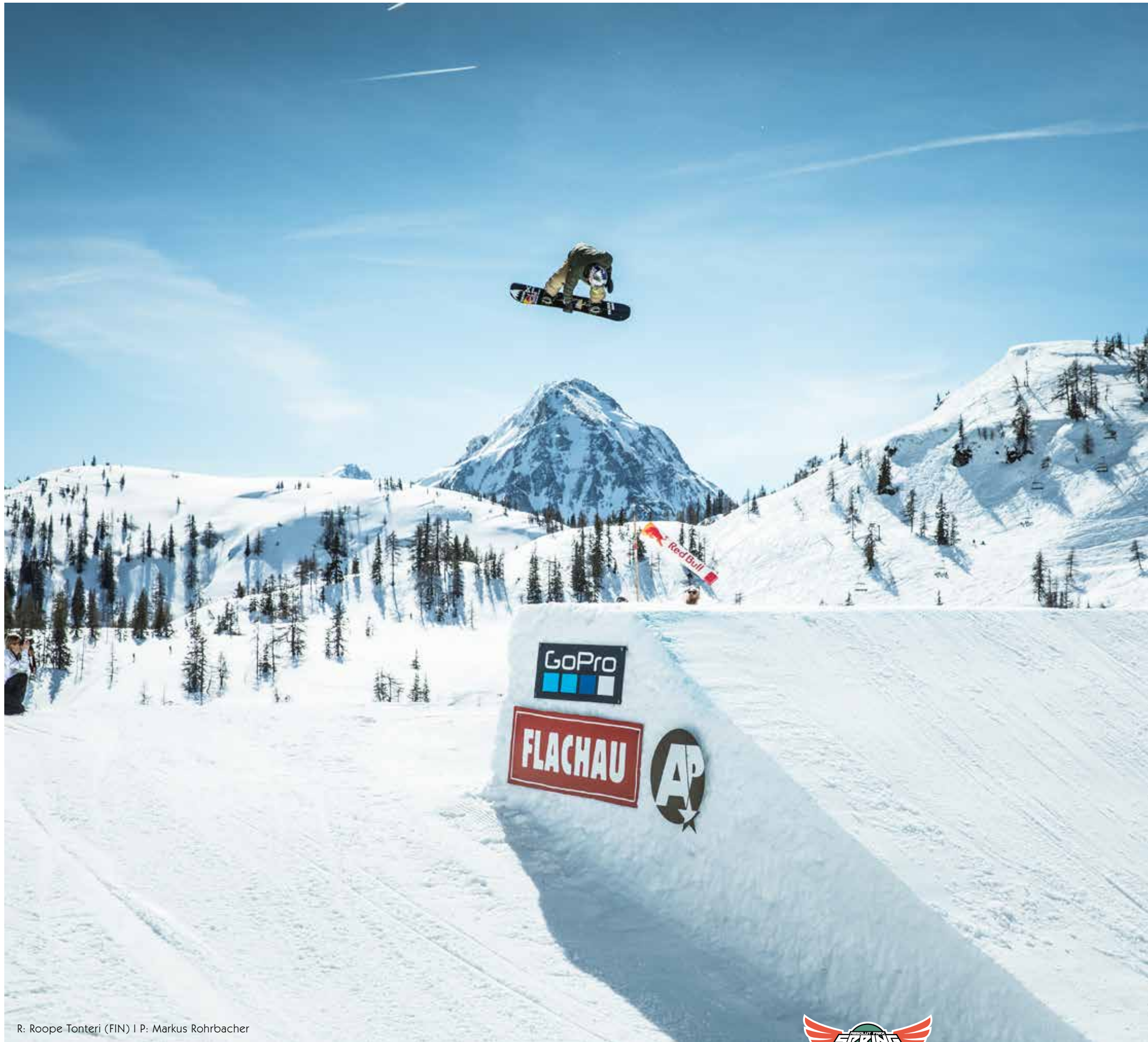






R: Roope Tonteri (FIN) | P: Markus Rohrbacher



CONTENT

ABSOLUT PARK	PAGE 3
SPRING BATTLE	
FACTS	PAGE 4
FREESTYLE ASSOCIATIONS	PAGE 5
FORMAT CATEGORIES	PAGE 6
CONTEST - COURSE	PAGE 7
MEDIA OUTPUT	
PRINT	PAGE 8
TV	PAGE 9
ONLINE	PAGE 10
SOCIAL MEDIA OWNED	PAGE 11
SOCIAL MEDIA EARNED	PAGE 12
ATHLETES	PAGE 19
EPIC SPRING BATTLE NEWS	PAGE 24
PRIZEGIVING SHOW	PAGE 25
WINNERS	PAGE 26
AWARDS	PAGE 30



Absolut Park Februar 2019 | P: Daniel Maurer



ABSOLUT PARK

Over the last 20 years, Absolut Park has not only become the largest snow park in Austria, but also one of the most popular snow parks worldwide.

The entire park area extends over a length of 1.5 km, is divided into seven sections and equipped with around 100 different and diverse obstacles.

The Absolut Park is the training base for pros before Christmas and in between the big competitions.

800 to 1000 park riders and their companions are in the park every day.

With a winter season of more than 130 days.



R: Stale Sandbech (NOR) x Spenny Whitting (USA) I-P: Sophie Kirchner



SPRING BATTLE FACTS

2002

First Spring Battle for freeskiers and snowboarders in the Absolut Park.

19

Spring Battles

CREATIVITY

Various formats and creative awards over the years.

SPRING BATTLE 2019

March 16 to 20

Slopestyle Follow Cam Jam Session

130.000 US Dollars prize money

200 participants

International top stars

Invited riders

Open event for every rider

Highest event class



R: Daniel Hanka (CZE) | P: Markus Rohrbacher



SPRING BATTLE FREESTYLE ASSOCIATIONS

WORLD SNOWBOARDING TOUR

Is a snowboard umbrella association consisting of a network of events, athletes, nations and partners from the industry and a lot of other things. It was founded in 2002 by pioneers from the snowboard industry.

There are two categories (women and men) and three ratings (Halfpipe, Slopestyle and Big Air).

ASSOCIATION OF FREESKIING PROFESSIONALS

Is a global freeskiing ranking system founded by freeski professionals and experts from the ski industry.

