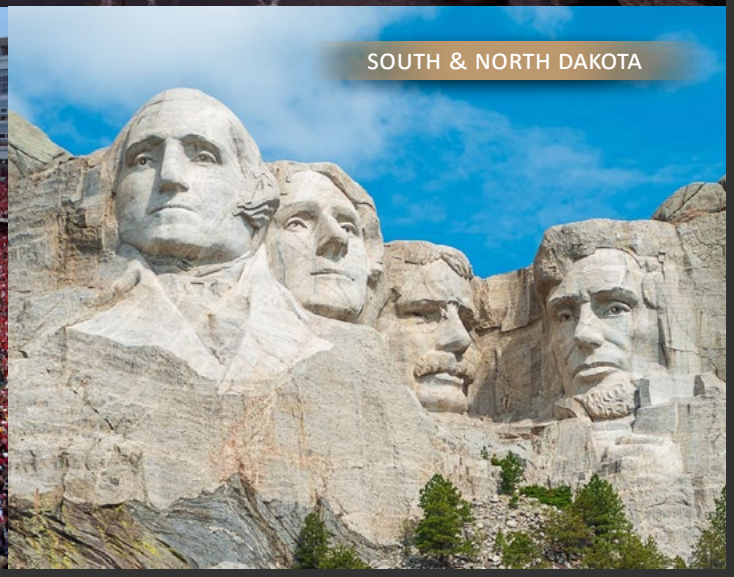
WISCONSIN

MINNESOTA



IOWA

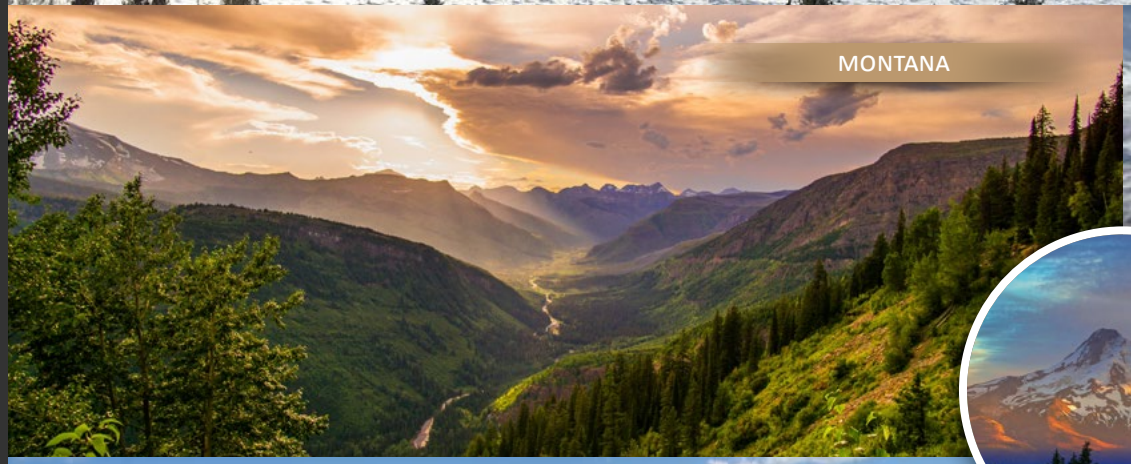
NEBRASKA



SOUTH & NORTH DAKOTA

GO WEST

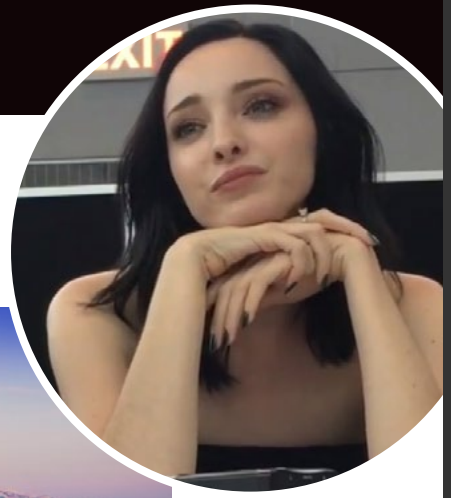
FROM A VAST WILDERNESS TO SNOW-CAPPED PEAKS



SEATTLE

THE CENTER OF INNOVATION

BILL AND MELINDA GATES



EMMA DUMONT

STRAWLESS IN SEATTLE

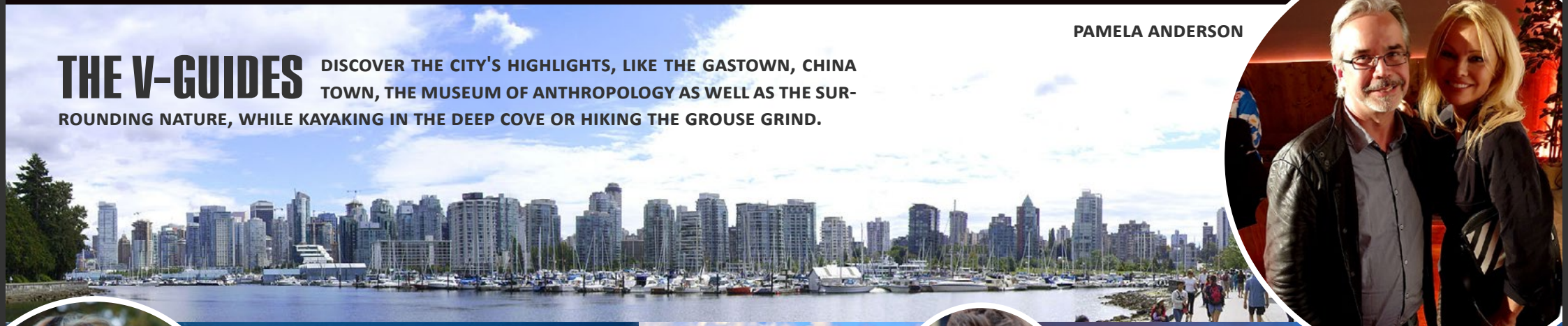
FROM A STRONG BIZ TO BILL GATES AND A CLEAN OCEAN

THE HOME OF GLOBAL PLAYERS LIKE **AMAZON**, **MICROSOFT**, **STARBUCKS**, **TULLY'S** IS A MELTING-POINT OF **CREATIVITY** AND **INNOVATION**. HERE BEATS THE HEART OF **PROGRESS**. FURTHERMORE, THE BEAUTIFUL **EMERALD CITY** IS THE GATEWAY FOR **TRADE** WITH ASIA AS WELL AS THE HOME OF THE SEATTLE **SEAHAWKS**.

