

# POSITIONING



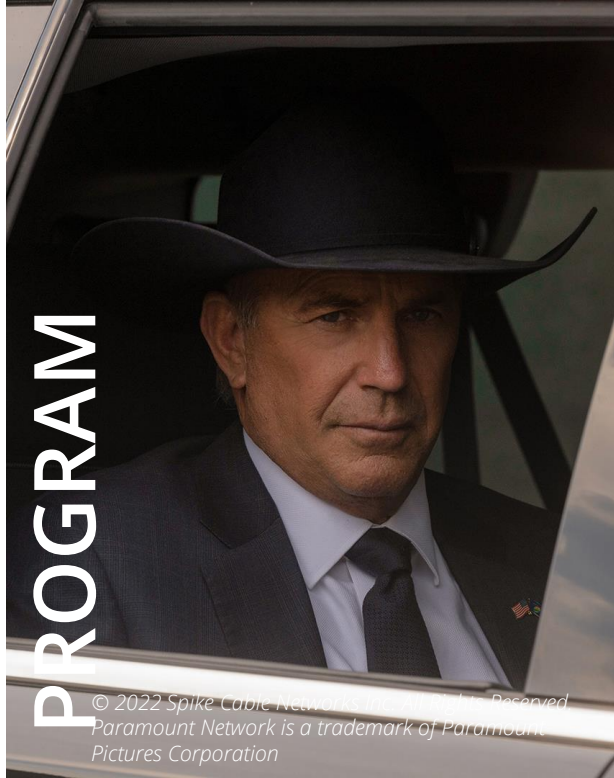
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## Welcome to the Action Club!

The action & entertainment channel on pay TV with top-class US success series, gripping action and exciting crime series, many of them as TV premieres in German-speaking countries.

# PROGRAM



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## Most successful US series & German TV premieres

Yellowstone with Kevin Costner, currently the most successful series in the U.S., can be found on AXN BLACK, as can the long-running hits The Blacklist and Chicago P.D. Other premium series and movies from licensors such as Sony Pictures, Disney and NBC Universal round out the lineup.

# TARGET GROUP



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## Premium content for ambitious target group

AXN BLACK's target audience is broad, with E 25-49 at its core. AXN BLACK offers a high-quality environment with short commercial breaks, as well as positive image transfer through a strong station identity with a close connection to the viewer.

# PERFORMANCE



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## Major platforms

In Germany, AXN BLACK is distributed via Vodafone, MagentaTV, Amazon Prime Video Channels, M7, PÿUR, NetCologne and Waipu.TV, in Austria via HD Austria, A1 Telekom and Liwest, and in Switzerland via Blue, UPC and Sunrise.

AXN Black