

POSITIONING



THE home for schlager in
TV, Radio, SoMe, App, Web

Stages modern schlager with 100% quality,
100% music, 100% emotion

The entertainment platform and brand for all schlager
fans

PROGRAM



The popular genre for great
emotions

The core of the program is latest schlager
From current hits, evergreens and party hits to
DeutschPop - the right program for every schlager
fan

TARGET GROUP



More than 15 million
schlager fans in Germany

Average age: Ø 64 years,
core 40-64 years 50% (AFF 126) , 50% women.
78% of 14-29 year-olds enjoy listening to Schlager
today. Schlager entertainers like Helene Fischer and
Vanessa Mai also appeal to the young target group.

PERFORMANCE



Ø A14-59: 0,1% market share
Ø 0,3 m viewers per day

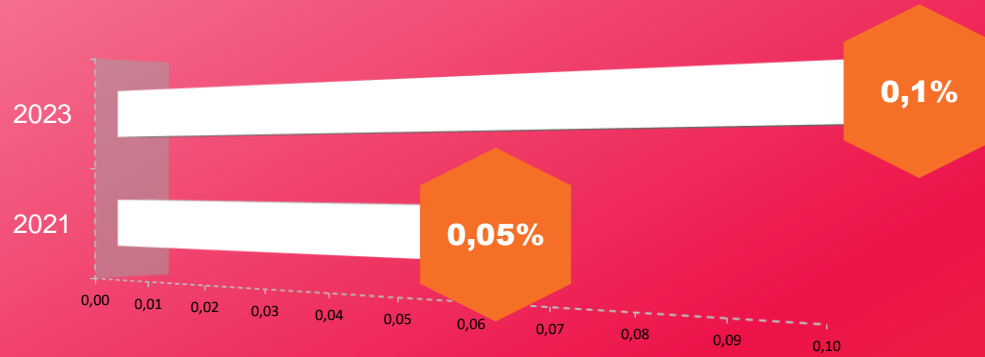
TV market share Ø W14-49: 0.1%
Free to air via Astra in more than 46% of TV
household. Also available on selected cable
networks Vodafone, Netcologne, Pyur, Magenta TV,
sowie über Zattoo, 1&1, waipu.tv, Ocilion, Quickline,
Suisse Digital, Sunrise UPC Cablecom, Swisscom

Source: AGF Videoforschung in collaboration with GfK; videoSCOPE 1.3, 01.01.2021-30.6.2023; Basis affinity viewers total.

SCHLAGER DELUXE SUCCESS STORY

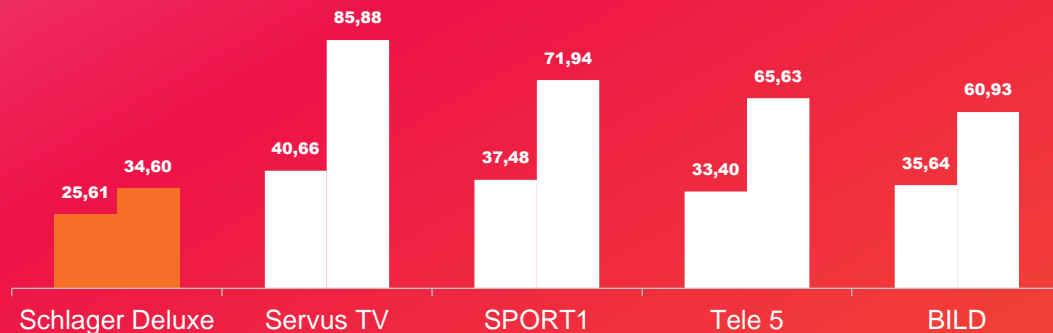


DYNAMIC GROWTH A14-59



Source: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2023 - 30.09.2023

EFFICIENT WITH A 14-59 and M 40-59 (TKP 30")



Source: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2023 - 30.09.2023

TOP VALUES:

- Viewing time over the day is 30 minutes for A35-59 (compare MTV 10 minutes) and 40 minutes for M40-59 (compare MTV 12 minutes).
- Viewers per day up to 842,000 (A3+)
- Daily market shares up to 1.1% (F40-49), 0.8% (M50-59), 0.6% (A18-34)

Ø AGE 64 years

TOP TARGET GROUP Strukturanteil% (AFFIndex)

Men	50% (109)
A 35-59	47% (130)
M 40-59	35% (219)
HHF 14-59	43% (152)

Brand affinity	57% (234)
Luxury oriented	35% (144)
Financial products	68% (124)
Travel	74% (135)
Cooking	44% (126)
Veggie	28% (247)

Source: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2023 - 30.09.2023