BESIDES, IT'S ALSO A PLACE WHERE RARE SPECIES LIKE THE ORCA WHALES COME TOGETHER NEAR **SAN JUAN ISLANDS** JUST 90 MILES NORTH OF DOWNTOWN SEATTLE. **LONELY WHALE**, THE WONDERFUL **ORGANIZATION** WHICH FIGHTS AGAINST THE **PLASTIC POLLUTION** OF THE **OCEAN**, IS HERE LOCATED TOO. THE V-GUIDES MEET ADRIAN GRENIER, EMY KANE, EMMA RILEY AND DUNE IVES. THEY PROVIDE AN INSIGHT INTO THEIR WORK AND FIGHT AGAINST PLASTIC POLLUTION, WHICH STARTS WITH INCREASING THE LEVEL OF AWARENESS OF THE CROWD. LATER, THE V-GUIDES WILL LEARN MORE ABOUT THE MOST POPULAR SON OF TOWN AND THE **BILL & MELINDA GATES FOUNDATION**.

VANCOUVER

A VIBRANT PLACE TO BE



THE V-GUIDES

DISCOVER THE CITY'S HIGHLIGHTS, LIKE THE GASTOWN, CHINA TOWN, THE MUSEUM OF ANTHROPOLOGY AS WELL AS THE SURROUNDING NATURE, WHILE KAYAKING IN THE DEEP COVE OR HIKING THE GROUSE GRIND.

PAMELA ANDERSON

GRIMES (SINGER & GIRLFRIEND OF ELON MUSK)

RYAN REYNOLDS

THE PARADISES

FROM POLAR LIGHTS AND WHALE DANCE TO VOLCANOS AND HULA

SAN FRANCISCO

AND NORTHERN CALIFORNIA

LESLIE MANN
CANADIAN FILM CENTRE,
LESLIE MANN 3, 2012, CC BY 2.0

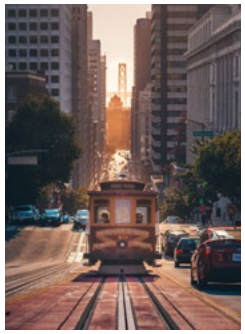
CLINT EASTWOOD

FASCINATING & OPEN-MINDED

FROM THE GOLDEN GATE BRIDGE TO LIVERMORE

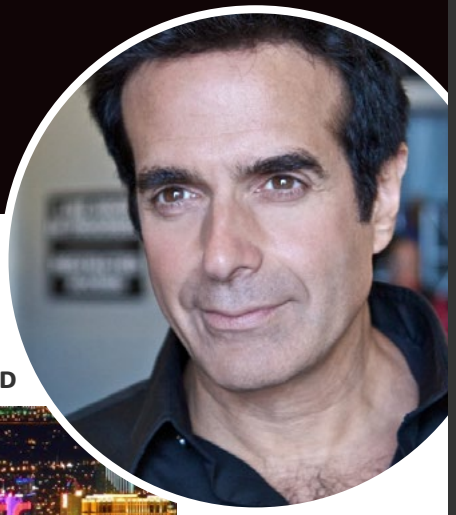
THE V-GUIDES DISCOVER THE CITY, WHICH IS FAMOUS FOR ITS **STEEP ROADS**, THE **SAN FRANCISCO BAY** WITH ITS WORLD-FAMOUS **GOLDEN GATE BRIDGE**, THE **ALCATRAZ ISLAND,** AND THE **EASY WAY OF LIFE**. EXCITED, THEY EXPERIENCE A RIDE WITH THE **CABLE CAR** BEFORE THEY ENJOY THE EVENING IN THE **BARS** AND **CLUBS**.

AFTER MEETING INTERESTING PEOPLE, WHO INTRODUCE THEIR **FAVORITE PLACES AND PROJECTS**, THE GUIDES GO TO **LIVERMORE**. HERE, THEY MEET A **TEST PILOT**, WHO SHOWS THEM THE AMAZING COUNTRY **FROM ABOVE**. MOREOVER, THE TEAM VISITS THE **FIRE STATION**, WHERE THE **OLDEST BULB** ON EARTH LIGHTS UP FOR 118 YEARS. IN 2015, THE FANS CELEBRATED THE **ONE-MILLION-HOUR PARTY**. HEREAFTER, THE V-GUIDES MEET THE ORGANIZERS OF PROJECTS LIKE '**OPEN HAND**'. OF COURSE, THE TEAM WILL NOT FORGET TO MEET PEOPLE IN **CHINATOWN** AND TO VISIT THE **MUIR WOODS NATIONAL MONUMENT,** THE **FISHERMAN'S WHARF,** THE **ACADEMY OF SCIENCE**, AND MUCH MORE.



