



HEY!

We are funk – the first public service content-network that started on October 1, 2016. We create online-only content on social networks and third-party platforms, including Facebook, Instagram and Snapchat for 14-29 year-olds. We enable talents, established creators and newcomers to create content that can inform, engage and entertain our community without commercial and political influence or product placements.

Since our target audience is far from homogenous – just imagine the different realities in the lives of a 14-year-old student and a 29-year-old single mother – we strive to produce diverse shows for key target groups with different interests, age-groups and backgrounds. Our portfolio includes 60+ social media channels with original content, including investigative journalism shows, a mystery webseries produced by YouTubers, the first snapchat telenovela, a news bot for Facebook messenger and international licensed series. However, since we do not force anyone onto social media, we also offer our entire portfolio on our own website (funk.net) and app in independent players.

90% of our content is webvideos. Each and every format is originally produced for the use on a specific platform. Our goal is a substantial growth in reach. We hope to achieve this by building up a network of various content across different platforms. This will enable us to push relevant topics and unknown creators.

We have a public service mandate, which means that we have very clear responsibilities according to the broadcasting treaty. For us, this means that our top priority is actually reaching our target audience, namely approximately 15 million people living in Germany between the age of 14 and 29 who have internet access. However, not only do we want to reach them, we also strive to be a consistent factor in their everyday lives. To achieve this, we have committed ourselves to a third-party distribution strategy: we aim for the Facebook timeline, the Snapchat story, the Instagram feed.

In 2017, the funk webseries “Wishlist” received the German television award. Furthermore, five funk shows were nominated for the Grimme award (German TV “Oscars”) and nine for the Webvideo award, an audience award for web video platforms and blogs. In the first four months of our existence, we have aggregated 65 million views on YouTube, 29 million on Facebook and have a community of nearly 3 million YouTube and Facebook subscribers.