



electronic
beats 



BEATLAND

ON
ROBLOX





VERJÜNGUNG DER MARKE

ROBLOX





DEUTSCHE TELEKOM'S INTERNATIONAL MUSIC PROGRAM

THE VOICE OF GEN NOW

MUSIC, TECH LIFESTYLE, ART AND CULTURE

– since 2000

ARTIST COLLABORATION

Âme | Amelie Lens | Afrodeutsche | Billie Eilish | Bonobo | Bryan Ferry | Boris Brejcha | Caribou | Charlotte de Witte | Cou Cou Chloe | Chilly Gonzales | David August | Depeche Mode | Dillon | Dixon | DJ Koze | Django Django | Donna Summer | Fatboy Slim | Fever Ray | Four Tet | Francesco Tristano | Frank Wiedemann | Fritz Kalkbrenner | Gabi Delgado | Gilles Peterson | Giorgio Moroder | Goldfrapp | Gorillaz | Grace Jones | Helena Hauff | Honey Dijon | Hot Chip | James Blake | Jaya G | John Talabot | Jon Hopkins | KiNK | Kölsch | Lana Del Rey | Little Dragon | Matthew Herbert | Metronomy | Moderat | Motor City Drum Ensemble | New Order | Nicolas Jaar | Nina Kraviz | Perel | Pet Shop Boys | Róisín Murphy | Roosevelt | Schwarzmann | Gossip | Wayne Shorter | Westbam | Zebra Katz and many more.

CHANNELS

Telekom Electronic Beats (TEB) is a **multi-faceted content ecosystem** with a leading voice in the worlds of music, fashion, lifestyle and technology.

Founded in 2000, the program creates valuable content and has established various (hybrid) formats. Active with innovative concepts on **YouTube, IG, Twitter and TikTok**, as well as a regular **podcast series** and an 20 years anniversary book, TEB continues to increase its presence inside the cultural constellation of Gen NOW.

COMMUNITY

TEB is engaged with **international audiences all over the world** — with a core focus on Telekom footprints, such as Germany, Austria, Hungary, Poland and Croatia...

With its trendsetting philosophy, interview formats, (digital) live shows, immersive experiences, fashion collaborations and more, **TEB has become an important part of today's pop culture community.**

745 MILLION

REACHED PEOPLE
WORLDWIDE IN 2022

14 MILLION €

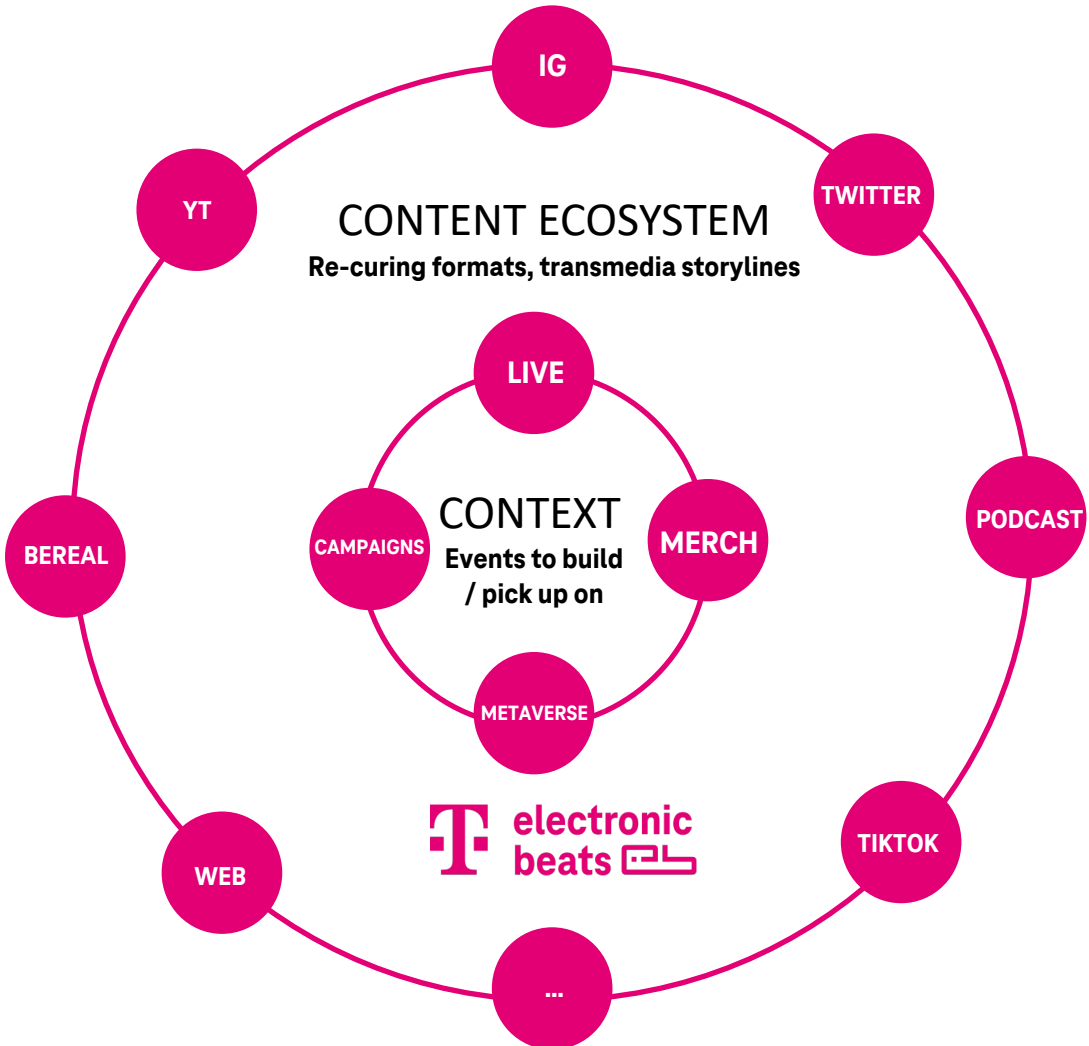
MEDIA VALUE IN 2022

16x AWARDS

10 x GOLD Award e.g. ADC, BCM, Red Dot, German Brand Award, German Design Award and more...

Electronic Beats is a music and lifestyle content ecosystem to build a long-lasting NextGen community.

24/7 Community Approach



Becoming an intellectual property (IP) for the T brand

HOW IT FEELS?



**MUSIKKULTUR
IM METAVERSE?**



TELEKOM

ELECTRONIC BEATS

PRESENTS

Boris Brejcha

IN CONCERT

AT BEATLAND

ON

ROBLOX

APRIL 22-24TH 2022

BERLIN 7 pm LOS ANGELES 10 am

LONDON 6 pm TOKYO 2 am

Replaying hourly all weekend

electronic
beats 





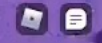




YOUR FASTEST WAY INTO THE METAVERSE

5G

T 500



 FRIENDS: 0
BONUS: 0%

 609



BL_Gngoodark



FRIENDS: 0
BONUS: 0%



600



MELTDOWN

Don't fly low!



Zahlen – Januar 2023



12.4M Besucher auf Beatland

~8-10min Ø Besucherzeit

4.5M “Verch” Interaktionen

 FREUNDE: 0
BONUS: 0%  142

Thank You

Finde die Buchstaben | 0/5
Tage abgeschlossen

BEATLAND