NEVADA

THE DESERT AND PARADISE OF ENTERTAINMENT



DAVID COPPERFIELD

WHERE PLEASURE IS CAPITALIZED

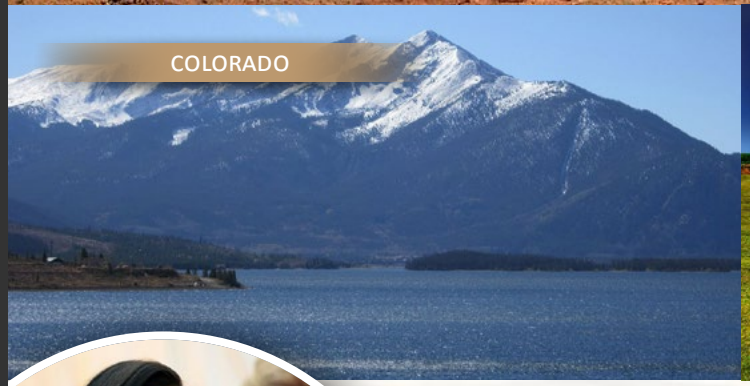
FROM THE SIGN OVER THE STRIP TO DEATH VALLEY

FRANK SINATRA, DEAN MARTIN, JERRY LEWIS, ELVIS PRESLEY, TINA TURNER, SIGFRIED & ROY... **GREAT NAMES, GREAT ENTERTAINER, GREAT SHOWS**. ALL OF THEM HAVE ONE THING IN COMMON: THEY CELEBRATED HUGE SUCCESS AS WELL AS EXTENSIVE PARTIES IN ONE OF THE **WORLD'S MOST VIBRANT PLACES**. LAS VEGAS.

HERE, THE V-GUIDES START AT THE FAMOUS WELCOME SIGN TO VISIT THE **SHARK REEF AQUARIUM, THE MANDALAY BAY, LUXOR, TROPICANA, MGM GRAND, PLANET HOLLYWOOD**, AND **CEASARS PALACE** TO NAME JUST A FEW. THE TEAM MEETS **MAGICIANS**, **MUSICIANS**, **DANCERS**, **CONCIERGES**, **CHAMBERMAIDS**, **CHEFS**, AND **GARBAGE MEN** AND **WOMEN**. WHILE THE GUIDES DISCOVER LAS VEGA'S **WAY OF LIFE**, THEY LET THE AUDIENCE PARTICIPATE IN THE AMAZING ADVENTURE. OF COURSE, THE GUIDES ALSO DISCOVER THE **TITANIC MUSEUM**, THE **BARS, WEDDING CHAPELS**, AND THE **SURROUNDING AREA** TO THE **HOOVER DAM**, THE **VALLEY OF FIRE**, AND THE **DEATH VALLEY NATIONAL PARK**.

THE SOUTH

FROM RIVER CANYONS OVER ROCKY MOUNTAINS TO THE COWBOY'S LAND



THE SOUTH CENTRAL/WEST

FROM THE LONE STAR STATE TO THE RIO GRANDE

TEXAS

NEW MEXICO

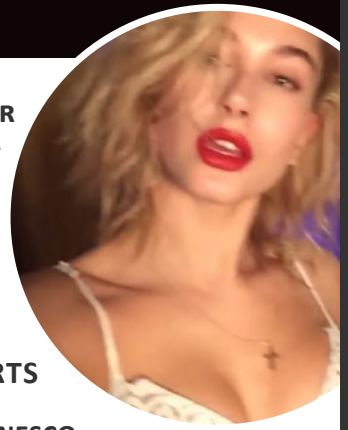
THE V-GUIDES

DISCOVER THE MODERN METROPOLITAN CENTERS LIKE AUSTIN AND DALLAS. OF COURSE, THEY ALSO VISIT TRADITIONAL TEXICAN SITES, LIKE AMARILLO OR SAN ANTONIO, THE FORT WORTH STOCKYARDS, AS WELL AS THE NATIONAL PARKS. AFTER THEY LEARNED MORE ABOUT THE MOON LANDING PROJECT IN HOUSTON, THEY 'MEET' SOME ALIENS IN ROSWELL, BEFORE THEY DISCOVER NEW MEXICO'S AMAZING NATURE, AND THE FOUR CORNERS MONUMENT ON THE GROUND AS WELL AS FROM ABOVE, WHILE ENJOYING A BALLOON RIDE.

ARIZONA

ROUGH AND UNTAMED

EMMA STONE
GAGE SKIDMORE, EMMA STONE BY GAGE SKIDMORE, CC BY-SA 3.0



HAILEY RHODE BIEBER
LOVE MAGAZINE, HAILEY BALDWIN 2014, CC BY 3.0

ROUGH BUT SIMPLY BEAUTIFUL

FROM THE WORLD'S SUNNIEST CITY TO WINTER SPORTS

OF COURSE, THE V-GUIDES WILL NOT MISS TO VISITING THE **UNESCO WORLD HERITAGE SITE**: THE GRAND CANYON. THEY WILL DISCOVER THE AMAZING PLACE BY **FEET** AS WELL AS ON THEIR **BIKES**, ON A **BOAT** AND **MULE**, OR IN A **HELICOPTER**. THE GUIDES WILL ENJOY THE BREATH-TAKING **NATURE**, **SUNRISES**, AND **SUNSETS** TO THE FULLEST.

THE TEAM CELEBRATES A **DINNER UNDER THE SPARKLING NIGHT SKY** BEFORE THEY SLEEP IN THEIR **CARAVAN**. TOGETHER, THEY DISCOVER THE COUNTRY FROM **SEDONA**, **MONUMENT VALLEY**, **GLEN CANYON** TO **PHOENIX**. HERE THEY ENJOY THE VIBRANT DAY AND NIGHTLIFE, GOOD **RESTAURANTS** AND **BARS**. IN **JEROME** THEY LEARN MORE ABOUT THE GOLD RUSH AND THE HARD WORK OF THE PEOPLE WHO MADE AMERICA THAT AMAZING PLACE. THE JOURNEY CONTINUES TO **FLAGSTAFF**, THE **HAVASU FALLS**, **CANYON DE CHELLY**, **ANTELOPE CANYON**, **TUMACACORI**, **SAGUARO**, **LAKE MEAD**, **BISBEE**, AND, OF COURSE, **TOMBSTONE**, WHERE THE TEAM LEARNS MORE ABOUT THE **AMERICAN HISTORY**.

