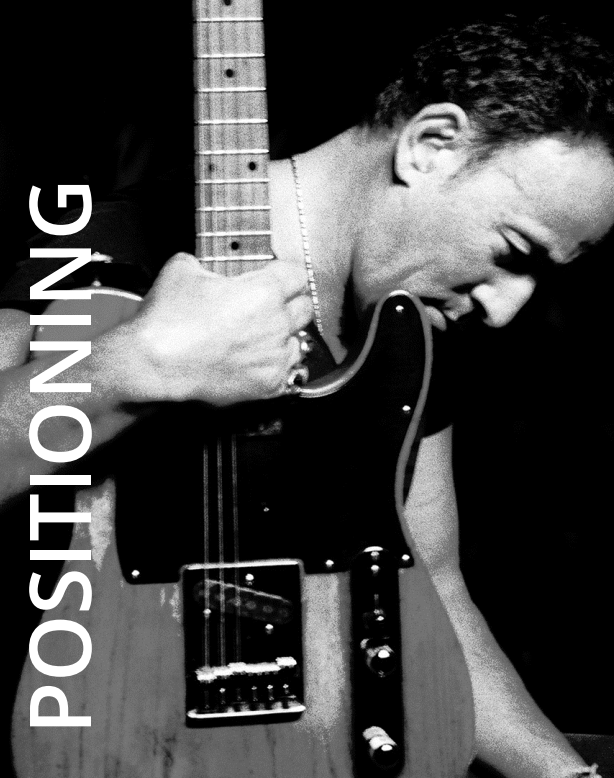


# POSITIONING



The best rock on  
one FTA + FAST channel

100% PURE ROCK: The wide world of rock has its German-language music television – DELUXE ROCK!

# PROGRAM



Wild - exciting - and not  
for gentle ears!

Rock fans of all ages get their money's worth here. The spectrum ranges from cult rock and alternative to German rock and current rock.

Songs from all rock genres are played.

# TARGET GROUP



Deeply rooted in the heart  
of fans

Rock is an attitude to life! The ROCK target group\* is in average 45 years young and male-heavy. They are educated, high-income and employed people with an above-average net household income.

Core target group: Men 20-59 years

# PERFORMANCE



Free available ...

... as an FTA channel via satellite as well as via waipu.tv, Cliq Digital and soon as FAST Channel via other relevant platforms.

Continuous expansion of program and distribution.