



**travelxp**  
world's leading travel channel\*

\*based on travel content and global 4K reach

# ABOUT TRAVELXP

travelxp

www.travelxp.tv

Travelxp is the world's leading travel channel\* and travel content provider. Launched in 2011, Travelxp is currently distributed in **97+ million homes** with several global feeds.

Travelxp's content strategy to showcase exclusive, well researched, brilliantly filmed and in-depth depiction of destinations around the world, has been lifting up and inspiring viewers to explore the world like never before.

Travelxp is the **world's leading travel influencer** inspiring millions to choose their holiday destination based on content that they consume on Travelxp

\*based on travel content and global 14K reach



# WORLDWIDE REACH & LOCALIZATION

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[www.travelxp.tv](http://www.travelxp.tv)

Travelxp is distributed in DTH / Cable TV / IPTV platform as a linear 24 hour television service :

United Kingdom, USA, Canada, Germany, Netherlands, Belgium, France, Luxembourg, Macedonia, Czech Republic, Singapore, Slovakia, Serbia, Croatia, Bulgaria, Romania, Slovenia, Macedonia, India, Russia, Bangladesh, Sri Lanka, Dubai, Qatar, Nigeria, Tanzania, Kenya, Uganda, Mexico, Malawi, Mauritius, Italy, Romania & Nigeria.

Travelxp shall be launching in the following countries soon :

France, Austria, Switzerland, Spain, Portugal, Poland, Hungary, Albania, Ukraine, Argentina, Brazil, Chile.

Depending on the region, Travelxp is localized in the local language of the region.

Some of the languages that are already localized are:

English, German, Polish, Serbian, Croatian, Czech-Slovak, Bulgarian, Dutch, Macedonian, Slovenian, Hindi, Tamil, Bengali.

Following languages are under production and expected to launch soon:

Spanish, French, Russian, Italian, Greek, Hungarian, Romanian, Marathi, Telugu, Malayalam, Kannada

Travelxp is a leading travel content provider through licensing to Television Channels, IPTV & OTT Platforms, Airlines, etc. across 50+ countries across the world. Travelxp is available in several languages with audio and subtitle localization based on feeds across the globe.



# REASONS FOR TRAVEL

travelxp

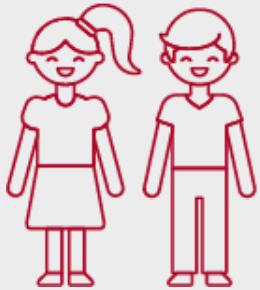
[www.travelxp.tv](http://www.travelxp.tv)



# CONTENT AFFINITY

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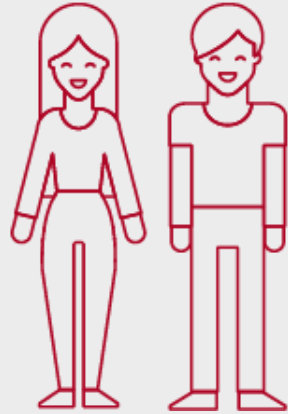


## Gen Z

2 - 14 yrs

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Foundation  
Knowledge  
Learning  
World Affinity  
Time Utilization

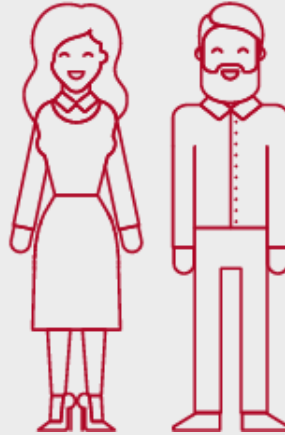


## Millennials

15 - 21 yrs

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Aspirational  
Compassion  
Culturally Aware  
Secular  
Explore the World



## Adult Millennials

22 - 30 yrs

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Explore the world  
Global Perspective  
Getaway Ideas  
History & Heritage  
Well-Informed