LOS ANGELES

THE 'CITY OF STARS' AND HOPE

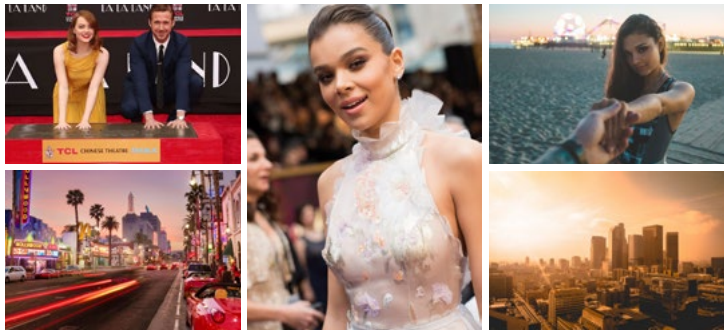
BILLIE EILISH

KAMALA HARRIS

WORLD'S DREAM FACTORY

OVER THE MOJAVE & JOSHUA TREE TO VENICE BEACH

THERE IS NO OTHER CITY ON EARTH WHICH WAS/IS HOME TO SO MANY **CELEBRITIES** AS LOS ANGELES. MARYLIN MONROE, EMMA STONE, JOHNNY DEPP, RYAN GOSLING, JODIE FOSTER, GWYNETH PALTROW, SILVESTER STALLONE, KRISTEN STEWART, KIM KARDASHIAN, TOM CRUISE, PARIS HILTON, ANGELINA JOLIE, LEONARDO DICAPRIO...



THE V-GUIDES DISCOVER THE **CALIFORNIAN DREAM**. THEY VISIT THE **SUNSET BOULEVARD**, THE **WALK OF FAME**, THE **CHINESE THEATER**, **BEVERLY HILLS, AND HOLLYWOOD**. THEREBY, THE GUIDES MEET FAMOUS AND UNKNOWN TALENTS TO TALK WITH THEM ABOUT THEIR **WORK, LIFE, HOPES, AND DREAMS**. THE TEAM VISITS THE **FILM STUDIOS** AND DISCOVERS THE **LOCATIONS**, WELL-KNOWN FROM POPULAR **MOVIES** OF THE LAST 100 YEARS. THE GUIDES SPEAK WITH **LEONARDO DICAPRIO** ABOUT HIS **FOUNDATION**, WHICH SUPPORTS PROJECTS AROUND THE WORLD, AND WITH THE WONDERFUL **HAILEE STEINFELD** ABOUT THE CHARITABLE INITIATIVE '**WHAT'S YOUR MISSION**' AND MUCH MORE.

SAN DIEGO

THE BEAUTY BETWEEN DESERT & OCEAN

ADAM DRIVER

SARAH ROEMER

ENCOUNTER OF CULTURES

FROM THE DESERT TO THE OCEAN AND MEXICO

HERE, AT THE BORDER TO MEXICO, THE V-GUIDES DISCOVER THE FULL BEAUTY OF CALIFORNIA. THEY DO ALL KIND OF **SPORTS**, AND DISCOVER CITY **ATTRACTIONS** AND FILM LOCATIONS OF ***TITANIC***, ***TOP GUN*** AND ***SOME LIKE IT HOT*** BEFORE THEY ENJOY **NUDE**
A **SENSUAL SUNBATH** AT **BLACK'S BEACH**.

OF COURSE, THE TEAM ALSO DISCOVERS THE ADVANTAGES AND DISADVANTAGES, WHICH RESULT FROM THE NEAR TO TIJUANA, MEXICO. THEY SPEAK WITH **RESIDENTS**, ENVIRONMENTALISTS, ANIMAL WELFARES, AND OTHER **ACTIVISTS** WHILE THEY MEET SEVERAL **ORGANIZATIONS** IN TOWN.
THE V-GUIDES ALSO CHAT WITH ACTRESS **MAYIM BIALIK** ABOUT HER BIRTHPLACE, HER **SOCIAL PROJECTS**, HER COLLABORATION WITH **TEXAS INSTRUMENTS**, AND HER OTHER ACTIVITIES. AFTER DISCOVERING SAN DIEGO'S **NIGHTLIFE**, THE GIRLS PREPARE THE NEXT PART OF HER TRIP, WHICH LEADS THEM ACROSS THE BORDER TO **MEXICO**.

THE CIRCLE IS CLOSED

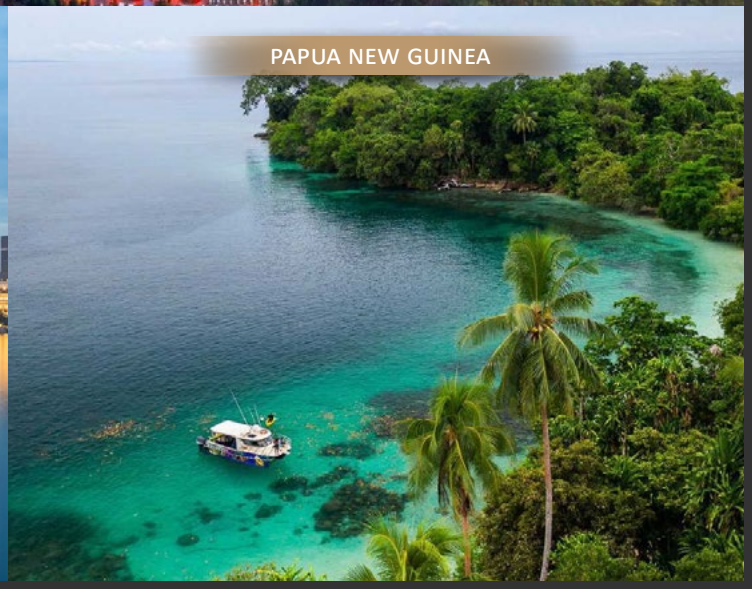
BUT IT'S ONLY THE BEGINNING

THE NEXT ADVENTURES GO TO....

