

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 57 years,
core 35-59 years 65% (AFF 177) , 65% male
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 A14-59: 0,1% market share
Ø 0,3 m viewers per day

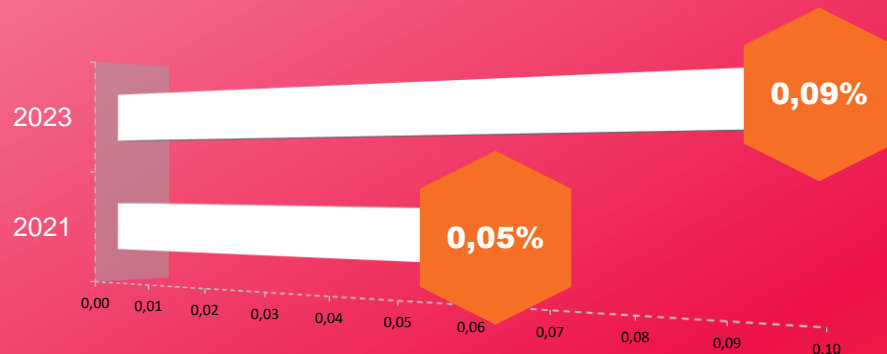
TV market share Ø W14-49: 0.1%
Free to air via Astra in more than 46% of TV
household. Also available on selected cable
networks Vodafone, Netcologne, Pyur, Magenta TV,
sowie über Zattoo, 1&1, waipu.tv, Ocilion, Quickline,
Suisse Digital, Sunrise UPC Cablecom, Swisscom

Source: AGF Videoforschung in collaboration with GfK; videoSCOPE 1.3, 01.01.2021-31.3.2023; Basis affinity viewers total.

SCHLAGER DELUXE SUCCESS STORY



DYNAMIC GROWTH A14-59

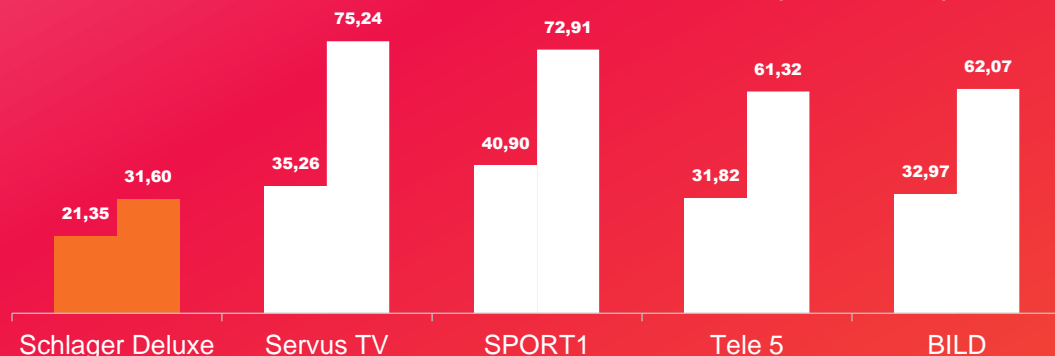


Quelle: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2023 - 31.03.2023

TOP VALUES:

- Viewing time over the day is 29 minutes for A35-59 (compare MTV 12 minutes) and 38 minutes for A40-59 (compare MTV 16 minutes).
- Viewers per day up to 842,000 (A3+)
- Daily market shares up to 0.8% (F40-49), 0.6% (A18-34), 0.5% (A35-49)

EFFICIENT WITH A 14-59 and M 40-59 (TKP 30")



Quelle: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2023 - 31.03.2023

Ø AGE 57 years

TOP TARGET GROUP Strukturanteil% (AFFIndex)

Men	65% (143)
A 35-59	65% (177)
M 40-59	44% (277)
HHF 14-59	60% (211)

Brand affinity	44% (183)
Luxury oriented	36% (146)
Financial products	60% (113)
Travel	72% (129)
Cooking	59% (169)
Pets	58% (147)

Quelle: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2023 - 31.03.2023

HIGH VIEW

MEDIA | MARKETING