

# THE RIGHT PRODUCT FOR EACH SALES CHANNEL

The unique quantity of target-group-specific knowledge content of WAS IST WAS offers a wide range of possibilities to adapt the products for the exact requirements of your market, or to offer product variations complementary to the classic products for other sales channels.

## ADAPTING PRODUCTS FOR ADDITIONAL SALES CHANNELS

### Knowledge Puzzle plus VCD

The WAS IST WAS series has been published in Poland for more than 15 years and consists of over 70 volumes. Since 2005 the leading state television channel TVP 1 broadcasts the WAS IST WAS TV series.

In the winter of 2006/2007 the magazine publisher Edipresse commenced the publishing of a bundle consisting of the WAS IST WAS knowledge puzzles and the TV series on VCD, which is sold as a subscription through newsagents and via the internet.



### WAS IST WAS Magazine

Ragnar Tessloff introduced the WAS IST WAS book series in Germany in 1961 as "the monthly magazine with particular value". It was marketed until 1963 through newsagents, nowadays a very important marketing channel for print media around the world. In 2007 the Dutch edition of the WAS IST WAS book series started as a magazine published on a monthly basis. The resulting rapid promotion of the brand awareness and its position as an up-to-date knowledge brand is an ideal basis for the later introduction of the book series to be sold as a high-quality non-fiction book in bookshops.

