



**IMAGE-VIDEOS
TV-MAGAZINES
EVENT-CAMERA
VIDEO-GRAPHICS
MARKET-OVERVIEW
FOOTAGE-PRODUCTION
CONTENT-PRODUCTION
CLINICS WITH ANALYSIS
MEDIA- CAMERA-TRAININGS
TECHNICAL DOCUMENTATION
CLINICS VIDEO DOCUMENTATION**

**CAR-
NEWS
.TV**

**30 YEARS OF ACADEMICALLY
GROUNDED EXPERTISE**

CAR-NEWS.TV



FOR SEVERAL YEARS NOW, WE HAVE BEEN PRODUCING ANNUAL COMPACT TRADE FAIR REPORTS WITH RELEVANT HIGHLIGHTS FOR COMPANY HEADQUARTERS.



PRODUCT-CLINICS

WITH VIDEO DOCUMENTATION AND ANALYSIS

FINAL RESULTS VIDEO



WITH OUR EXPERIENCE FROM NUMEROUS PRODUCTIONS, WE CAN EFFICIENTLY SUPPORT EVERY OEM WITH DOCUMENTATION AND EVALUATION IN THEIR MARKET RESEARCH.



PERFECT EQUIPMENT FOR EVERY TASK

**SPECIAL INTEREST
PRODUCT-CLINICS**



MAGENTA.TV

ANIXE-HD & ANIXE+

CAR-NEWS.TV



NEUVORSTELLUNGEN
TESTS
MODELLVERGLEICHE
RACING
KLASSIKER



“ANIXE AUF
RÄDERN”



**TV MAGAZINE ON
SEVERAL CHANNELS**

**MONTHLY TV MAGAZINE AIRING ON BOTH ANIXE CHANNELS SINCE 2014.
MANY REPEATS (UP TO 8 BROADCASTS PER WEEK) - EACH WITH APPROXIMATELY
124,000 VIEWERS - ALL AVAILABLE AT :
[HTTPS://WWW.FERNSEHSERIEN.DE/ANIXE-AUF-RAEDERN/SENDETERMINE](https://www.fernsehserien.de/anixe-auf-raedern/sendetermine)**

**ANNUAL AUDIENCE OF MONTHLY MAGAZINES :
620 BROADCASTS! WITH A TOTAL OF
74 MILLION VIEWERS
(BROADCASTER INFORMATION)**

**VIDEO LIBRARY IN THE ANIXE APP OR ON THE
HOMEPAGE: [HTTPS://WWW.ANIXEHD.TV/](https://www.anixehd.tv/)
PROGRAM: [HTTPS://WWW.FERNSEHSERIEN.DE/
ANIXE-AUF-RAEDERN/SENDETERMINE](https://www.fernsehserien.de/anixe-auf-raedern/sendetermine)**

