

# POSITIONIERUNG



## DELUXE DANCE pure energetic sound

The best of both worlds of DELUXE MUSIC and KONTOR RECORDS bundled on one channel!

The entertainment platform and brand on TV for all fans of dance and house music.

# PROGRAMM



## The program for every dance and house fan

The heart of the program are current dance hits, about cult hits and party hits to dance pop.

And it's all modern, fresh, colorful and young.

# KERNZIELGRUPPE



## Primary target group is mainly male

Adults 18-44 years, in core 25-34 years. They enjoy life, love to travel, meet people, healthy food. They are fashion oriented, trendy, stylish., active & body conscious, with interest in workout & dancing. Social media savvy, the internet is part of everyday life.

# PERFORMANCE



## Free available ...

... as a FTA channel via satellite and freevee, Zattoo, waipu.tv, Cliq Digital, HD+ App and soon as FAST channel via relevant platforms.  
<https://deluxemusic.de/sender/deluxe-dance-by-kontor/>  
Continuous expansion of program and distribution.

