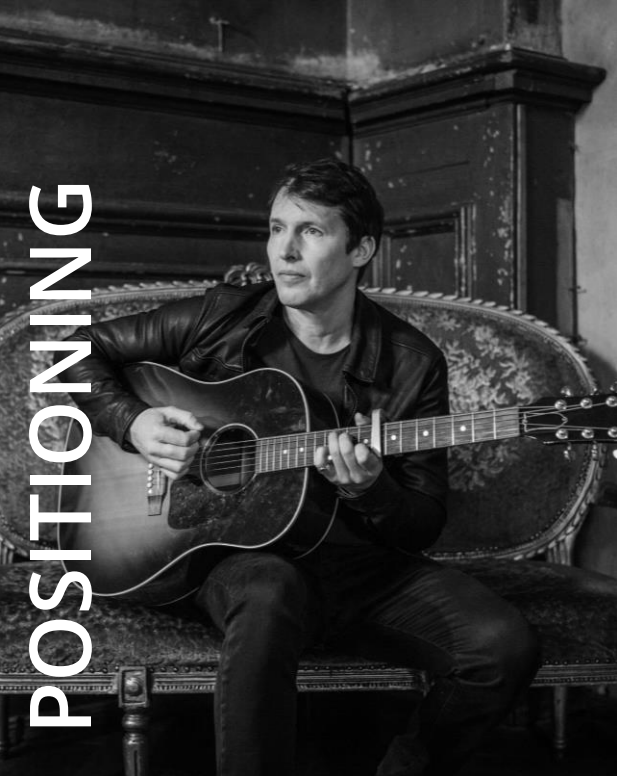


POSITIONING



Crossmedia on TV, Radio,
SoMe, Web and App

24/7 Full Free TV distribution

Unrivalled on TV, uniquely positioned

100% music, quality & emotion

DELUXE MUSIC Radio - all major aggregators

Deluxemusic.de , DELUXE MUSIC App, Alexa,

FB & IG

PROGRAM

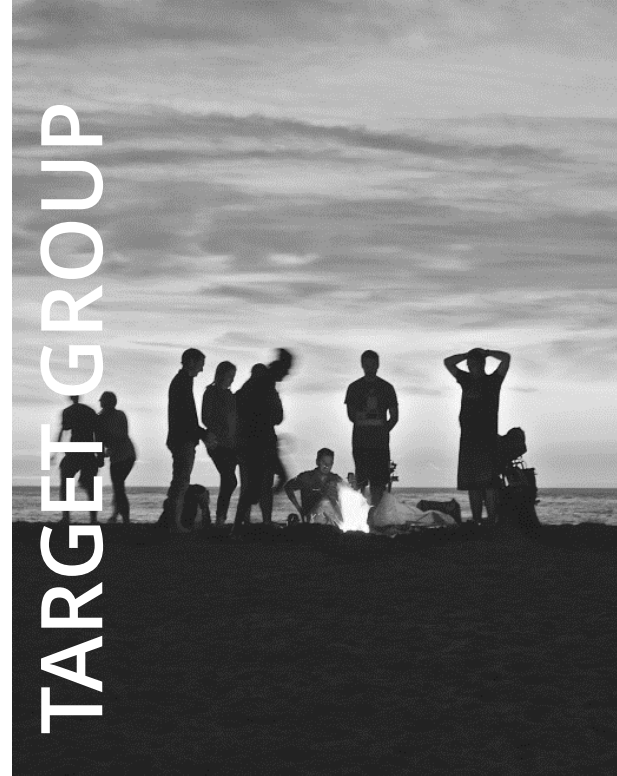


Premium setting for
100% brand safety

High-quality in-house productions with the
established channel face Markus Kavka and cool
new hosts: Rola and Anna Illenberger presents
Countdown Deluxe

Our program – the music video: Popular works of
art in short film format

TARGET GROUP



Ø Age 45 years
53% female

Others have viewers we have fans: highly involved,
committed and activated

Best affinities with

Games (256), Kino (184), High Education (175),
Brand affinity (130), Travel (127), Early Adopter
(122), Luxury Oriented (118).

PERFORMANCE



Ø A14-34: 0,5% market share
Ø 822.000 viewers per day

TV market share Ø A14-49: 0,4%

Peak values of up to 4 million viewers per day

More than 480,000 Facebook and Instagram fans,
posts reach up to 1 million people
DELUXE MUSIC Radio approx. 740K contacts/month