## Gen X

31 - 50 yrs

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Unwind & Relax  
Pleasant Break  
Happy Environment  
Educative Content for Kids  
Influencer



## Baby Boomers

51+ yrs

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Divine Journeys  
Nostalgia  
Encouraging  
Revival of the Traveller  
Influencer

# CONTENT STRATEGY

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DESTINATIONS



FOOD



NATURE



CULTURE



HERITAGE

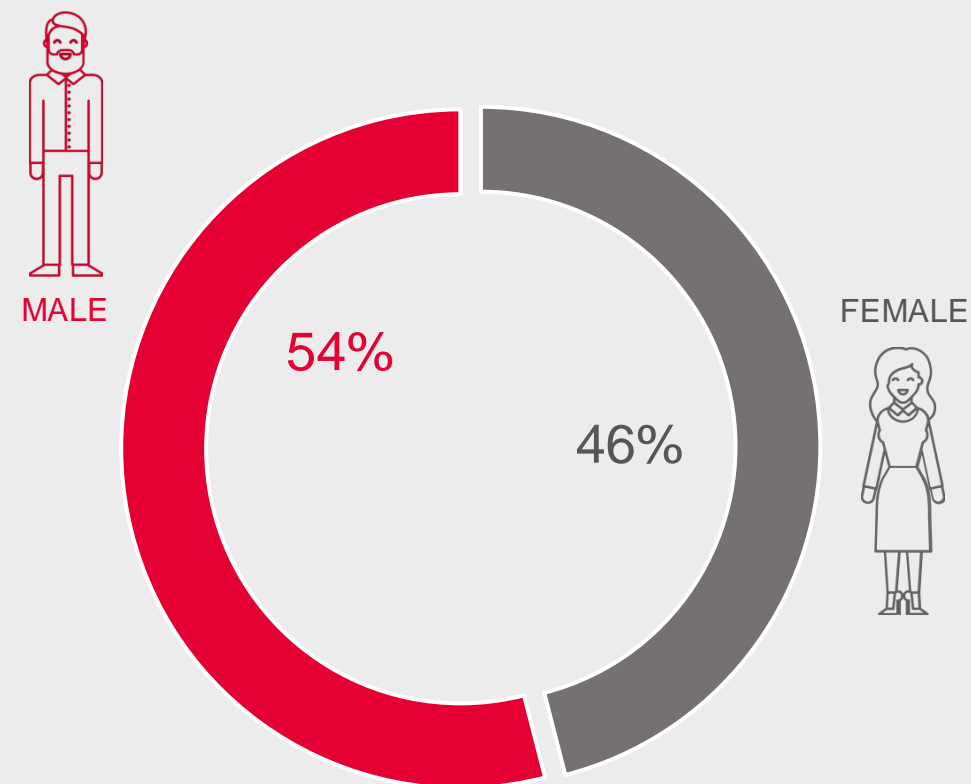
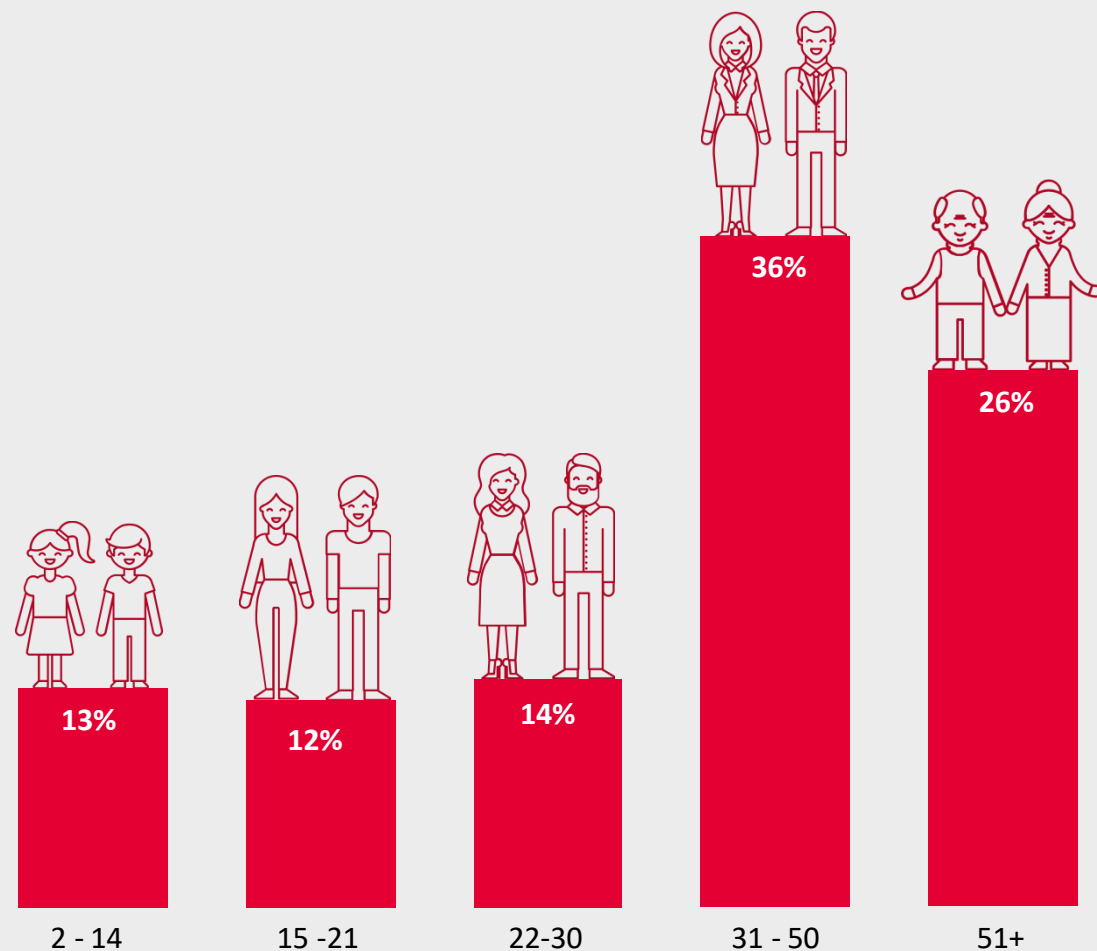


