



POSITIONING



Feel Good Drama & Cosy Crime

The pay TV channel for award-winning and outstanding series: moving drama series, high-quality literary adaptations and exciting crime series from Great Britain, Spain or Italy celebrate their German-language TV premiere here.



PROGRAM



Outstanding European Drama Series

Exclusive German-language TV premieres such as Call the Midwife and Sanditon plus international hit series such as Murdoch Mysteries, Doc - It's in Your Hands and Hotel Portofino. Other viewer highlights include Grand Hotel, The Tudors and Masters of Sex.



TARGETGROUP



Premium content for ambitious target group

AXN WHITE's target audience is broad and tends to be female F 30-59 at its core. AXN WHITE 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



Major platforms

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