There are two categories (women and men) and four ratings (halfpipe, slopestyle), Big Air and Overall).



R: Fridtjof Tischendorf (NOR) x Josh Absenger (AUT) | P: Hologram Media



SPRING BATTLE FORMAT | CATEGORIES

FOLLOW CAM JAM SESSION

The Follow Cam format is very popular with the riders: Each participant who submits an unedited video of his best run will be judged by our international judges on the last day of the contest. The riders can film each other for five days, allowing plenty of time to get the best out of the setup.

CATEGORIES

Freeski Women
Freeski Men
Snowboard Women
Snowboard Men



Top Section (Rail Setup) | P: Markus Rohrbacher



SPRING BATTLE CONTEST - COURSE

SLOPESTYLE SETUP

The slopestyle course in 2019 consisted of three rail setups, a turbo knuckle and two jumps. The setup was equally demanding and innovative: While the two kickers offered enough airtime, the riders could be creative at the knuckle and on the rails.



R: Unknown | P: Sophie Kirchner

MEDIA OUTPUT

PRINT

PRIME SKIING

PRIME SNOWBOARDING

DOWNDAYS

GOLDEN RIDE

PLEASURE MAG

e.g. No.132 March 2019, p.16

ERGEBNIS SPRING BATTLE 2019

SNOWBOARD MÄNNER ① Lyon Farrell (USA) ② Kaito Hamada (JPN) ③ Mikey Ciccirelli (CAN) ④ Judd Henkes (USA)	BEST RAIL TRICK Marc Schumy (AUT) & Rina Yoshika (JPN)
SNOWBOARD FRAUEN ① Yuka Fujimori (JPN) ② Asanuma Hinari (JPN) ③ Rina Yoshika (JPN) ④ Mao Aizawa (JPN)	BEST KNUCKLE TRICK Fridtjof Tischendorf (NOR) & Yuka Fujimori (JPN)
	BEST 540 Seppe Smits (BEL) & Yuka Fujimori (JPN)



R: Kai Mahler (SUI) | P: Sophie Kirchner



MEDIA OUTPUT TV

ORF SPORT PLUS

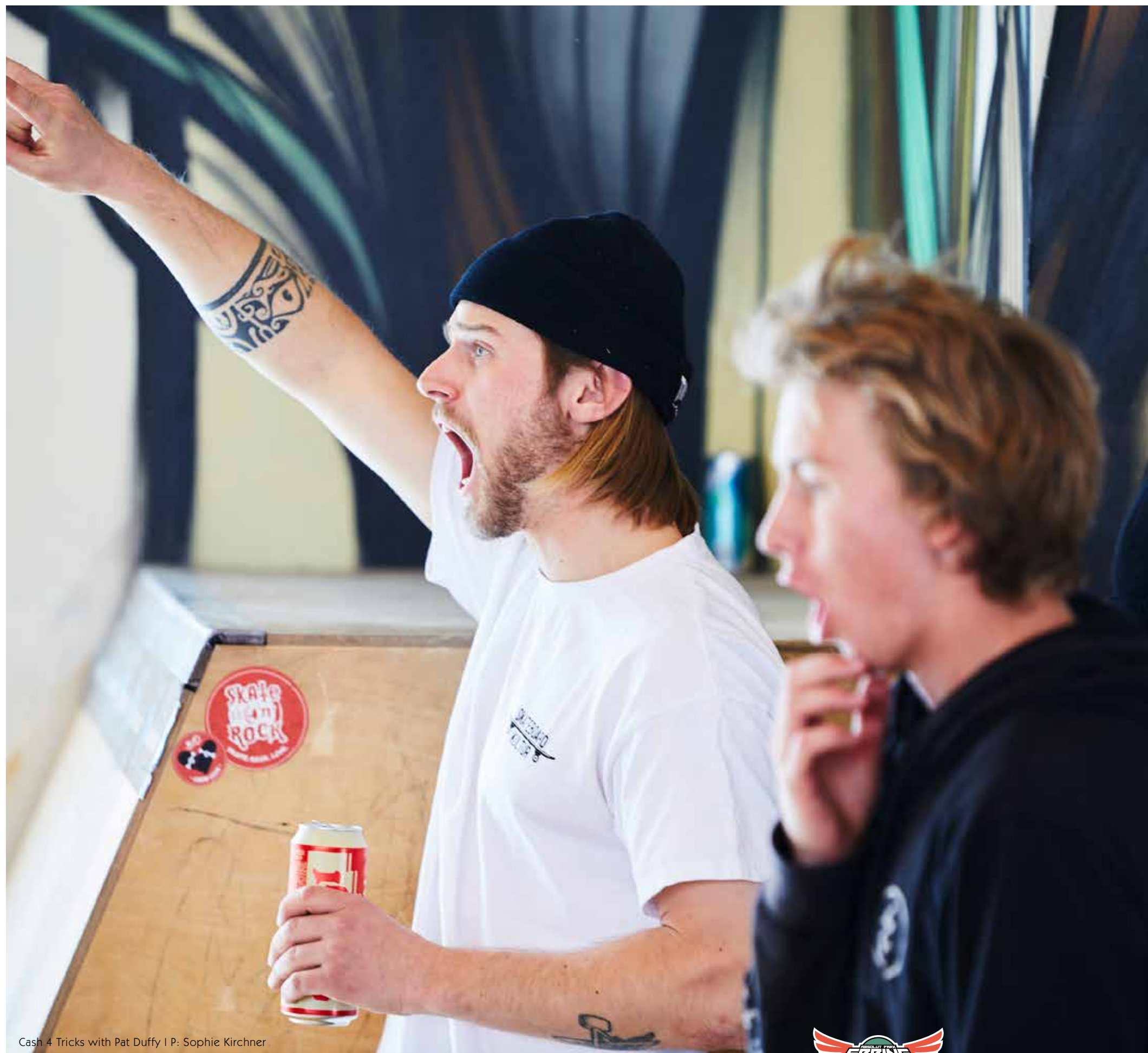
2 min broadcasting time in "Sport Aktuell"

90 min broadcasting time: Spring Battle Prize Giving Show (plus repetitions)

