

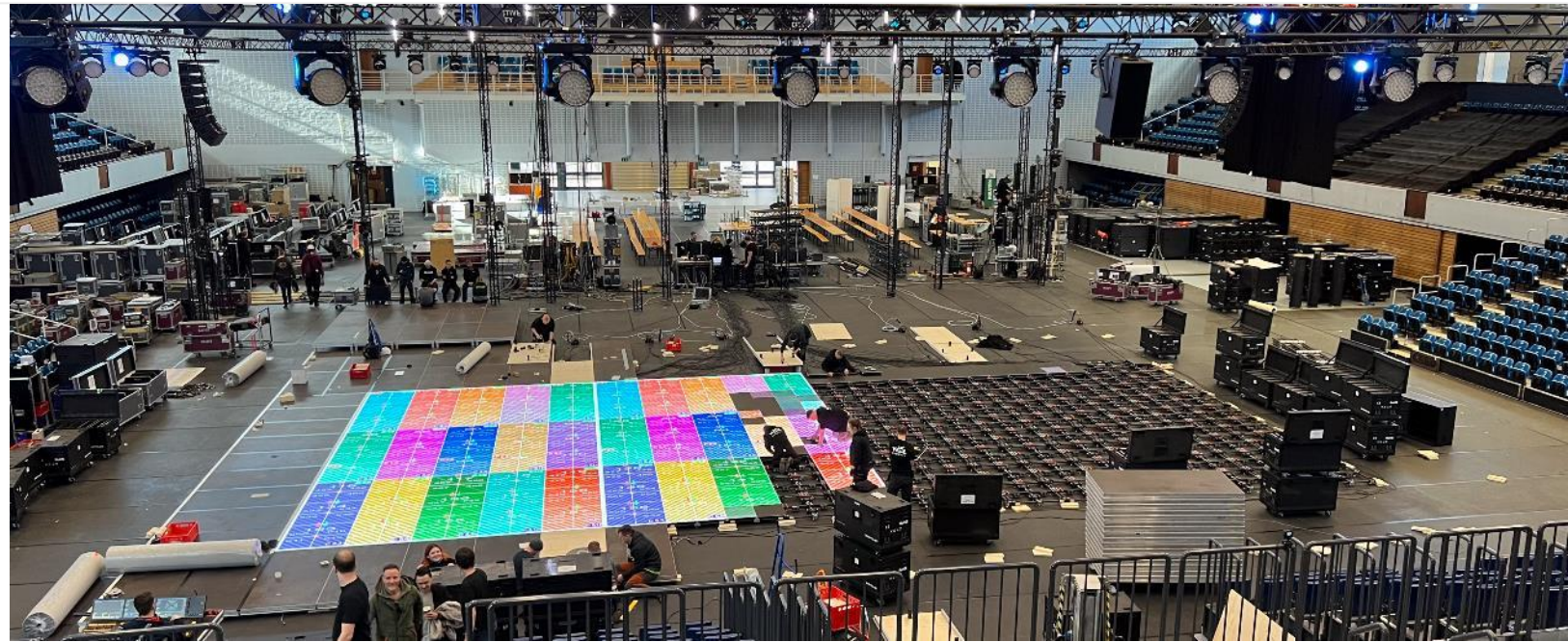


Fotos: Red Bull Media House

# Red Bull Gameball Royale, Hamburg

## Red Bull Gameball Royale, Hamburg

- assignment as technical full service provider for the event
- focus both on “classic” trades (audio, video, light and rigging) and on creative services such as set construction and content production
- interactive 8K LED floor with content as a play area in the middle of the location
- total of 2,000 viewers on site and more than 100,000 fans in the stream
- full broadcast of the gaming event with 12 cameras, 8 live feeds and a total of 1.7 million views on TikTok, Twitch and YouTube



# Red Bull Gameball Royale, Hamburg

- **Commissioned by:** the very essence
- **Client:** Red Bull Deutschland GmbH
- **Branches:** Erfurt, Berlin, München
- **Project Managers:** Marc Ehrhardt, Richard Gasch
- **Location:** Sporthalle Hamburg
- **Project Date:** 7<sup>th</sup> April 2023
- **Services:** Video, Audio, Lighting, Rigging, Content Production
- **Special Features:**
  - almost 200 m<sup>2</sup> of LED floor with 8K resolution
  - lighting design and set construction for the entire event
- **Further Information Online**