AS OF: DECEMBER 27, 2025

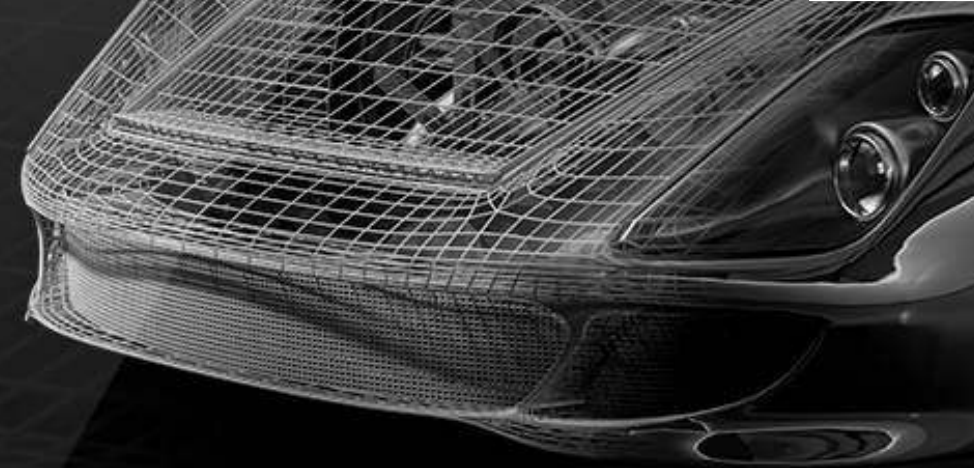
MARKETING AND PRESS- PRODUCTIONS



**CALVERT-STUDIOS
MALAGA
WATER-PLATFORM**

**MOVING IMAGE COMMUNICATION
WITH HIGH-QUALITY VIDEOS FROM
8K TO SOCIAL MEDIA**

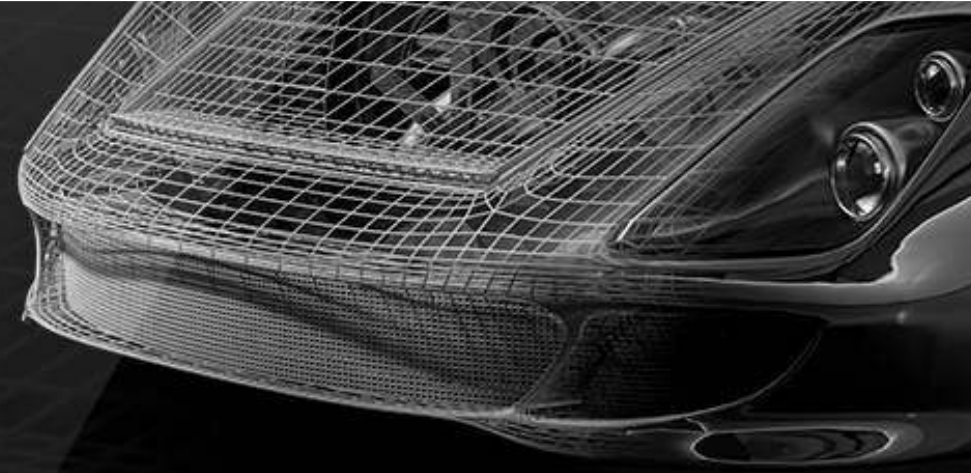
PRODUCTIONS



EXAMPLES OF FOOTAGE AND CONTENT PRODUCTION



PRODUCTIONS



**EXAMPLES OF
FOOTAGE AND
CONTENT
PRODUCTION**



STUDIO-PRODUCTIONS

(EVEN WITH HIGH SECRECY)

MEDIA-TRAININGS

**SINCE 1998, WE HAVE REGULARLY
CONDUCTED MEDIA TRAINING SESSIONS
IN FRONT OF REAL TV CAMERAS FOR
OEMS. THE GOAL IS TO CONVEY
MESSAGES CONFIDENTLY AND
ENGAGINGLY ON CAMERA, SAYING ONLY
WHAT BENEFITS THE COMPANY!**