More than 110.000 viewers in total at ORF

6 times broadcasted

10 percent more coverage than the year before



Cash 4 Tricks with Pat Duffy | P: Sophie Kirchner



MEDIA OUTPUT ONLINE

B

blue-tomato.com | boardriding.com

D

downdays.eu

F

freeride.cz | freeskiers.net

P

pleasuremag.com | prime-skiing.de |
prime-snowboarding.de

R

redbull.com

S

snowboard.at | sport1.de | sport.Orf.at

T

tagblatt.ch | thesnowboardproject.com |
tvthek.Orf.at

U

usskiandsnowboard.org

V

videos.ussa.org

W

worldsnowboarding.org

Y

youtube.com



Absolut Park Crew | P: Sophie Kirchner



MEDIA OUTPUT **SOCIAL MEDIA OWNED**

YOUTUBE (LIVE)

Epic Spring Battle News (4 shows) as well as the Prize Giving Show (90min) live from Haus Flachau

Top 15 Spring Battle Runs per category

INSTAGRAM

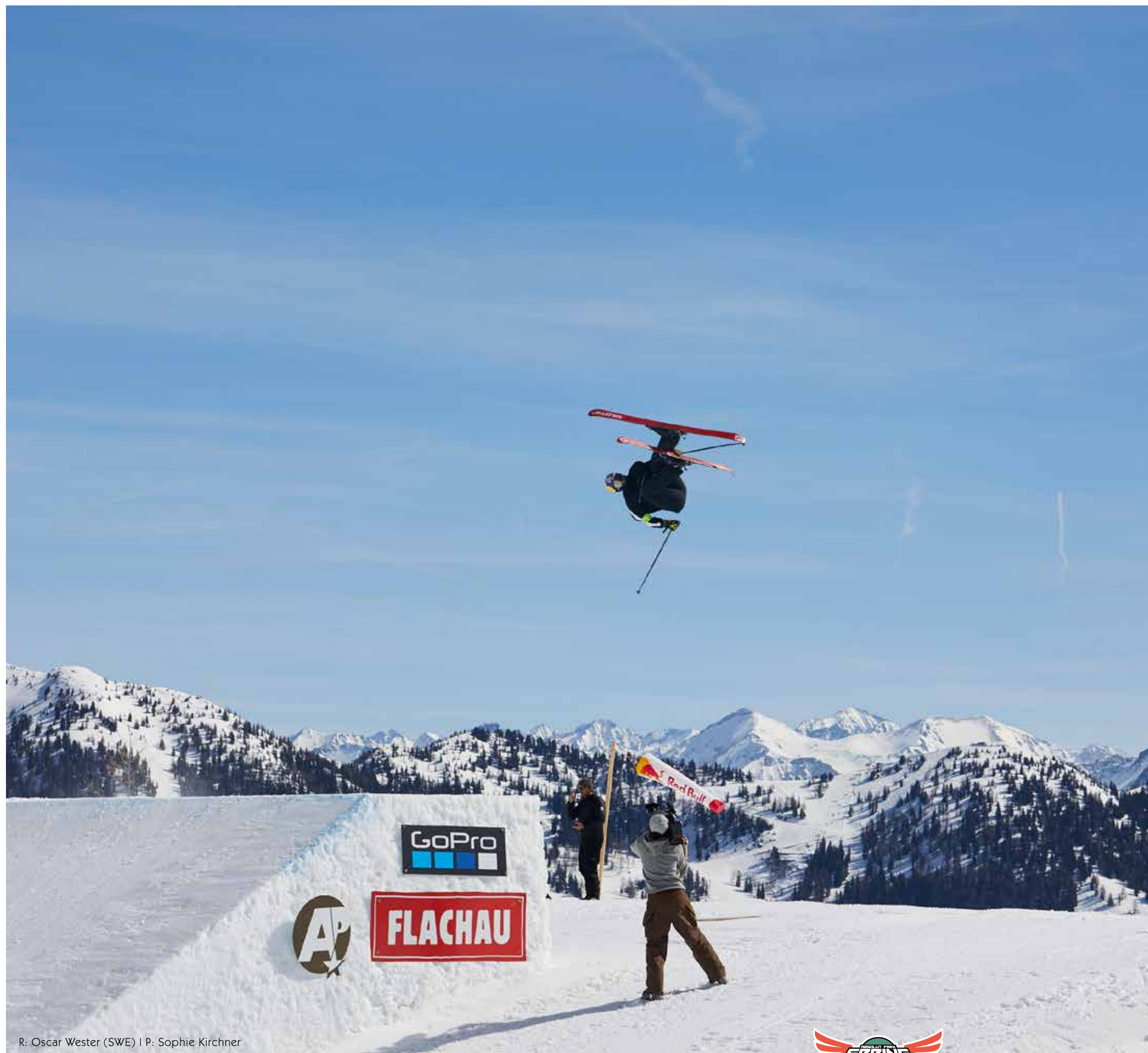
Daily stories and posts from the event and evening shows (Epic Spring Battle News and Prize Giving Show)

FACEBOOK

Daily posts and rankings (awards and final ranking)

GOOGLE BUSINESS

Daily Postings



R: Oscar Wester (SWE) | P: Sophie Kirchner



MEDIA OUTPUT SOCIAL MEDIA EARNED

HIGHLIGHTS

Over 4,5 million interactions (likes, comments, views) on Instagram, Youtube and Facebook.

