

# 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

Available among others via Samsung/ TV Plus, LG, waipu.tv, Roku, Rakuten, Huawei, TCL, Philips, Pluto.TV, Xiaomi, rad.live and soon as FAST Channel on other relevant platforms. DELUXE LOUNGE Radio via all major aggregators.

Distribution: worldwide