

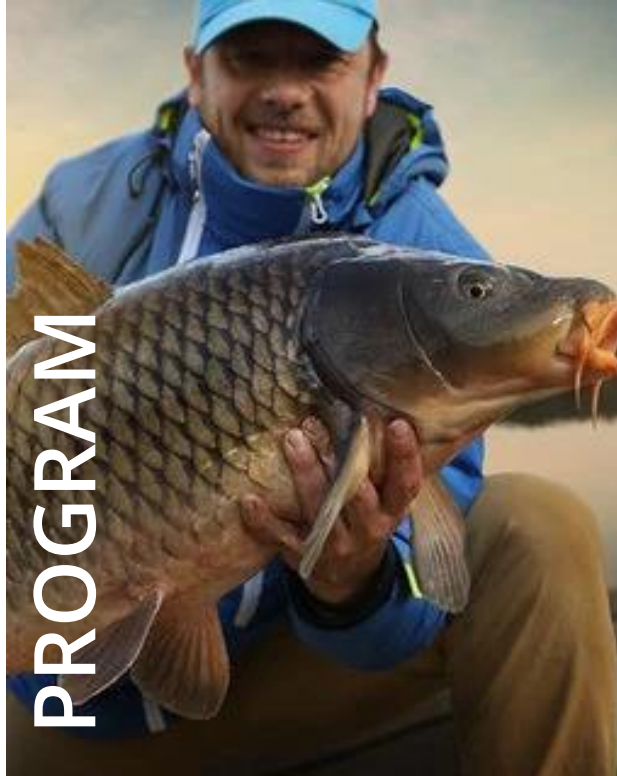
POSITIONING



The program brand for
passionate anglers

Leading fishing channel in the German OTT market.
With just.fishing, viewers get the latest fishing know-how and the fascination of nature directly into their living room and onto their mobile devices.

PROGRAM



Exciting, entertaining and
informative

just.fishing covers all genres with numerous
different licensors.

Diverse subgenres such as cooking, travel, animals,
sustainability & outdoor.

German editorial team with numerous partners.

TARGET GROUP



Approx. 3.8 million hobby
anglers in Germany*.

After soccer and tennis, the sport with the most
club members in Germany* with approx. 850,000
members. People of all ages and social classes
especially with good education & social networking.
94% of anglers are male.

PERFORMANCE



Receivable via ...

... Samsung/ TV Plus, Rakuten, LG, Philips, Pluto.TV,
TCL, Xiaomi and YouTube, and as FAST Channel
soon on other relevant platforms.

Continuously new content!