MEDIA OUTPUT

SOCIAL MEDIA OWNED

HIGHLIGHTS

IG: @snowboardmag | 297k Followers



IG: @onboardmag | 100k Followers



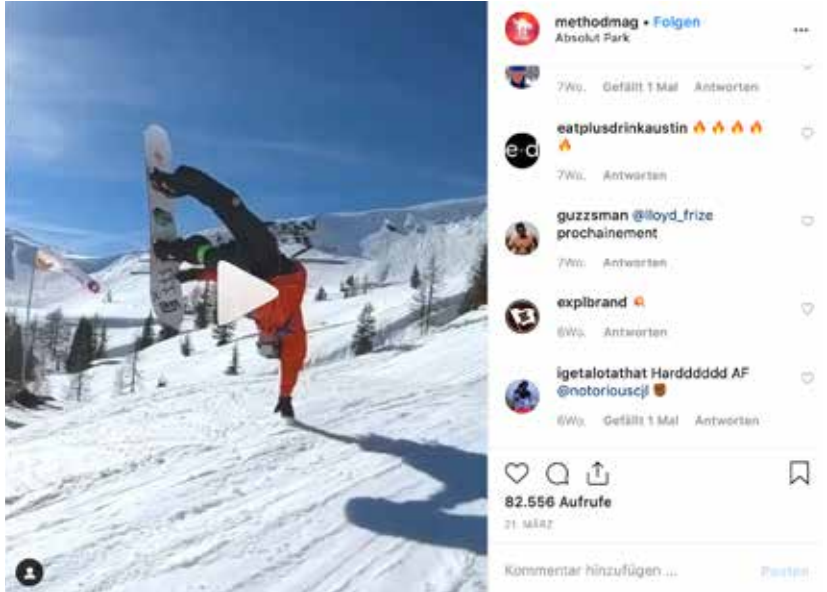
IG: @the_wkndrs | 30,9k Followers



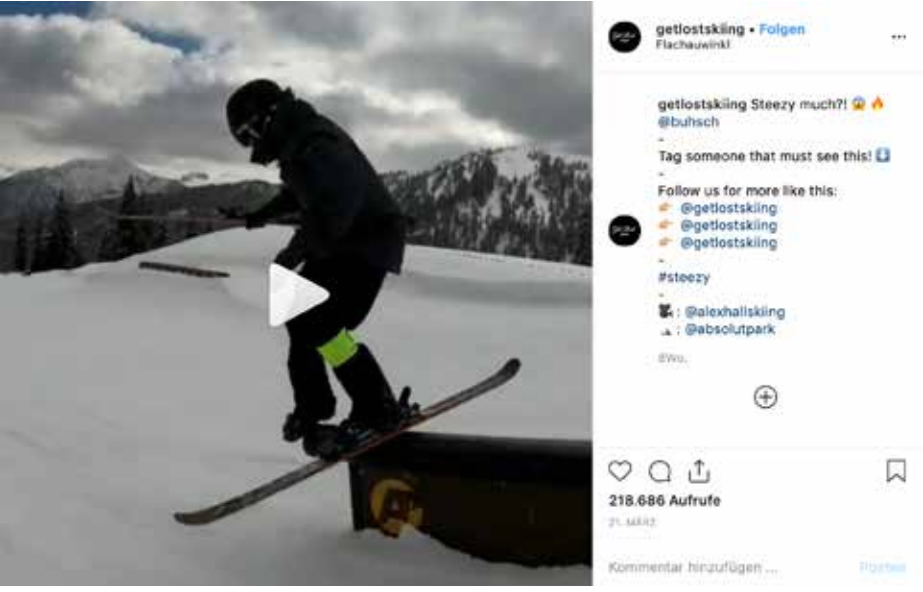
IG: @snowboardmag | 297k Followers



IG: @methodmag | 84,6k Followers



IG: @getlostskiing | 34,3k Followers

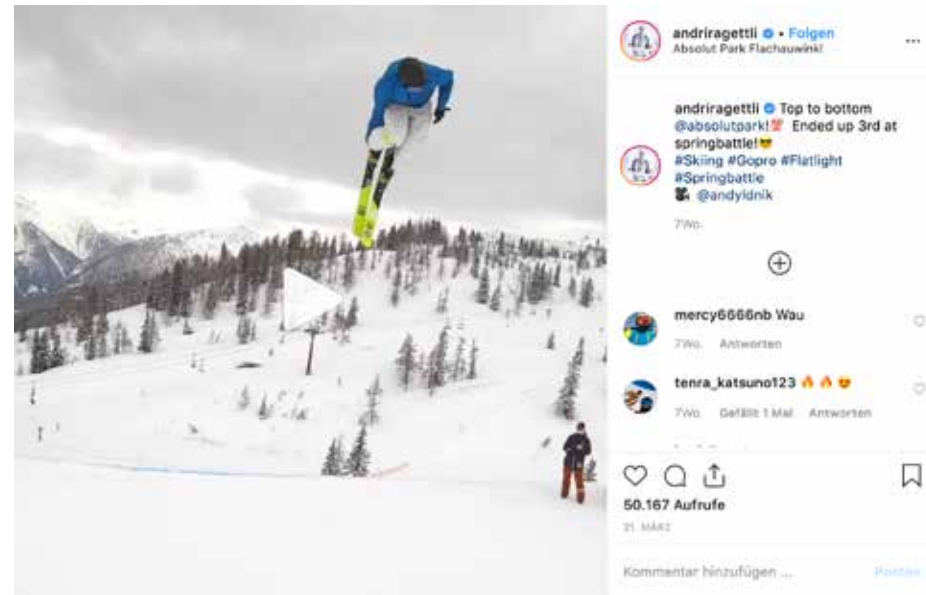


MEDIA OUTPUT

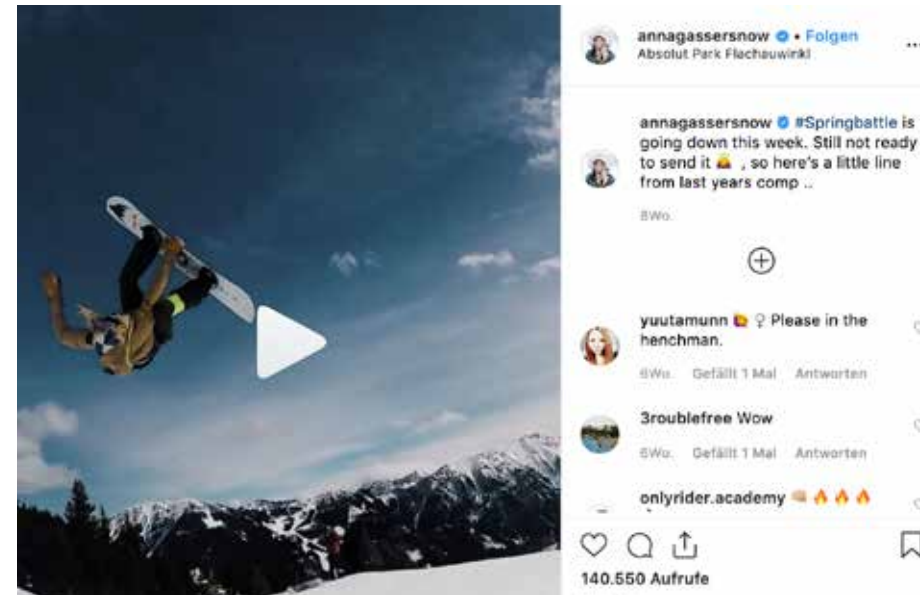
SOCIAL MEDIA EARNED

HIGHLIGHTS

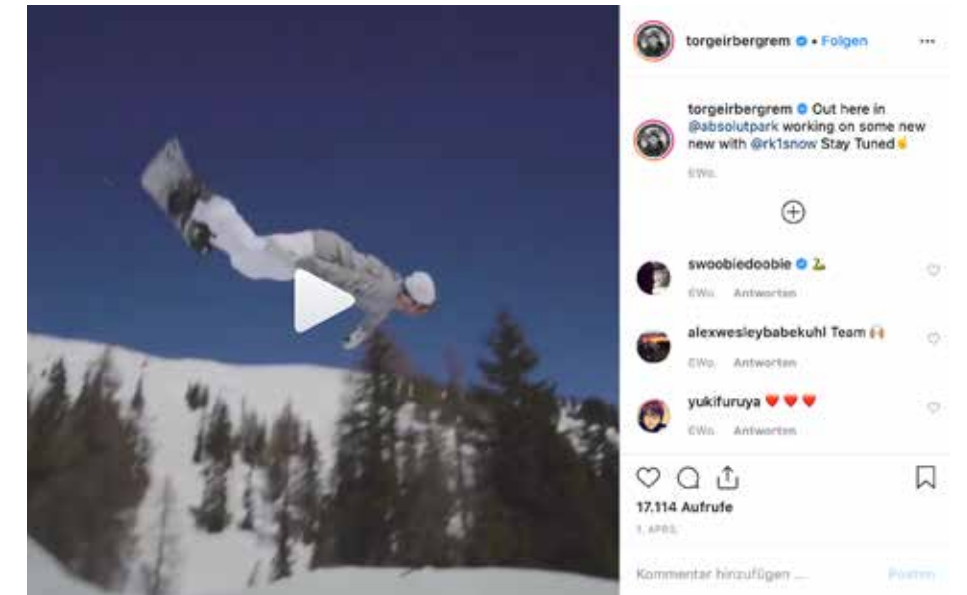
IG: @andriragettli | 199k Followers



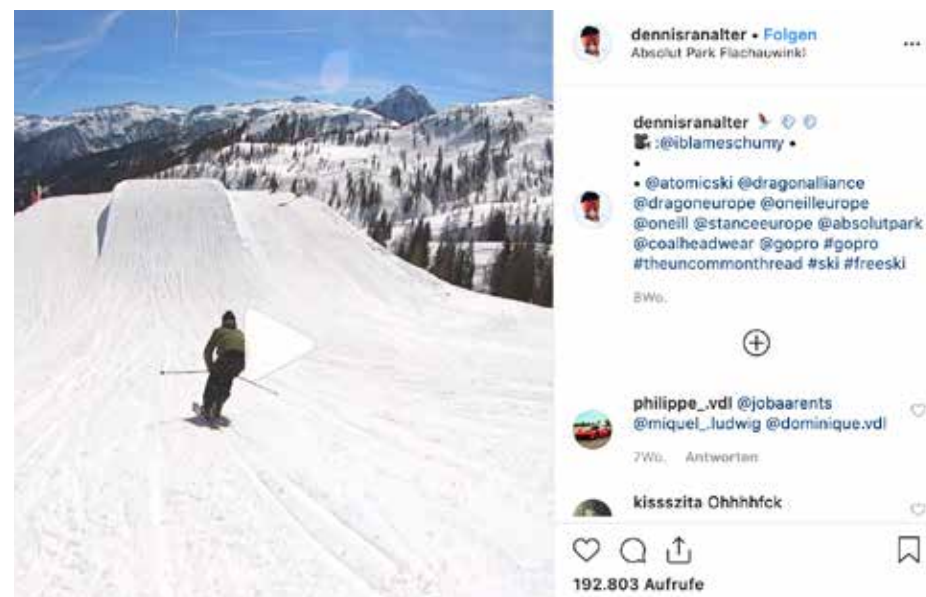
