

Presse / 2005 / Georg Hackl once again Wok World Champion!

On Saturday evening, more than 8,000 spectators cheered on the old and new "Wok World Championship 2005" gold medalists at the bobsleigh track in Winterberg: Georg "Schorsch" Hackl for the Fisherman's Friend Professional Team in the one-man wok as well as Charlotte Engelhardt, Stefan Gödde, Joey Kelly and Lukas Hilbert for the ProSieben Team in the "royal" discipline of the Wok sports, the four-man wok. The "Wok World Championship 2005" achieved a market share of 26 percent among 14- to 49-year-old viewers, making ProSieben the daily market leader in the advertising-relevant target group.

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Georg Hackl on the secret of his success:

"In terms of bobsleighbing, Winterberg is my favorite run. I know all the shortcuts here." In addition to the title defender - and with heavy snowdrifts and up to minus 16 degrees Celsius - Stefan Raab ("TV total" Team) followed by Joey Kelly (ProSieben Team) in the one-man wok discipline and, in the team competition, also Stefan Raab in the "TV total" wok came in ahead of Elton's Nissan Racing Team.

And the viewer ratings were also worthy of a world champion: this unique live event was watched by up to 5.76 million viewers from the age of three (average 3.96 million viewers). In the advertising-relevant target group of 14- to 49-year-olds, the "Wok World Championship 2005" secured itself a market share of 26 percent, and - among the 14- to 29-year-olds - a staggering 37.1 percent, ensuring ProSieben the daily market leadership in both target groups.