

POSITIONING



The program brand for hunters and anglers

Leading hunting and fishing channel in the German Pay-TV market
With Waidwerk, viewers get the latest know-how in hunting and fishing and the fascination of nature directly into their living rooms and onto their mobile devices.

PROGRAM



Exciting, entertaining and informative

All genres with over 200 different licensors.
Subgenres such as cooking, travel, animals, outdoor, agriculture & forestry.
German editorial team with numerous partners (manufacturers, producers, associations).

TARGET GROUP



> 5 million active hunters and fishermen*

Target group: hunters, fishermen and outdoor enthusiasts
79% of hunters are male
Good education & social networking
Already 3.8 million hobby anglers in D
94% of anglers are male

PERFORMANCE



One of the most successful Amazon Channels

Available via Amazon Prime Video, 1&1, Dailyme, waipu.tv, Zattoo, Ocilion, YouTube Primetime Channels. Also on Sky Trend Sports and HD plus.
www.waidwerk.tv

*Source: in German-speaking countries