IG: @annagassersnow | 353k Followers



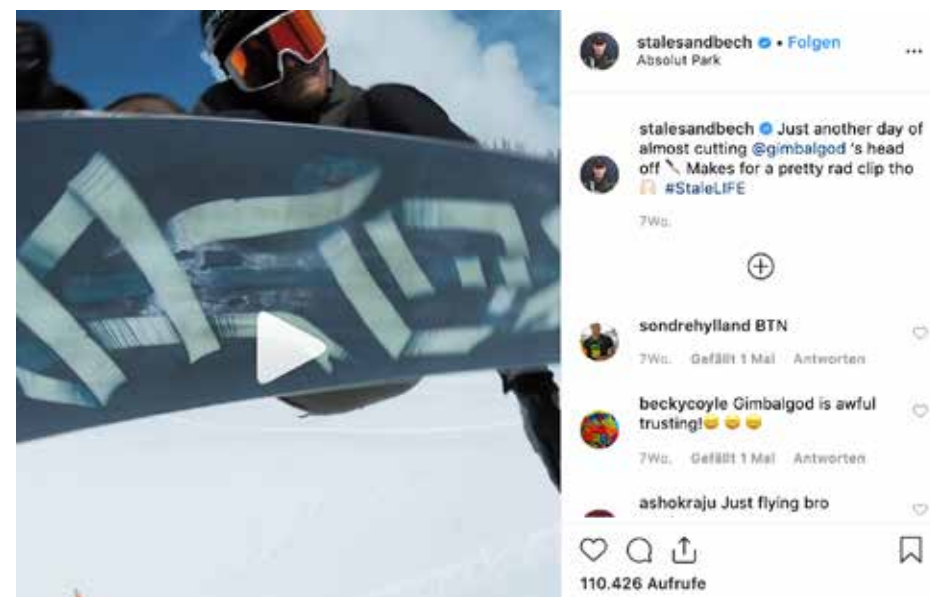
IG: @torgeirbergrem | 49,3k Followers



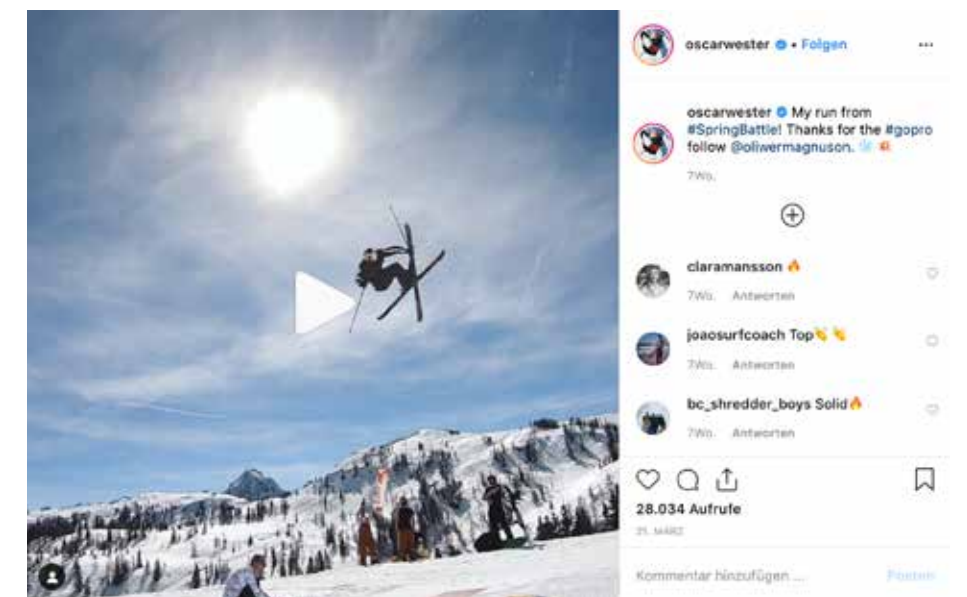
IG: @dennisranalter | 30,6k Followers



IG: @stalesandbech | 313k Followers



IG: @oscarwester | 313k Followers

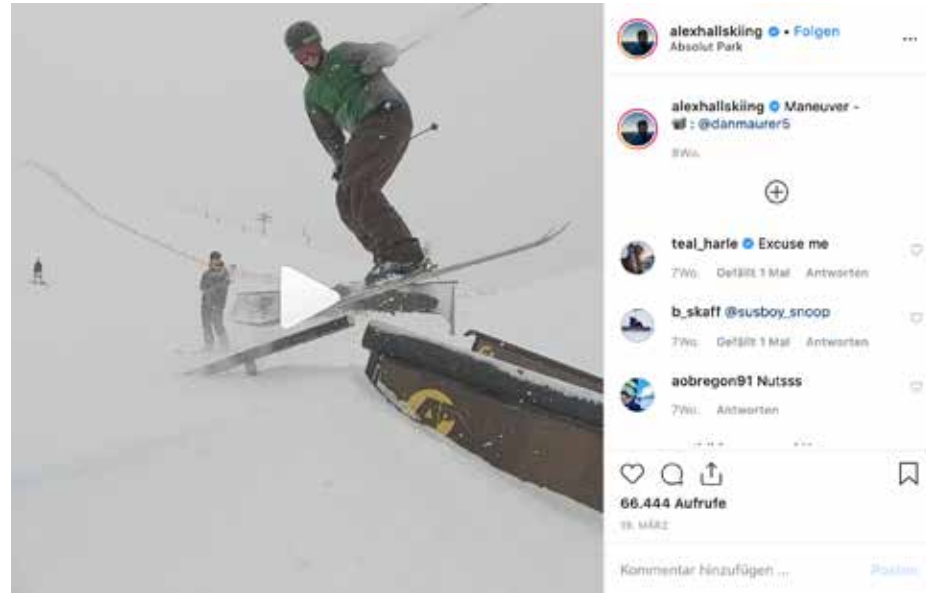


MEDIA OUTPUT

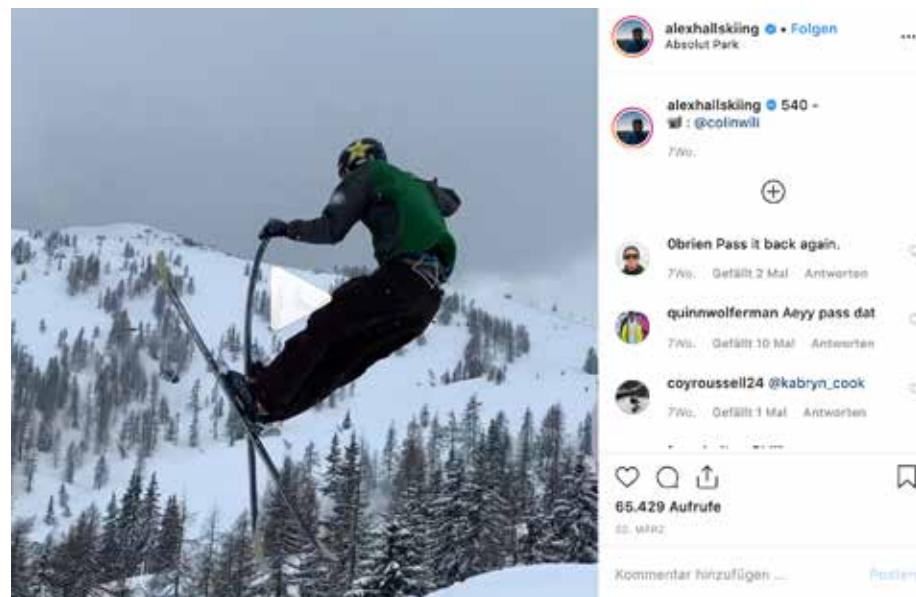
SOCIAL MEDIA EARNED

HIGHLIGHTS

IG: @alexhallskiing | 65,1k Followers



IG: @alexhallskiing | 65,1k Followers



YOUTUBE: Stale Sandbech | 36.869 Followers



MEDIA OUTPUT

SOCIAL MEDIA EARNED

HIGHLIGHTS

IG - STORY:
@redbullaustria
199k Followers



IG - STORY:
@sarahhoefflin
20,4k Followers



IG - STORY:
@stalesandbech
313k Followers



IG - STORY:
@roopetonteri
43k Followers



MEDIA OUTPUT

SOCIAL MEDIA EARNED

HIGHLIGHTS

FACEBOOK: Roope Tonteri | 27,4k Followers



Roope Tonteri Follow

Like Comment Share

134 3 Comments 53 shares

30K views · about 2 months ago

Thank you @absolutpark #springbattle #gopro



Roope Tonteri Follow

Like Comment Share

86 4 Comments 4 shares

7.7K views · about 2 months ago

Spinner off the knuckle @joonakangas #springbattle #snowboarding #austria #absolutpark