LIFESTYLE

# DEMOGRAPHIC RATINGS

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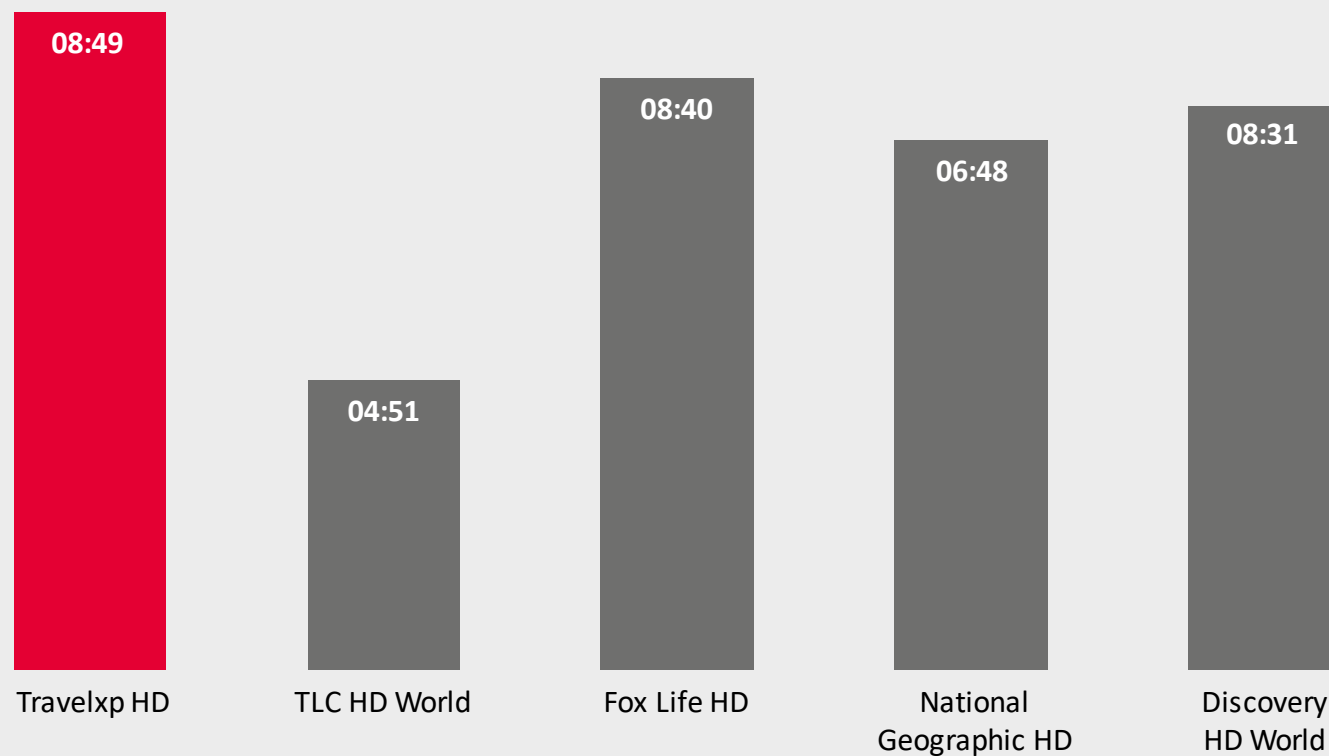


Source : BARC, All India, Age : 2+. July 2017 – May 2019

