

# **WMOE**

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# AGENDA

- HVAD ER VICE?
- VICE I DANMARK
- DEN GODE HISTORIE
- HVEM VORES BRUGER?
- DOS AND DON'Ts?
- FREMTID
- SPØRGSMÅL

**01**

# **HVAD ER VICE?**

**EN GENERATIONS STEMME**

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- A group of people is silhouetted against a sunset sky on a wooden walkway. One person is jumping joyfully with arms raised. The scene is reflected in a wet surface in the foreground.
- DE ER LIGEGLADE MED NYHEDER.
  - DE KAN IKKE SKRIVE.
  - DE KAN IKKE KONCENTRERE SIG.
  - DE ER UENGAGEREDE.



MOTHERBOARD

Broadly.

FIGHTLAND

MUNCHIES

noisey

the creators project

thump

VICE SPORTS

VICE NEWS

iD

VICE



# STIFTET I MONTREAL I 1994

1996: VOICE BLIVER TIL VICE

1996: VICE GÅR ONLINE

1999: VICE FLYTTER TIL NEW YORK

2004: VICE ÅBNER KONTOR I UK

2006: VICE BEGYNDER AT PRODUCERE VIDEO

2007: LANCERING AF VBS.TV

2011: VICELAND.COM OG VBS.TV SMELTER  
SAMMEN TIL VICE.COM

2011-NU: UDRULNING AF DIGITALE KANALER

2016: LANCERING AF 24-TIMERS TV-KANAL

- 
- **KONTORER I 30+ LANDE**
  - **1000+ MEDARBEJDERE**
  - **4000+ FREELANCERE**

**02**

# **VICE I DANMARK**

**LOKAL MEN STADIG GLOBAL**





**LOKAL UDEN  
AT VÆRE  
PROVINSIEL**

# DET UDGIVER VI



## PRINT

- VICE MAGAZINE

The image is a screenshot of the Vice website homepage. At the top, there is a navigation bar with the "VICE" logo and menu items: "WATCH", "SECTIONS", "PHOTOS", and "MORE". There is also a search bar and social media icons. The main content area features a large featured article with the headline "10 spørgsmål du altid har haft lyst til at stille en hjemløs" and a sub-headline "Vi tog en snak med Kim Hansen, som har sin faste plads på en grøn mælkekasse foran Netto på Gasværksvej i København." Below this, there is a grid of video thumbnails. The first thumbnail is titled "Sådan påvirker virtual reality-gaming hjernen og kroppen" and is dated "Sep 24, 2016". The second thumbnail is titled "Kan man få PTSD af at se mordvideoer på nettet?" and is dated "Sep 25, 2016". The third thumbnail is titled "Sådan er det at skrive scorereplikker for rige mænd, som udliciterer" and is dated "Sep 23, 2016".

## ONLINE

- [VICE.COM](http://VICE.COM)
- MUNCHIES
- NOISEY

The image is a promotional graphic for Vice on DR3 TV. It features the "VICE" logo in a stylized white font, followed by "PÅ" and the "DR 3" logo. Below this, it says "PREMIERE I AFTEN KL. 21.30". The background is a collage of images, including a person holding a gun, a person in a blue shirt, and a person in a military uniform.

## TV

VICE PÅ DR3 (SAMARBEJDE MED DR)

**03**

# **DEN GODE HISTORIE**

**VÆR TILSTEDE OG VÆR ÆRLIG**

# VÆR TILSTEDE OG VÆR ÆRLIG



**04**

# **HVEM ER VORES BRUGERE?**

**STEMME FOR EN GENERATION**



- **UNGE MELLEM 18 OG 34**
- **FLERE MÆND END KVINDER**
- **ISÆR I STØRRE BYER**

**05**

# **DOs AND DON'Ts**

**HVAD VIRKER (OG HVAD GØR IKKE)**

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- A person wearing a bikini with a Brazilian flag pattern and a yellow waistband with 'BRASIL' written on it is captured mid-air, performing a backflip. The person is seen from behind, with their arms and legs extended. The background is a blurred crowd of people on a street, suggesting a public event or festival. A green watering can is visible in the lower right foreground.
- **DEN GODE IDÉ VINDER  
ALTID**
  - **INGEN PLIGTIHISTORIER**
  - **NYSGERRIGHED OG EMPATI**
  - **GRUNDIGHED**



**06**

# **FREMTIDEN**

**ØGET FOKUS PÅ VIDEO OG LANCERING AF FLERE KANALER**



**VI ER KUN LIGE  
BEGYNDT**

A close-up photograph of a man's face, showing a questioning or skeptical expression. He has dark hair and is wearing a blue collared shirt. The background is slightly blurred, showing another person's face. The text 'SPØRGSMÅL?' is overlaid in the center of the image in a bold, white, sans-serif font.

**SPØRGSMÅL?**

**TAK.**

**VICE**