

POSITIONING



Top OTT Lounge Sounds

Special interest music channel with lounge sounds to high-definition nature shots.

DELUXE LOUNGE Radio - all major aggregators
Deluxemusic.de , DELUXE MUSIC App, Alexa

PROGRAM



Pure relaxation for eyes and ears

High quality footage of beautiful landscape and city shots combined with fantastic lounge music (Down Beat, Chill Out, Ambient)

That's all you need to relax.

TARGET GROUP



Switch off, music on - Relaxed target group

Target group is adult, experience-oriented, well paid, urban socialized and a little elitist

Music serves as a means of deceleration and is seen as a positive background with understatement

PERFORMANCE



DELUXE
LOUNGE



Always among the top 3 Samsung/TV Plus Channels

Currently available via Samsung/ TV Plus, waipu.tv, Roku, Rakuten, Huawei, Xiaomi, Braykoff, Philips, Foxxum/rIaxx TV, TCL, rad.live & Little Star.

Distribution: worldwide