2021 - 2024

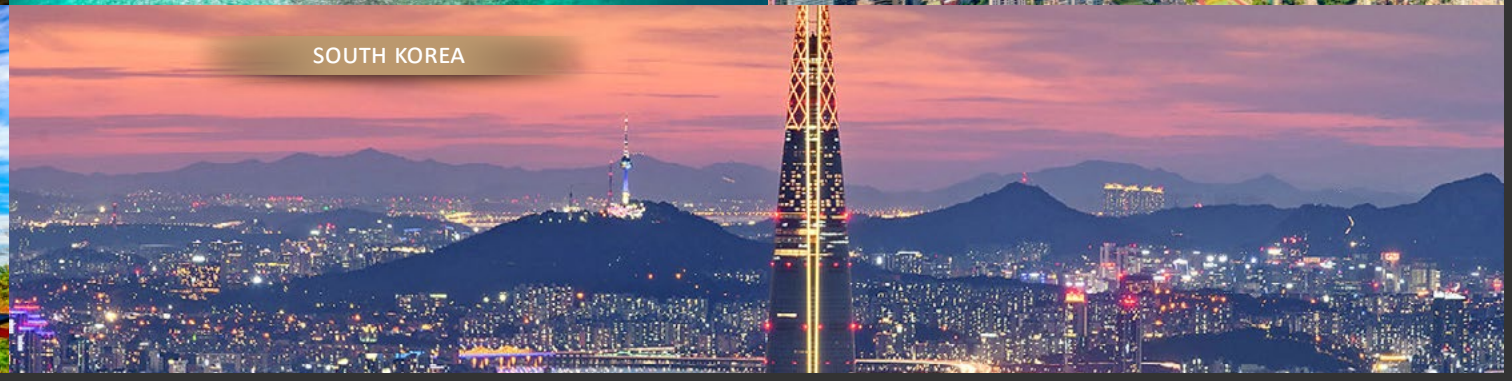
THE NEXT ADVENTURES GO TO....

2021 - 2024



THE NEXT ADVENTURES GO TO...

2021 - 2024

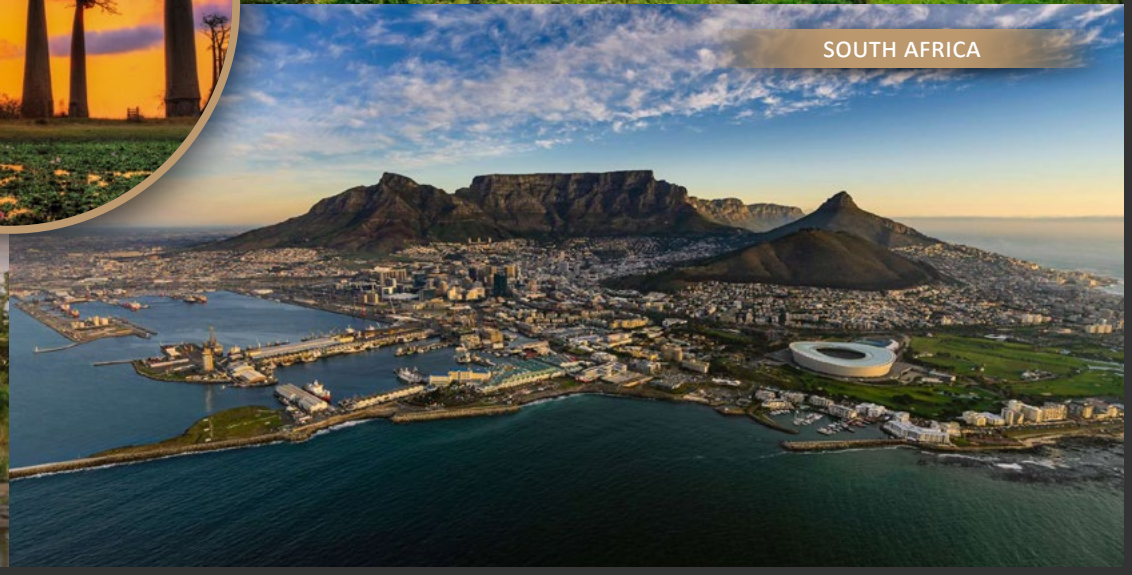


THE NEXT ADVENTURES GO TO....

2021 - 2024

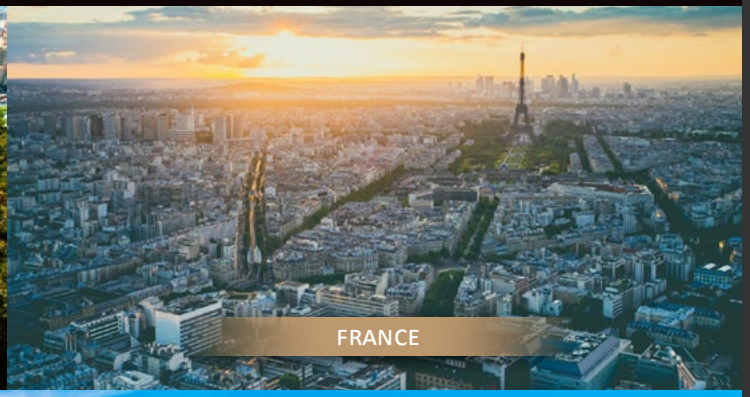
THE NEXT ADVENTURES GO TO....

