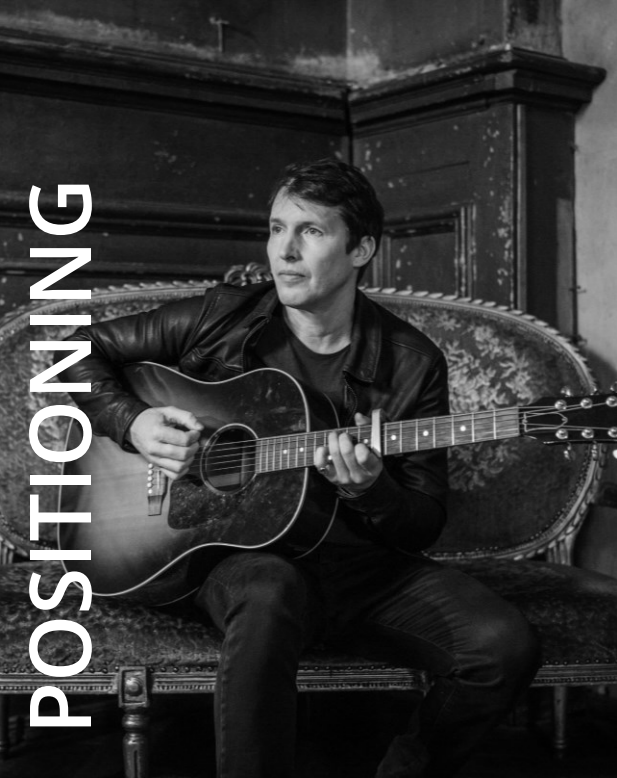


POSITIONING



Crossmedia on TV, Radio,
SoMe, Web and App

24/7 Full Free TV distribution

Unrivalled on TV, uniquely positioned

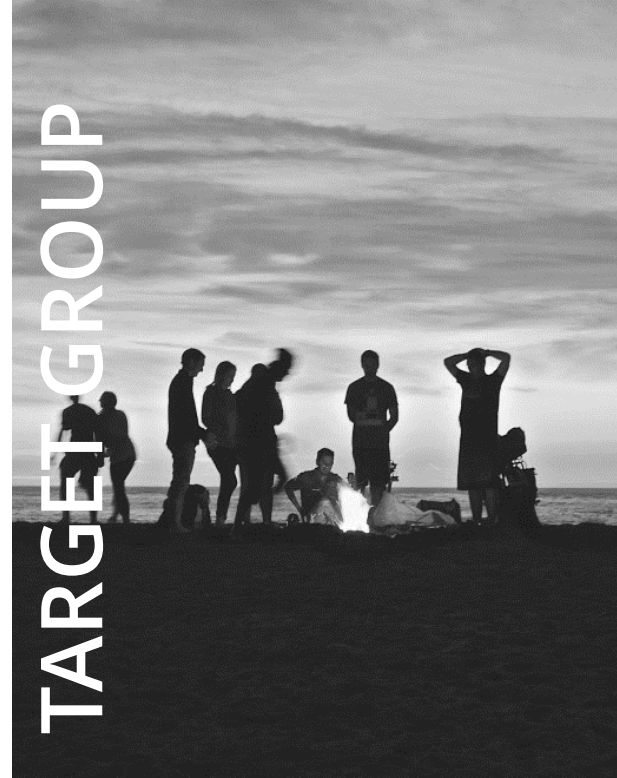
100% music, quality & emotion

DELUXE MUSIC Radio - all major aggregators

Deluxemusic.de, DELUXE MUSIC App, Alexa,

FB & IG

TARGET GROUP



Ø Age 42 years

55% male

Others have viewers we have fans: highly involved,
committed and activated

Best affinities with

Games (163), High Education (161), Travel (134)
Multiplier (132), Luxury Oriented (126), E-commerce
(110).

PERFORMANCE



Ø A14-39: 0,6% market share

Ø 858.000 viewers per day

TV market share Ø A14-49: 0,4%

Peak values of up to 4 million viewers per day

More than 487,000 Facebook and Instagram fans,
posts reach up to 1 million people

DELUXE MUSIC Radio approx. 900K contacts/month