3 MINUTE - SHORT - VERSIONS EXAMPLE - GLOMEX- DISTRIBUTION MSN, OK, ETC....



CAR-NEWS.TV

3 Minuten Toyota Prius - Die 5. Generation

News

VOR 10 MONATEN DE

👁 28,2K

★ 5,2K



CAR-NEWS.TV

3 Minuten Toyota Land Cruiser 2024 - Exklusive erste Sitzprobe

Lifestyle & Docutainment

VOR 10 MONATEN DE

👁 45,4K

★ 3,5K



CAR-NEWS.TV

3 Minuten Tokyo Mobility Show 2023 - Die Zukunft ruft

Travel & Adventure

VOR 7 MONATEN DE

👁 33,5K

★ 1,4K



CAR-NEWS.TV

3 Minute Buschtaxi-Treffen 2023 in Ohrdruf - Im September 2023 fand das 20. Buschtaxi-Treffen in...

Social & Fun

VOR 8 MONATEN DE

👁 63,7K

★ 1,7K



CAR-NEWS.TV

3 Minuten Toyota C-HR - Die zweite Generation des Bestsellers

Travel & Adventure

VOR 2 MONATEN DE

👁 55,3K

★ 1,3K



CAR-NEWS.TV

3 Minuten Toyota Prius - 5. Generation. Das wohl schönste E-Auto im Markt - ist es aber auch...

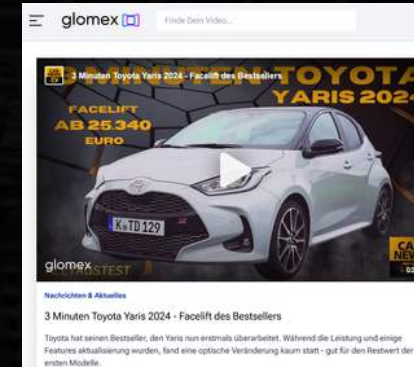
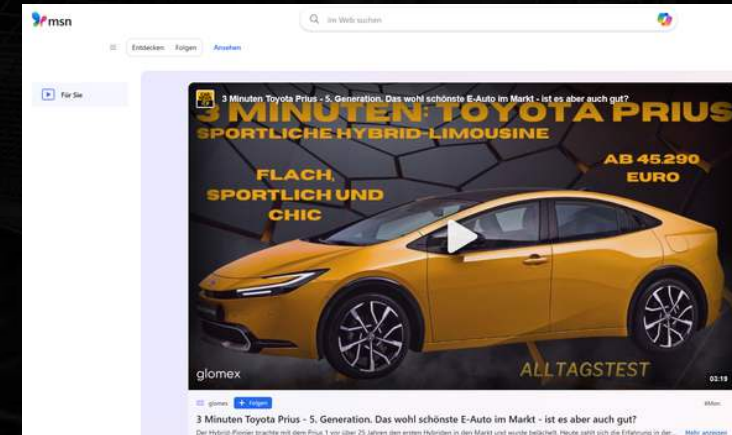
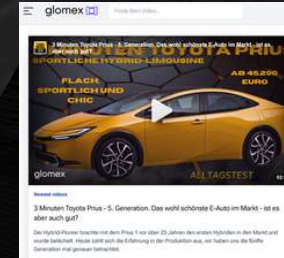
Travel & Adventure

6 MONTHS AGO DE

👁 67,3K

★ 3,3K

CAR-NEWS.TV



HOMEPAGE: [HTTPS://EXCHANGE.GLOMEX.COM](https://exchange.glomex.com)
GLOMEX ARTICLES IN THE CATEGORIES: NEWS, AUTOMOTIVE, TRAVEL, AND LIFESTYLE