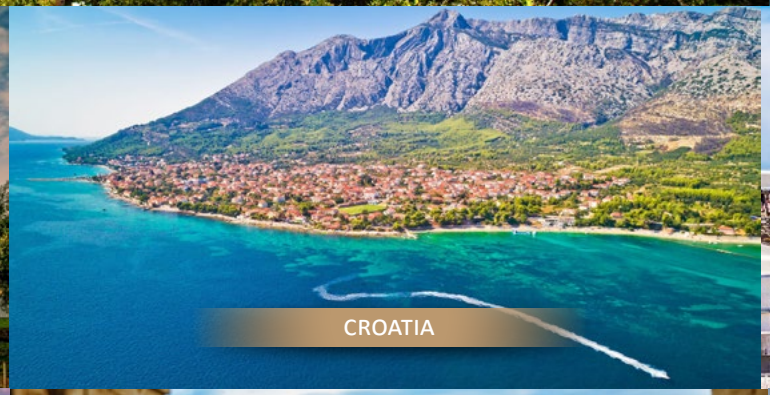
2021 - 2024

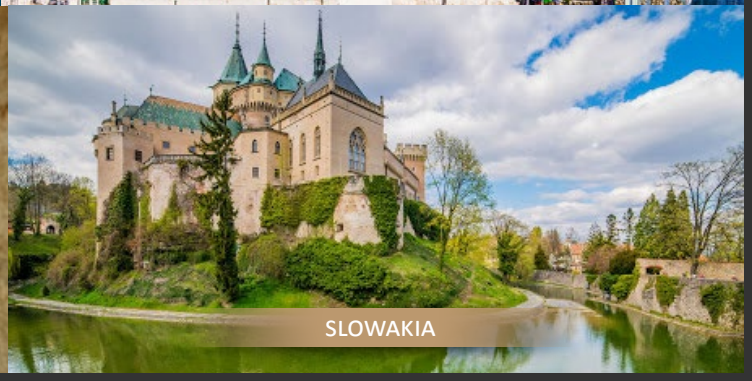


THE NEXT ADVENTURES GO TO....

2021 - 2024

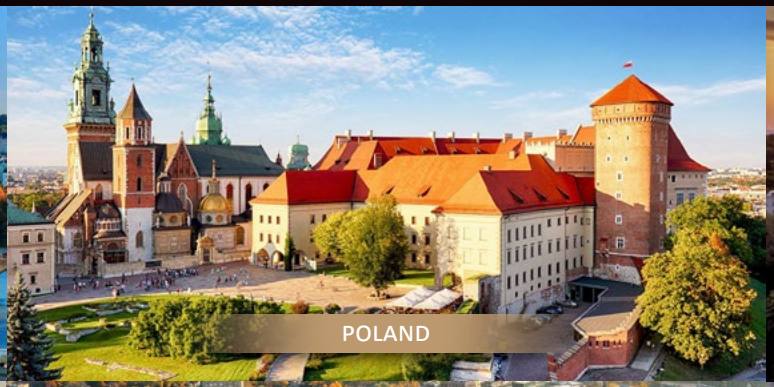


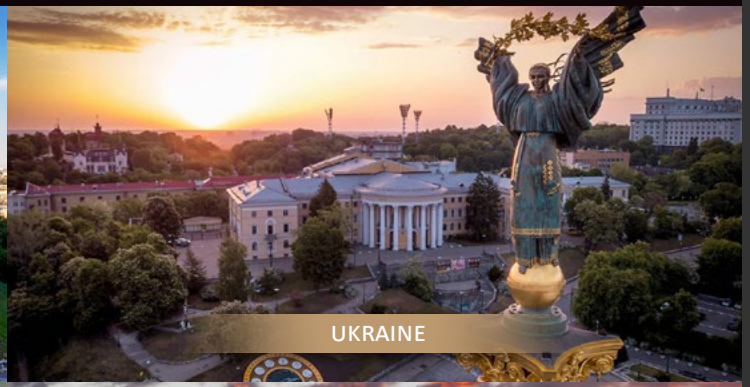


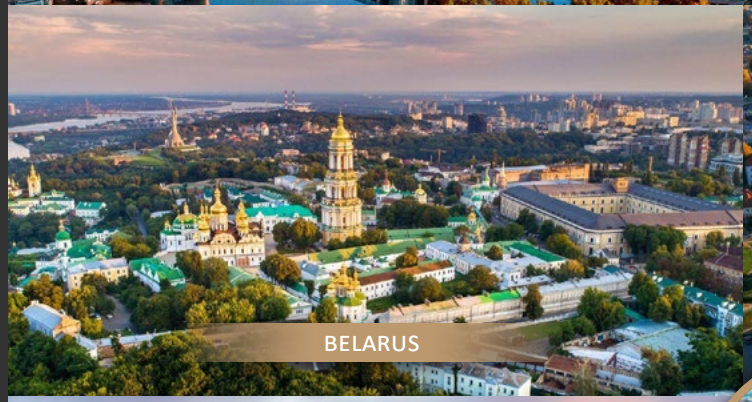


THE NEXT ADVENTURES GO TO....

CHRONOLOGICAL ORDER 2020 - 2024







THE NEXT ADVENTURES GO TO....

2021 - 2024

ENGLAND

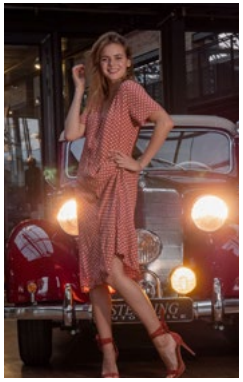
THE STYLES & LOOKS

STYLE MEETS DESIGN

WHEN YOUNG MODERN WOMEN GO INTO THE WORLD ON AN ADVENTUROUS LIFESTYLE JOURNEY, FASHION OBVIOUSLY PLAYS AN IMPORTANT ROLE. THEREFORE, ACCORDING TO THE OCCASION, THERE WILL BE SPACE FOR MANY STYLES FROM CASUAL TO VERY ELEGANT.

