



POSITIONING

THE home for Schlager on TV, radio, SoMe, web under the strong umbrella brand of DELUXE MUSIK.

Stages contemporary modern Schlager with 100% quality, 100% music, 100% emotion. This is unique, trendy, emotional and above all fun

With DELUXE MUSIK an integral part of the music scene in Germany with strong label relations.



PROGRAM

The popular genre for great emotions!

From current hits, cult hits and party hits to German pop, the right program for every Schlager fan.

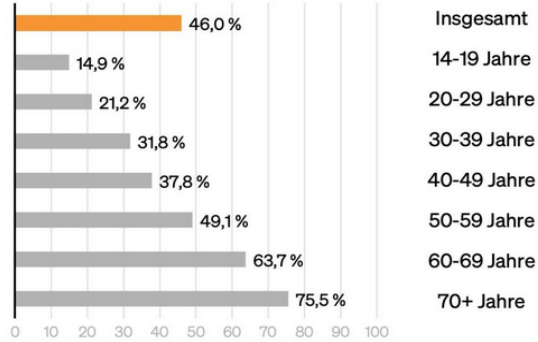
Schlager stars meet newcomers - cult meets new - 100% hits!!!



Approx. 15 mio Schlager fans in Germany

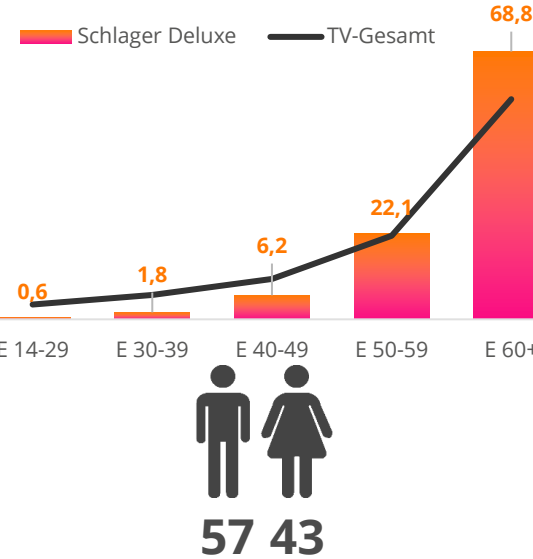
Deutsche Schlager

2023: höre ich sehr gern/auch noch gern



www.miz.org
Quelle: Allensbacher Markt- und Werbeträgeranalyse (AWA) 2023

Age & gender in %



Ø 300 TSD viewers with peaks of up to 842 TSD per day

Dwell time over the day:
E40-64 at 20 minutes (cf. MTV 9 minutes) and for M40-59 at 23 minutes (cf. MTV 11 minutes)

Expansion of digital distribution + reach via CTV platforms

Advertising potential

21,4 GRPs per month (ZG 14+)

Program performance

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

Free-to-air via satellite in approx. 46% of TV households.

Also in selected cable networks such as Vodafone, Netcologne, Pyur, Magenta TV, as well as via Zattoo, 1&1, waipu.tv, Ocilion, Quickline, Suisse Digital, Sunrise UPC Cablecom, Swisscom.

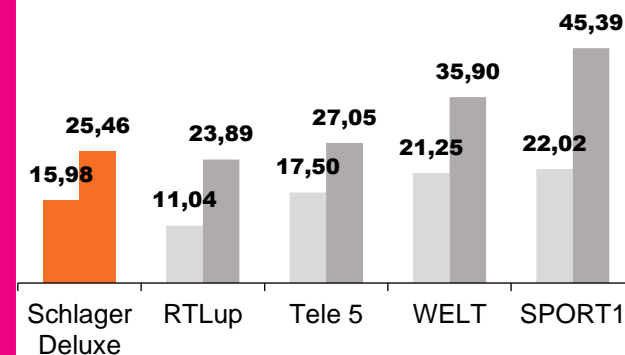


Branch affinities

Compared to E 14+ total

Cinema	236
Sportswear	183
Wellness & Spa	177
Cooking	170
DIY stores	169
Conzerts	162
Travel	121

Efficient with Z3+ & A 40-64 (CPM 30'')



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