AS OF: JANUARY 12, 2025

CREDIBILITY OF THE MEDIA IN 2025

SOCIAL MEDIA IS ACCOMPANIED BY A SIGNIFICANT LOSS OF TRUST

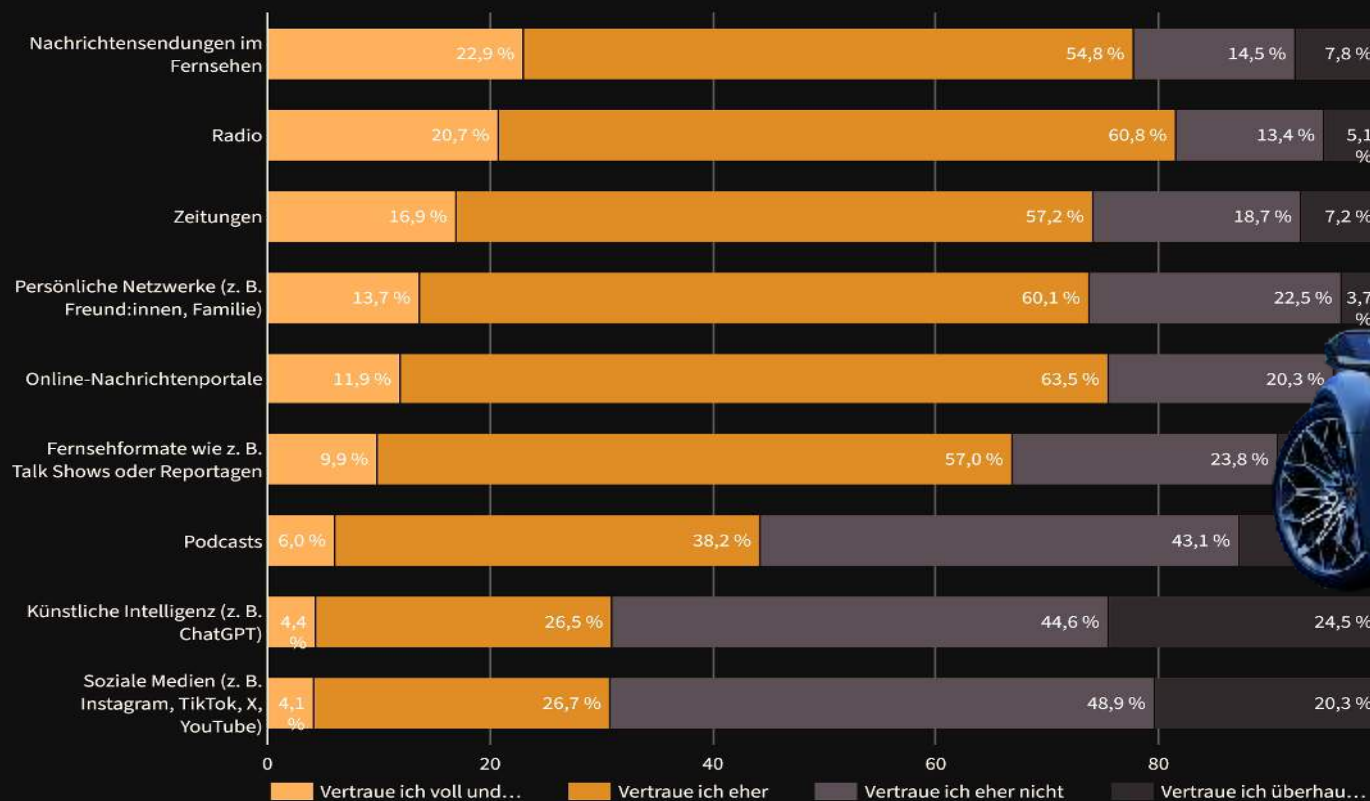
CAR-NEWS.TV



NEUVORSTELLUNGEN
TESTS
MODELLVERGLEICHE
RACING
KLASSIKER

QUOTE FROM A MEDIA STUDY ABOUT SOCIAL MEDIA:

“MOST OF THEM ARE JUST VERY INEXPERIENCED AMATEURS WHO SHARE THEIR OPINIONS!”



[HTTPS://WWW.IU.DE/FORSCHUNG/STUDIEN/MEDIENKOMPETENZ/VERTRAUEN-IN-MEDIEN/](https://www.iu.de/forschung/studien/medienkompetenz/vertrauen-in-medien/)



RELEVANCE AMONG TARGET GROUPS WITH HIGH FINANCIAL CAPACITY ABOVE 40 YEARS.



CAR-NEWS.TV

3 Minuten Lexus NX 350 Overtrail -
Edel über Stock und Stein..

News

7 DAYS AGO DE

👁 22,6K

★ 1,4K

GLOMEX

CAR-NEWS.TV



NEUVORSTELLUNGEN
TESTS
MODELLVERGLEICHE
RACING
KLASSIKER

MANY VIDEOS ON OUR B2B SITE:

[HTTPS://WWW.CAR-NEWS.TV](https://www.car-news.tv)

REFERENCE CHANNEL WITH MORE THAN 2,500 VIDEOS:

**[HTTPS://WWW.YOUTUBE.COM/
@CARNEWSTVCHANNEL](https://www.youtube.com/@carnewstvchannel)**

**"ANIXE AUF RÄDERN" ON TV AND
IN THE ANIXE MEDIA LIBRARY**

**MAGENTA.TV VIDEOS AVAILABLE
EXCLUSIVELY ON THE TELEKOM PLATFORM**

**ALL 3-MINUTE CLIPS ON YOUTUBE OR
ON THE GLOMEX PLATFORM**

YOUTUBE SUBSCRIBERS: 25,300
YOUTUBE VIDEOS: 2,590
YOUTUBE VIEWERS (MONTHLY): 954,200



GLOMEX / MSN VIEWS (MONTHLY): 230,000

MAGENTA.TV VIEWERS (MONTHLY): 316,000

ANIXE VIEWERS (PER EPISODE + RERUNS): 114,000

REGIONAL TV, DOWNLOAD VIEWERS (MONTHLY): APPROXIMATELY 250,000

B2B PORTAL MONTHLY DOWNLOADS: AVERAGE APPROXIMATELY 150
(B2B DOWNLOADS ARE REDISTRIBUTED)