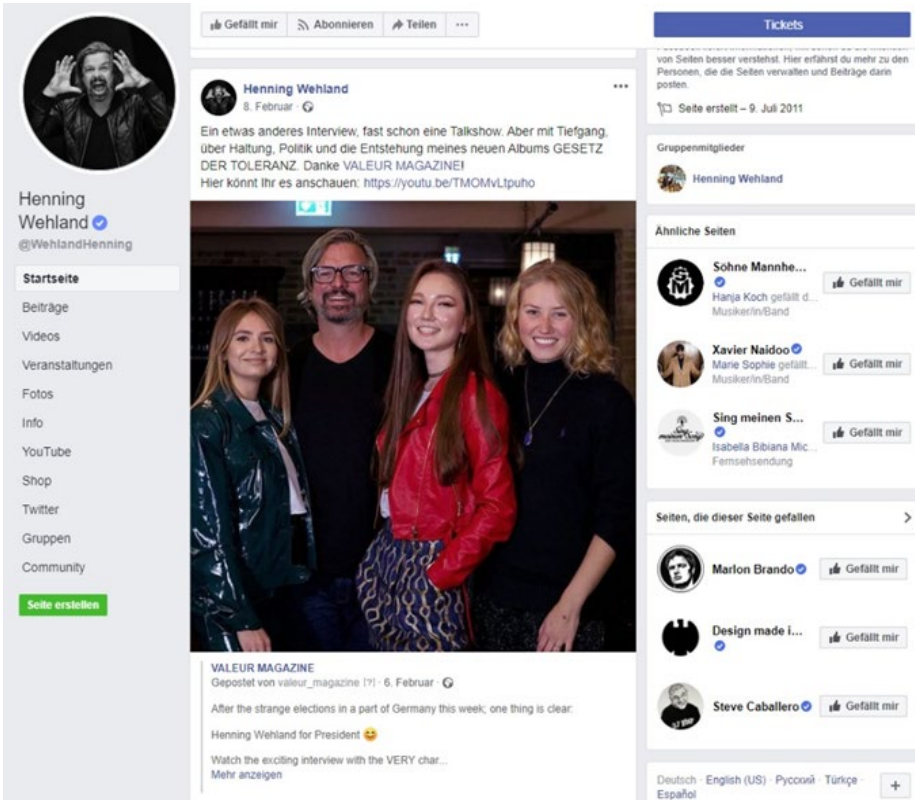
MORNING: AFTER THE V-GUIDES CELEBRATED THE MORNING WITH A NICE CUP OF COFFEE IN THEIR CAMPER OR HOTEL, THEY START THEIR TOUR IN CASUAL-, TRAVELER-, AND BOHO-LOOKS.
NOON: A QUICK STOP AT THE BEACH INVITES THE V-GUIDES TO SLIP INTO THEIR BEAUTIFUL SWIM- AND BEACHWEAR AND ENJOY THE WATER BEFORE THEY GET BACK ON THE ROAD.
AFTERNOON: THE V-GUIDES REACH A CITY - TIME FOR SOME ICE CREAM OR A COFFEE DRESSED IN PRETTY STREETWEAR.
EVENING AND NIGHT: A DINER WITH NEW FRIENDS IS ON THE AGENDA. A GREAT CHANCE TO WEAR THE NEWEST DESIGNER-OUTFIT.

OUR PARTNERS AND THE V-GUIDES ALWAYS ENSURE A DAZZLING AND IMPRESSIVE APPEARANCE.



THE VALUES

PEOPLE - CULTURE - HISTORY - NATURE - TRADITIONS - CREATIVITY - LIFESTYLE



ON THEIR DISCOVERY, THE V-GUIDES WILL ALWAYS MEET ACTORS, MUSICIANS, ARTISTS, FASHION DESIGNERS, AND MODELS IN TOWN. THERE, THEY WILL ALSO MEET INTERIOR EXPERTS AND ARCHITECTS. BUT MAINLY THEY WILL MEET STUDENTS AS WELL AS PEOPLE FROM NEXT DOOR.

ALL OF THEM WILL SHOW THEIR CITY AND COUNTRY TO THE V-GUIDES. THEY WILL TELL THEM MORE ABOUT THEIR CULTURE AND ITS HISTORY. TOGETHER THEY WILL DISCOVER THE POPULAR PLACES IN THE AREA AS WELL AS THE HIDDEN GEMS. SO, THE V-GUIDES WILL GET A PERSONAL, AND, THUS, EMOTIONAL INSIGHT INTO THE CITY AND COUNTRY'S HEART AND SOUL.

HOLLYWOOD-STARS, INTERNATIONAL MUSICIANS, AND ARTISTS HAVE ALWAYS BEEN VERY DELIGHTED WITH OUR TALKS. FOR EXAMPLE, HENNING WEHLAND AND HIS ENTIRE TEAM HAVE BEEN FASCINATED WITH OUR MEETING DURING THE PRODUCTION OF "7 DAY BERLIN." YOU CAN SEE HIS REACTION TO OUR INTERVIEW WITH HIM ON THE FACEBOOK-SCREENSHOT ON THE RIGHT.

THE CELEBRITIES

INTERNATIONAL INTERVIEW PLAN 2020 - 2021

OVER 20 YEARS WE ESTABLISHED A NETWORK THAT ENABLES US TO MEET WITH THE CREME DE LA CREME IN THE BUSINESS.

WHENEVER AN IN-PERSON MEETING IS IMPOSSIBLE, WE TALK VIA ZOOM OR SKYPE IN A COMFORTABLE ENVIRONMENT - IN A CAFÉ, A HOTEL, AND OFTEN NEXT TO, OR IN FRONT OF A CAR, COMPLEMENTED BY A BACKDROP OF A CASTLE, THE OCEAN, OR OTHER IMPRESSIVE BACKDROPS.

IN PREPARATION ARE:

MARGOT ROBBIE - EMMA STONE - CHRIS EVANS - AMANDLA STENBERG - DUA LIPA - SAMARA WEAVING - CHRIS HEMSWORTH
RYAN REYNOLDS - WILL SMITH - ALICIA KEYS
STEVEN SODERBERGH - EMILIE BLUNT
LADY GAGA - COLDPLAY - MATT DAMON
BILL & MELINDA GATES - ZENDAYA...

THIS LIST IS JUST AN EXCERPT OF THE CELEB-TALKS PLANNED FOR 2020/21.

THE KEY FACTS

VISUALIZATION - RUNNING TIME - DISTRIBUTION - AUDIENCE

COVERAGE: 7 EPISODES AND ISSUES

AVERAGE RUNNING TIME NUMBER OF PAGES (MAGAZINE):
60-90 MINUTES / 150 PAGES

ADDITIONAL COVERAGE DURING THE PRODUCTION / TEASER:
DAILY DIARIES: Á 3-10 MIN. EACH DAY
WEEKLY REVIEWS: CA. 10-15 MIN.

