

# POSITIONING



THE home for schlager in  
TV, Radio, SoMe, App, Web

Stages modern schlager with 100% quality,  
100% music, 100% emotion

The entertainment platform and brand for all schlager  
fans

# PROGRAM



The popular genre for great  
emotions

The core of the program is latest schlager  
From current hits, evergreens and party hits to  
DeutschPop - the right program for every schlager

fan

# TARGET GROUP



More than 15 million  
schlager fans in Germany

Average age: Ø 58 years,  
core 35-59 years 49% (AFF 136) , 50% female  
78% of 14-29 year-olds enjoy listening to Schlager  
today.  
Schlager and entertainers like Helene Fischer and  
Vanessa Mai also appeal to the young target group.

# PERFORMANCE



Ø A35-49: 0,1% market share  
Ø 0,2 m viewers per day

TV market share Ø W30-49: 0.1%  
Free to air via Astra in more than 46% of TV  
household. Also available on selected cable  
networks and via Telekom, 1&1, waipu.tv and Pyur.  
Continuous expansion of programming and  
distribution and thus of ratings.

Source: AGF Videoforschung in collaboration with GfK videSCOPE 1.3, 01.01.2021-30.06.2022; Basis affinity viewers total.

# TOP TARGET GROUPS

Up to 842,000 viewers/day

▶ Attractive target groups (AFFIndex):

Women 30-49	177	HHF 30-49	151
Luxury-oriented	111	E 35-49	133
Trend-oriented	114	Singles	129

- ▶ Dwell time over the day is 27 minutes for E 35-49 (cf. MTV 15 minutes).
- ▶ SCHLAGER DELUXE best time slots between 11:00 and 14:00 and 03:00 and 08:00 with 0.07% and 0.09% MA respectively at A 14-49.
- ▶ Top figures: viewers per day up to 842,000 (A3+), market share: 0.8% (W40-49), 0.6% (A 18-34), 0.5% (A 35-49).

**HIGH VIEW**

MEDIA | MARKETING

