



## POSITIONING



### The channel for cooking enthusiasts

JUST COOKING is a German-language linearly structured on-demand channel with modernly produced cooking shows, documentaries and broadcasts about food and cooking.

A so far not yet existing channel, which closes a gap in the German market.



## PROGRAM



### Top actual, dynamic and up to date

JUST COOKING bundles professionally produced programs from different providers, supplemented by fresh content from Content Creators.

The offer is flanked by high-quality in-house productions and a comprehensive recipe database.



## TARGET GROUP



### A lively target group F 25-50 years

They are characterized by various attributes: enjoy life, are cosmopolitan, active & body-conscious

Internet belongs to everyday life, with modern lifestyle

High affinity for "cooking", "eating" & "feeling good"



## PERFORMANCE



### Freely receivable ...

... as FTA via satellite and via Samsung/ TV Plus, waipu.tv, Rakuten, Dailyme, LG, Philips, TCL, Xiaomi and as FAST Channel soon on other relevant platforms.

[www.justcooking.tv](http://www.justcooking.tv)