# ENGAGING CONTENT

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Per Viewer - Per Week

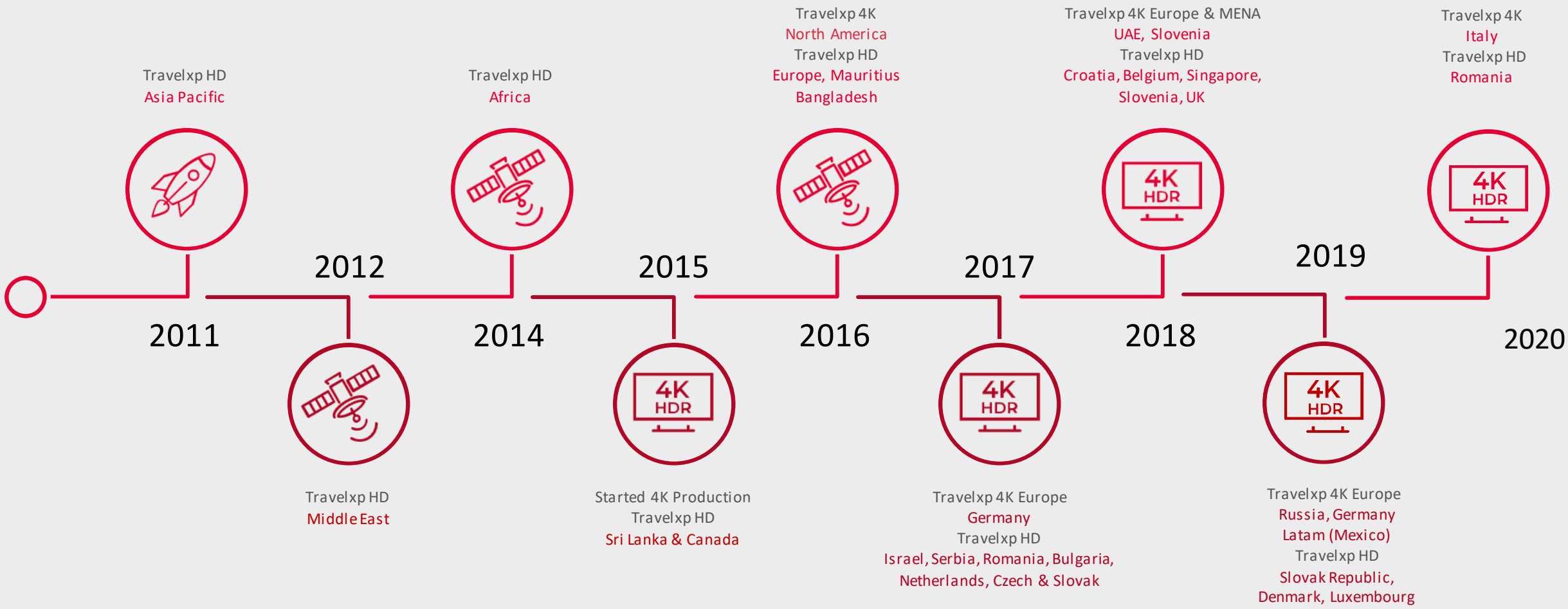
Source: BARC, Average Time Spent Per Viewer, Per Week in Minutes, July 2017 – May 2019, All India, Age : 2+