AUTOMOTIVE EXPERTISE SINCE 1992

CAR-
NEWS
.TV

STUDIES IN ECONOMICS AND SOCIAL PSYCHOLOGY, TRAINEESHIP,
DOCTORATE IN AUTOMOTIVE MARKETING, STUDYING INTERNATIONAL
MARKETING AT AN ELITE ENGLISH UNIVERSITY
DEVELOPMENT OF MSN, FOCUS ONLINE AUTO, RTL AUTO.DE, SINCE 1998: LIVE
GAME "WHO WANTS TO BE A MILLIONAIRE?", SINCE 2006 MAGENTA TV, ANIXE,
NETWORK OF CITY AND REGIONAL BROADCASTERS, MSN PARTNER, GLOMEX
PARTNER, ETC.

THEREFORE: EVEN THOUGH IT IS BECOMING INCREASINGLY COMMON TO
CLAIM EXPERTISE, WE CAN PROVE IT WITH DEGREES.



TV-PARTNERS:

**26 PERMANENT PARTNERS
~60 OCCASIONAL PARTNERS**

SOCIAL-MEDIA:

**YOUTUBE, GLOMEX, MSN-
PARTNERS**

MARKETING + FOOTAGE:

**CURRENTLY 3 OEMS -
EUROPEAN HEADQUARTERS**

**SCHULUNGEN - MEDIEN-
TRAINING:**

**3 OEMS + 2 IMPORTERS
STADA-PHARM, MANAGEMENTCIRCLE,
IHK'S ETC.**

RTL

SEIT 1998: RTL AUTO UND "WER WIRD MILLIONÄR"

CAR-NEWS.TV - TV-PARTNER

SINCE 2005, WE HAVE BEEN PRODUCING THE MONTHLY AUTO MAGAZINE "CAR-NEWS.TV" FOR TELEKOM VIA MAGENTA.TV - MORE THAN 230 EPISODES!

SINCE 2014, WE HAVE BEEN PRODUCING THE MONTHLY MAGAZINE "ANIXE AUF RÄDERN" FOR ANIXE+ AND ANIXEHD (2 CHANNELS), WITH UP TO 12 BROADCASTS PER WEEK (UNFORTUNATELY, INCLUDING MANY REPEATS).

OTHER CHANNELS AND ASSOCIATIONS (CITY AND REGIONAL PROGRAMS) REGULARLY DOWNLOAD PROGRAMS FROM THE OPEN PLATFORM OR REQUEST INDIVIDUAL SEGMENTS.

LUFTHANSA (AUSTRIAN + SWISS) OCCASIONALLY PURCHASE PROGRAMS - ON A ONE-OFF BASIS ONLY FOR ITS IN-FLIGHT ENTERTAINMENT PROGRAM IN FOUR LANGUAGES





**SINCE 1998,
WE HAVE BEEN
PRODUCING
THE LIVE GAMES
OF "WHO WANTS TO BE
A MILLIONAIRE?"**

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RTL 21 Sek.

WER WIRD MILLIONÄR

15 • € 1 MILLION
14 • € 500.000
13 • € 125.000
12 • € 64.000
11 • € 32.000
10 • € 16.000
9 • € 8.000
8 • € 4.000
7 • € 2.000
6 • € 1.000
5 • € 500
4 • € 300
3 • € 200
2 • € 100
1 • € 50

ENDE

Welchen katholischen Orden gründete Bruno von Köln im Jahre 1084?

- A: - B:
- C: Abessinier - D: Kartäuser