MEDIA OUTPUT

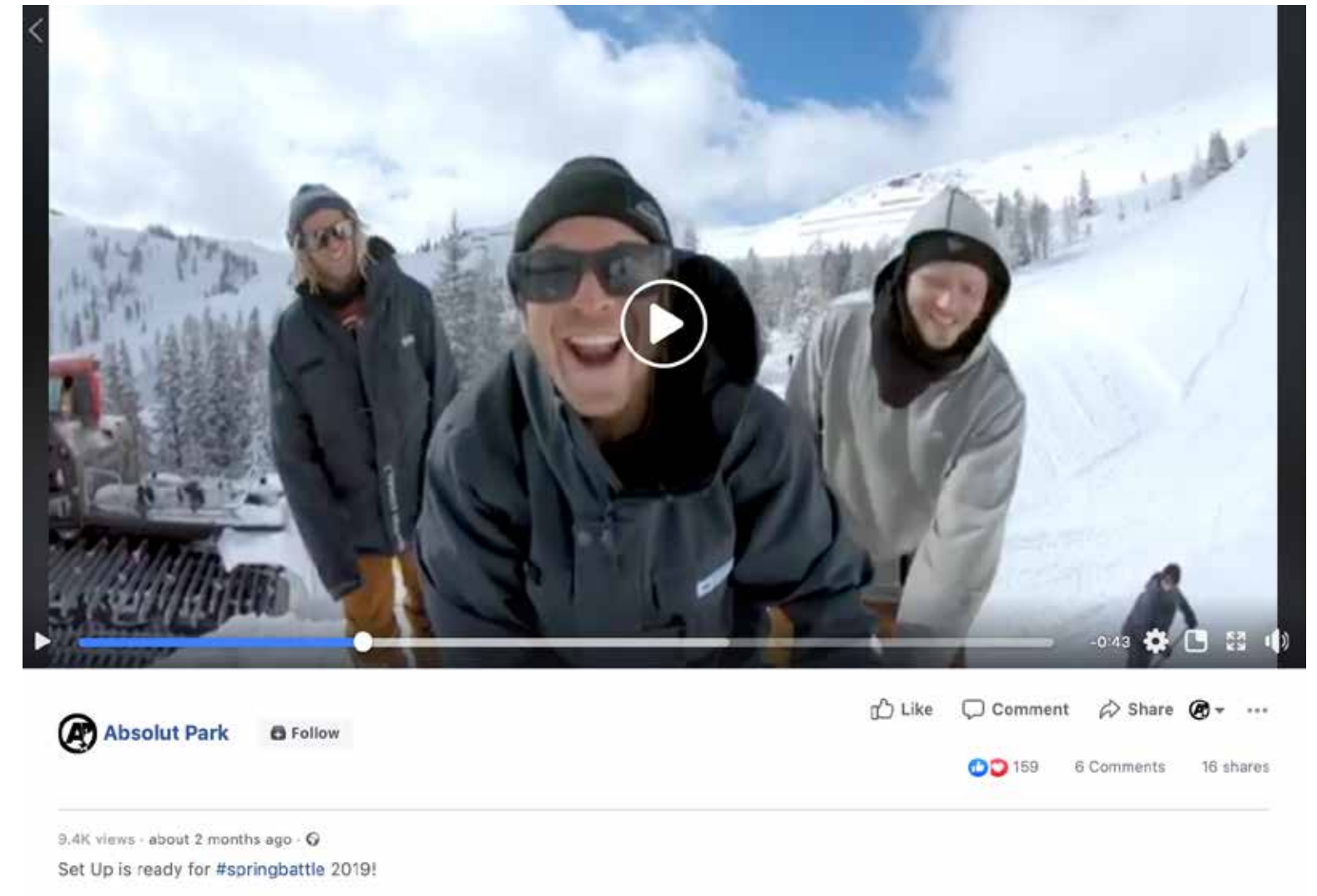
SOCIAL MEDIA EARNED

HIGHLIGHTS

FACEBOOK: Red Bull Snow | 542,4k Followers



FACEBOOK: Absolut Park | 34k Followers





R: Anna Gasser (AUT) | P: Markus Rohrbacher



ATHLETES

ANNA GASSER | AUT
Snowboard Women

SPRING BATTLE
Winner Spring Battle 2018

OLYMPICS
Gold Big Air Pyeongchang 2018

WORLD CHAMPIONSHIPS
Gold Big Air Sierra Nevada 2017
Silver Slopestyle Kreischberg 2015

X-GAMES
Gold Big Air Aspen 2018
Gold Slopestyle Hafjell 2017
Silver Big Air Aspen 2017
Bronze Big Air Hafjell 2017

AWARDS
Austrian Athlete of the Yearr 2017 and 2018



R: Stale Sandbech (NOR) | P: Markus Rohrbacher



ATHLETES

STALE SANDBECH | NOR
Snowboard Men

SPRING BATTLE
2nd Spring Battle 2018

OLYMPICS
Silver Slopestyle Sochi 2014

WORLD CHAMPIONSHIPS
Gold Big Air Sierra Nevada 2017

X-GAMES
Silver Slopestyle Hafjell 2017
Silver Slopestyle Aspen 2015
Bronze Big Air Aspen 2014
Bronze Slopestyle Aspen 2014
Bronze Big Air Aspen 2013