# TRAVELXP TIMELINE



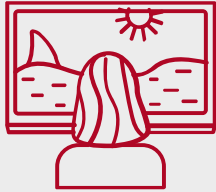
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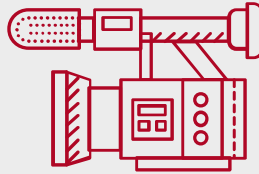
# KEY DIFFERENTIATORS

**travelxp**

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Distributed in  
97+ million homes



100% original  
production



Filmed in more  
than 50+ countries



1000+ hours of  
premium content



Multi-cultural  
hosts



Pioneers of the  
4K HDR ecosystem



Largest HD travel  
content library

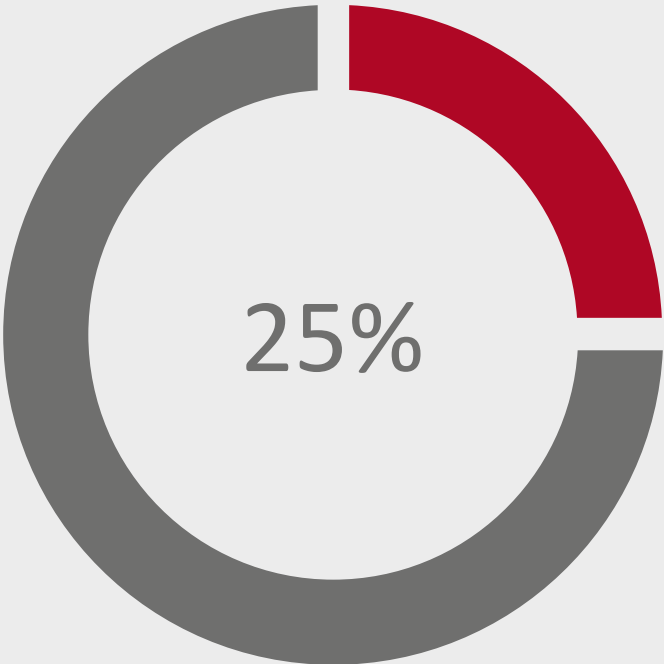
# TRAVEL CONTENT



MONTHLY  
SHARE OF  
