

POSITIONING



The OTT Channel for all classical music fans

just.classical brings the world of classical music to the viewer.

The diversity of classical music from the old masters to postmodernism on a channel that offers entertainment at a high level.

PROGRAM



Classical highlights across the board

just.classical stands for unique programs from the genres of opera, concert, ballet and masterpieces. Classical music in its fullness from Bach to Mozart to Vivaldi with 15min. Contributions up to complex productions of several hours. Current stock with approx. 110 programs, continuously supplemented.

TARGET GROUP



Music enthusiast target group

just.classical appeals to a demanding target group of decision-makers who have a higher net household income and a better education. They are interested in cultural events and also attend them regularly.

PERFORMANCE



Receivable via ...

... Samsung/ TV Plus, Hisense, TCL and soon via all relevant OTT platforms in GSA.

Internationally distributable!