

POSITIONING



PROGRAM



TARGET GROUP



PERFORMANCE



**Gute Laune TV –
The name says it all**

24/7 The greatest German-language music from five decades! Current artist portraits, interviews, video premieres, live concerts, events and lots of background information.

Web, FB & Instagram, YouTube Channel



**Stars at the heart of the
program**

Varied mix of the biggest Schlager hits, current Pop-Schlager, New German Wave, folk and popular music, evergreens and earworms from the 60s to today.

Large uniques music archive complete the program



**Schlager fans in the
spotlight**

Women and men aged 35 and over with a high affinity for

- Fashion
- Travel
- Health



**Around 540,000
subscription households**

45,000 very active social media fans on FB & IG
YouTube channel with approx. 5,000 subscribers
Available via Amazon Prime Video, waipu.tv, Salt (M7), 1&1, Alchemie/watchit, HD Austria, Magenta Austria, Liwest, Sunrise UPC, YouTube Primetime Channels. www.gutelaunetv.de,