TRAVEL  
CONTENT



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Competition

# TRAVELXP GLOBAL FEEDS


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 **Eutelsat  
Hotbird 13E**

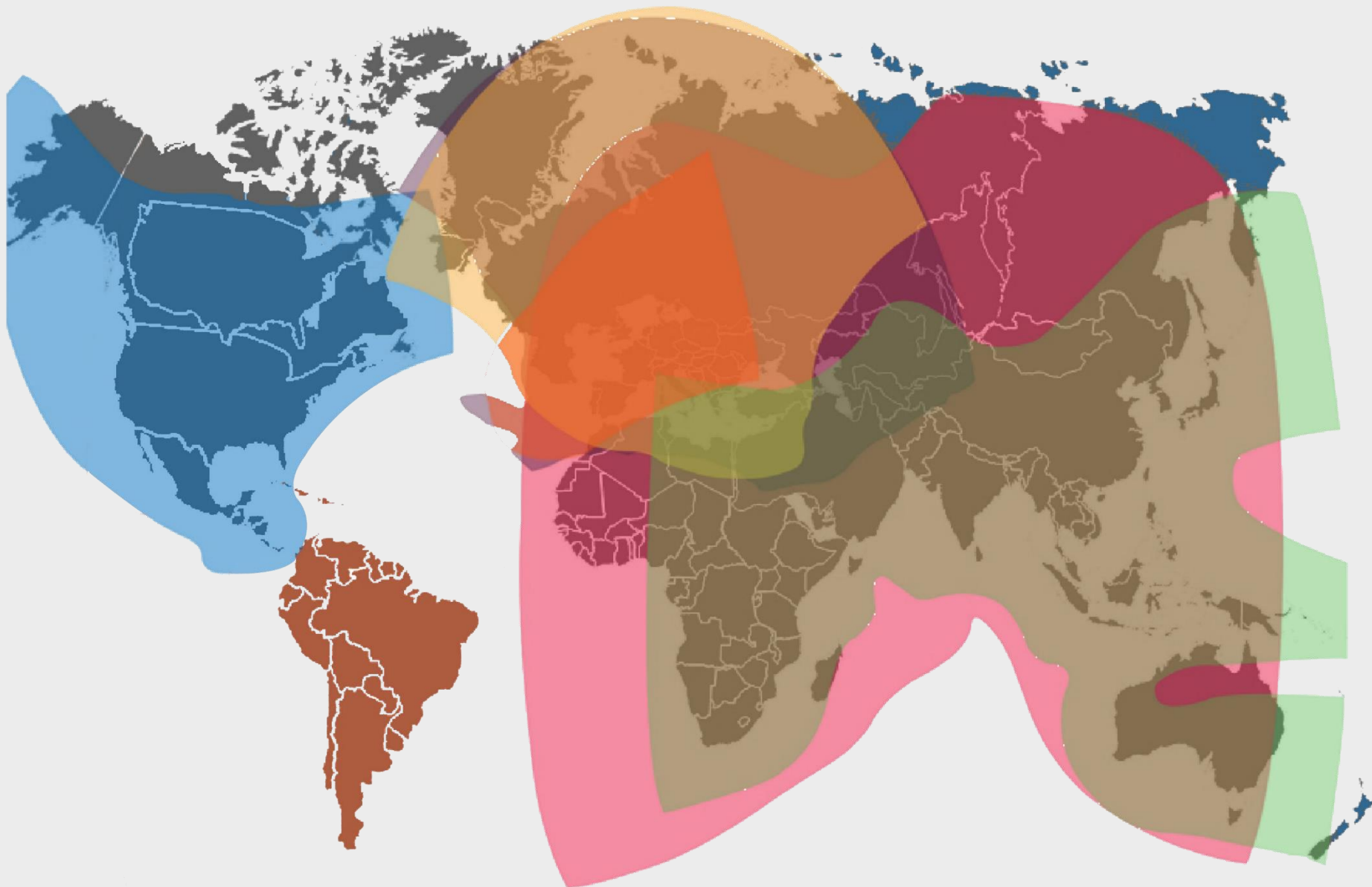
 **SES 1**

 **SES 19.2**

 **Measat 3**

 **Intelsat 20**

 **Eutelsat 16A**





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[www.travelxp.tv](http://www.travelxp.tv) | [www.travelxp4k.com](http://www.travelxp4k.com) | [www.youtube.com/travelxp](http://www.youtube.com/travelxp)



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