R: Sarah Hoefflin (SUI) | P: Markus Rohrbacher



ATHLETES

SARAH HOFFFLIN | SUI
Freeski Women

SPRING BATTLE
Winner Spring Battle 2018
2nd Spring Battle 2019

OLYMPICS
Gold Slopestyle Pyeongchang 2018

X-GAMES
Gold Slopestyle Aspen 2019
Gold Big Air Aspen 2018



R: Fabian Bösch (SUI) | P: Sophie Kirchner

ATHLETES

FABIAN BÖSCH | SUI
Freeski Men

SPRING BATTLE
Winner Spring Battle 2018

WORLD CHAMPIONSHIPS
Gold Big Air Park City 2019
Gold Slopestyle Kreischberg 2015

X-GAMES
Gold Big Air Aspen 2016
Silver Big Air Oslo 2016



R: Matty Cox (AUS) | P: Markus Rohrbacher



ATHLETES

ROOPE TONTERI | FIN

Snowboard Men

3 x World Champs Gold | World Champs Silver

KAI MAHLER | SUI

Freeski Men

2 x X-Games Silver | 2 x X-Games Bronze

SEPPE SMITS | BEL

Snowboard Men

2 x World Champs Gold | 2 x World Champs Silver | 2 x World Champs Bronze

JOHANNE KILLI | NOR

Freeski Women

X-Games Gold | 3 x X-Games Silver | 2 x X-Games Bronze

YUKA FUJIMORI | JPN

Snowboard Women

Winner Spring Battle 2017 & 2019
Winner Audi Nines 2019

ANDRI RAGETTLI | SUI

Freeski Men

X-Games Bronze | Overall Champion
Slopestyle World Cup 15/16 and 17/18 |
Overall Champion Big Air Weltcup 18/19



DJ Stylewarz | P: Sophie Kirchner



EPIC SPRING BATTLE NEWS

ESBN

Hosted by Henry Jackson
2 guests per live show
YouTube Live
At Haus Flachau with live audience

CONTENT

Highlights | Weather Forecast | Interviews |
Challenges

FOUR LIVE SHOWS

Show one: http://bit.ly/ESBN_Nr1

Show two: http://bit.ly/ESBN_Nr2

Show three: http://bit.ly/ESBN_Nr3

Show four: http://bit.ly/ESBN_Nr4



Prize Giving Show with Henry Jackson | P: Sophie Kirchner



PRIZE GIVING SHOW

CONTENT

Hosted by Henry Jackson and Felix Prankl
90 min show live from Haus Flachau
Live audience
Top 4 per category as guests
YouTube Live
DJ Stylewarz

FINAL SHOW

<http://bit.ly/Prizegivingshow>

PARTY LOCATIONS

Essgalerie feat. DJ Stylewarz
EMAS Pub



Snowboard Women Winners | P: Sophie Kirchner



WINNERS SNOWBOARD WOMEN

1st PLACE

Yuka Fukimori (JPN)

Run: <https://youtu.be/CgRG3h2F-ac>

2nd PLACE

Asanuma Hinari (JPN)

Run: <https://youtu.be/i61weS8P4MM>

3rd PLACE

Rina Yoshika (JPN)

Run: <https://youtu.be/i3BqX-leU-A>

4th PLACE

Mao Aizwaw (JPN)

Run: <https://youtu.be/ZVkvPjy8KIs>



Freeski Women Winners | P. Sophie Kirchner

WINNERS FREESKI WOMEN

1st PLACE

Johanne Killi (NOR)

Run: https://youtu.be/L0XxNRxL_rQ

2nd PLACE

Sarah Hoefflin (SUI)

Run: <https://youtu.be/R9my04dsvBw>

3rd PLACE

Sandra Eie (NOR)

Run: <https://youtu.be/YlaQ0LVlw-U>

4th PLACE

Margaux Hackett (FRA)

Run: <https://youtu.be/fkXnj4LF6Gk>





Snowboard Men Winners | P: Sophie Kirchner



WINNERS SNOWBOARD MEN

1st PLACE

Lyon Farrell (USA)

Run: <https://youtu.be/q4WYsquh1YY>

2nd PLACE

Kaito Hamada (JPN)

Run: <https://youtu.be/pfx61s-6pk>

3rd PLACE

Mikey Ciccarelli (CAN)

Run: <https://youtu.be/0OgRkaNa72I>

4th PLACE

Judd Henkes (USA)

Run: <https://youtu.be/3F0Sk35dEHw>



Freeski Men Winners | P: Sophie Kirchner



WINNERS FREESKI MEN

1st PLACE

Colin Wili (SUI)

Run: <https://youtu.be/hJSrrvDS-5w>

2nd PLACE

Oliwer Magnusson (SWE)

Run: <https://youtu.be/-OdDxwTLEkl>

3rd PLACE

Andri Ragettli (SUI)

Run: <https://youtu.be/-cEeuff41YU>

4th PLACE

Joona Kangas (FIN)

Run: <https://youtu.be/sTXAEJJQYUI>



R: Flo Corzelius (GER) | P: Markus Rohrbacher



AWARDS SNOWBOARD

BEST RAIL TRICK

Marc Schumy (AUT)

<https://youtu.be/CGDCt-0UkSY?t=917>

Rina Yoshika (JPN)

<https://youtu.be/CGDCt-0UkSY?t=876>

BEST TURBO KNUCKLE

Fridtjof Tischendorf (NOR)

<https://youtu.be/CGDCt-0UkSY?t=625>

Yuka Fujimori (JPN)

<https://youtu.be/CGDCt-0UkSY?t=545>

BEST 540

Seppe Smits (BEL)

https://youtu.be/ljgFS1_Jq2I?t=681

Yuka Fujimori (JPN)

https://youtu.be/ljgFS1_Jq2I?t=605



R: Alex Hall (USA) | P: Sophie Kirchner



AWARDS FREESKI

BEST RAIL TRICK

Alex Hall (USA)

<https://youtu.be/CGDCt-0UkSY?t=789>

Sarah Hoefflin (SUI)

<https://youtu.be/CGDCt-0UkSY?t=719>

BEST TURBO KNUCKLE

Dennis Ranalter (AUT)

<https://youtu.be/CGDCt-0UkSY?t=472>

Johanne Killi (NOR)

<https://youtu.be/CGDCt-0UkSY?t=404>

BEST 540

Alex Hall (USA)

https://youtu.be/ljgFS1_Jq2I?t=558

Johanne Killi (NOR)

https://youtu.be/ljgFS1_Jq2I?t=516

