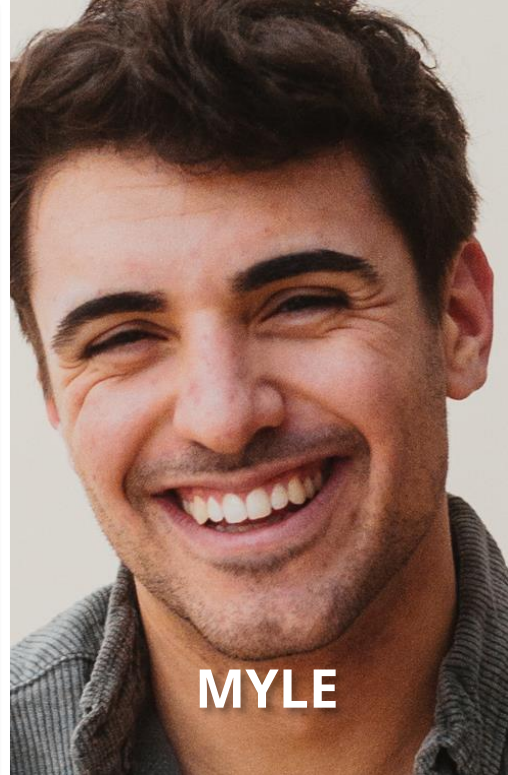


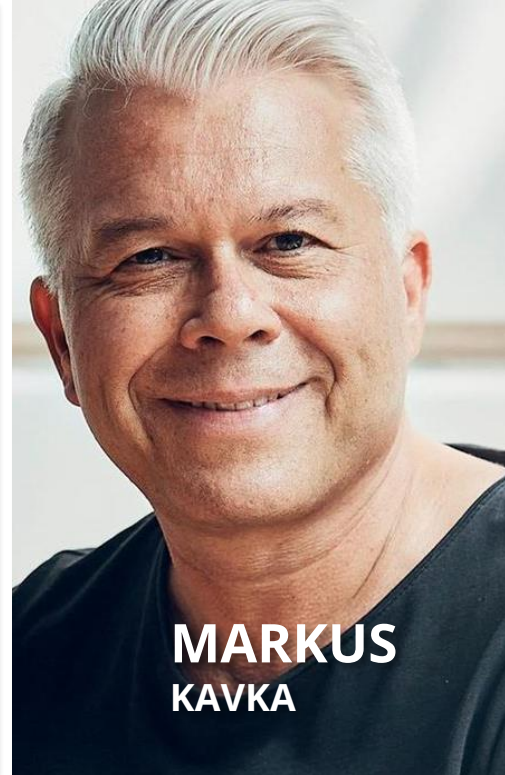
**JANA  
HEINISCH**



**MYLE**



**MARLEN  
PETERS**



**MARKUS  
KAVKA**



**LOVRA**



## POSITIONING

Music channel #1 in German free TV with 24/7 full distribution  
DELUXE MUSIC as a strong umbrella brand with genre and target group-specific channel offerings. Emotionality as only music can be, uniquely positioned and in exceptional quality, always 100% brandsafe.  
An integral part of the music scene in Germany with strong label relations.  
DELUXE MUSIC Radio: via all important aggregators - deluxemusic.de - Instagram, Facebook & YouTube

**DELUXE  
MUSIC**

**COUNT  
DOWN  
DELUXE**

**UPDATE  
DELUXE**

## PROGRAM

Our program - the music video: Popular works of art in short film format. Sourced, curated and compiled by passionate music experts, supported by intelligent technology solutions. Production know-how in the music sector stands for high-quality in-house productions with established and new fresh channel faces - UPDATE DELUXE, COUNTDOWN DELUXE. And the exclusive DLXM SESSIONS with artists - close, authentic and professional. Translated with DeepL.com (free version)

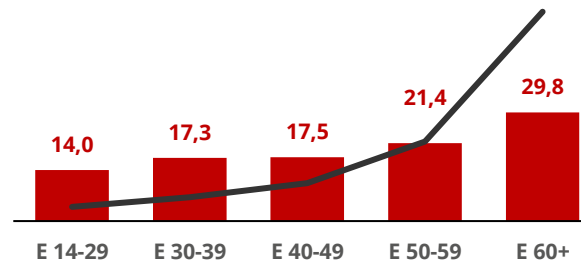


**Ø 767 thousand viewers** with peaks of up to 4.0 million per day

**Dwell time** over the day: F14-29 at 28 minutes (cf. MTV 9 minutes) and at E18-34 at 22 minutes (cf. MTV 12 minutes)

### Age & gender in %

Deluxe Music TV-Gesamt



More than **480 TSD Social media fans** on Facebook and Instagram

Expansion of **digital distribution** + reach via CTV platforms

**DELUXE MUSIC Radio**  
1.1 million contacts/  
month 263 TSD listeners (net)/ month

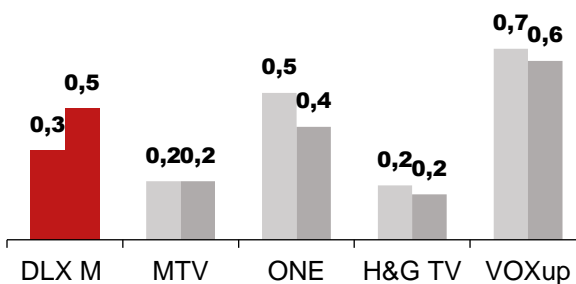
### Advertising potential

35,4 GRPs per month (ZG 14+)

### Program performance

6.67 million Cum. Net reach per month (ZG 14+)

### Relevant for A14-49 & A 18-34 (MS in %)



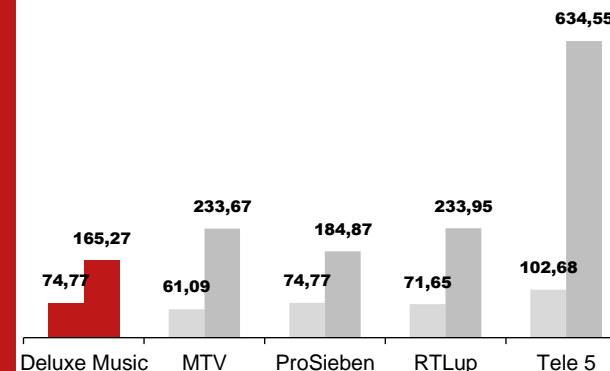
Source: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2024 - 30.06.2024

### Branch affinities

Compared to E 14+ total



### Efficient with A14-49 & A 18-34 (CPM 30'')



Source: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.01.2024 - 30.06.2024, TA 1-30