VISUALIZATION VIDEO: A MODERN, HARMONIOUS, ATMOSPHERIC, SENSATIONAL MIX OF AN INFORMATIVE TV-DOCUMENTARY, A COMMERCIAL, MUSIC AND FASHION-VIDEO, AN EXCITING ROAD-MOVIE, AND AN ENTERTAINING YOUTUBE JOURNEY. ADDITIONALLY - WHEREVER IT'S POSSIBLE - SPECTACULAR AERIAL SHOTS WILL BE PRODUCED.

VISUALIZATION MAGAZINE: GLOSSY, CATALOG, CAMPAIGN, REPORT, TRAVEL, DOCU, ART-STYLES

VISUALIZATION DIARIES, LIVE-STREAMS & BEHIND THE SCENES:
FRESH, MODERN, FUNNY, ENTERTAINING, SOCIAL-MEDIA-STYLE

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THE KEY FACTS

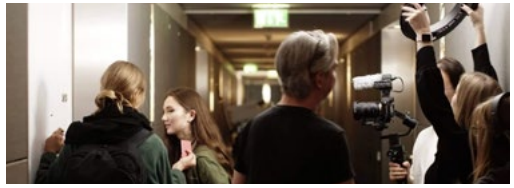
VISUALIZATION - RUNNING TIME - DISTRIBUTION - AUDIENCE

PUBLICATION AREA: ALL OVER EUROPE AND THE USA

MULTIPLICATORS 1: THE V-GUIDES AND THEIR LOCAL AND TRANSREGIONAL PARTNERS SHARE THE CONTENT ON VARIOUS CHANNELS. WE COLLABORATE WITH UNIVERSITIES IN THAT FIELD ADDITIONALLY.
MULTIPLICATORS 2: THE CONTENT WILL BE SHARED WITH PARTNERS OF THE COUNTRY'S INDUSTRY, AS WELL AS GERMAN PRINT- & ONLINE MEDIA PARTNERS, TV- & STREAMING-PARTNERS.

AUDIENCE: THE VALEUR-AUDIENCE EXPECTS OUTSTANDING CONTENT, ENTERTAINING AND AUTHENTIC STORIES, IN SHORT: VALUES. THEY CARE ABOUT FASHION, LIFESTYLE, TRAVEL, DESIGN, TECHNOLOGY, MOBILITY, ART, CULTURE, WELLNESS, BEAUTY, SPORT, PEOPLE, ENTERTAINMENT, TRADITIONS, NATURE, AND SO MUCH MORE

AGE-GROUP: TRADITIONALLY, THE AGE-GROUP IS BROAD-RANGING DUE TO THE WIDE RANGE OF TOPICS. THE AVERAGE AGE LIES BETWEEN 18 AND 42 YEARS.



TIME OF PRODUCTION: BY ARRANGEMENT

TEAM: 6 PERSONS

PUBLICATION TIME: THE PUBLICATION DATE DEPENDS ON THE FINAL DECISIONS. THE PUBLICATION OF THE FIRST EPISODE WILL START ONE MONTH AFTER PRODUCTION. THE DIARIES AND LIVE-STREAMS WILL BE INSTANTLY RELEASED FROM THE FIRST DAY OF PRODUCTION. EVERY SEASON WILL BE PROMOTED FOR 3 MONTHS AND THEN IT WILL BE AVAILABLE FOR AN UNLIMITED TIME IN THE MEDIA CENTER.

PLANNED REACH 2021-22 SEASON: APPROX. 15 MILLION

THE TARGET GROUP IN A NUTSHELL

THE AUDIENCE AND READERS OF THE ONE WORLD DISCOVERY & THE VALEUR MAGAZINE

IN GENERAL THE AUDIENCE...

- IS LIFESTYLE-ORIENTED
- ATTACHES GREAT IMPORTANCE TO QUALITY IN ALL SPHERES
- IS WILLING TO TAKE TIME AND SPEND MORE MONEY

GENDER & AGE GROUP

THE MAIN CONTENT IS ADDRESSED TO ALL GENDERS, BUT THEMES LIKE FASHION & BEAUTY MAINLY AROUSE THE INTEREST OF WOMEN AND X GENDERS. THE AVERAGE AGE IS 18-40.

EDUCATION, JOB & CHARACTER

- HIGHER EDUCATION (COMPLETED OR IN PROGRESS)
- EXPECT TOP-JOBS; THEREFORE, THEY ACCEPT MORE WORK
- COSMOPOLITANS, INTERESTED IN OTHER CULTURES

WATCHING & READING BEHAVIOR

- HIGHLY INTERNET-SAVVY,
- EXPECT TO STREAM CONTENT ANYTIME, BUT
- ATTACH VALUE TO AN AUTHENTIC & SOPHISTICATED CONTENT

MAIN EXPECTATIONS

BECAUSE OF THEIR BUSY LIVES, THE AUDIENCE EXPECTS TO GET PROFOUND INFORMATION, PRESENTED IN AN ENTERTAINING AND COMPREHENSIBLE WAY WITH A POSITIVE MESSAGE.

USAGE BEHAVIOR OF CROSS-MEDIA & DEVICES

- EXPECTS DAILY NEWS VIA SOCIAL MEDIA ON A SMARTPHONE
- TAKES TIME FOR PROFOUND CONTENT BY STREAMING ON TV, OR WATCHING AND READING IT ON TABLET OR NOTEBOOK

PERCEPTION OF ADVERTISING

- DOESN'T LIKE/ACCEPT INTERRUPTIONS THROUGH ADS
- ACCEPTS PRODUCT-PLACEMENTS WITHIN STORIES AS LONG AS THEY ARE AUTHENTIC AND RELEVANT

ACTIVE PARTICIPATION

- LIKES AND SHARES FAVORITE CONTENTS
- EXPECTS A PLATFORM FOR COMMENTS AND CRITIC
- WANTS TO TAKE PART ACTIVELY IN THE STORYTELLING

TOGETHER

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