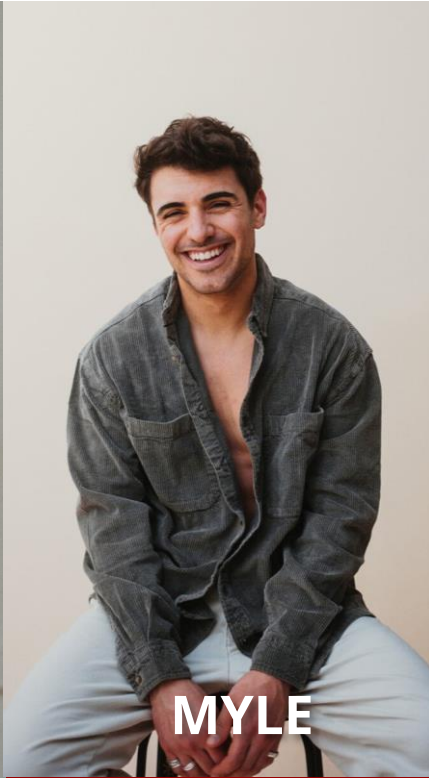




**JANA
HEINISCH**



MYLE



**MARLEN
PETERS**



**MARKUS
KAVKA**



**PAULA
SENFKORN**



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)

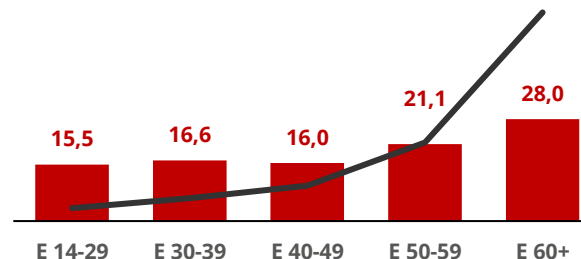


Ø 800 thousand viewers with peaks of up to 4.0 million per day

Dwell time over the day: F14-29 at 35 minutes (cf. MTV 11 minutes) and at E18-34 at 26 minutes (cf. MTV 14 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



1.3 million contacts/ month, 268 TSD listeners (net)/ month

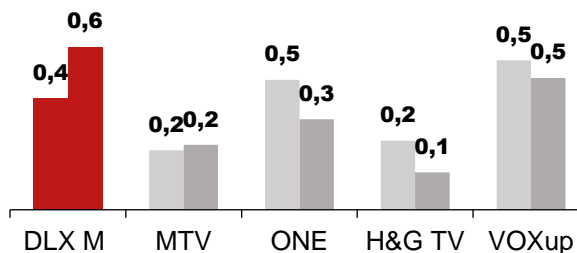
Advertising potential

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 %)



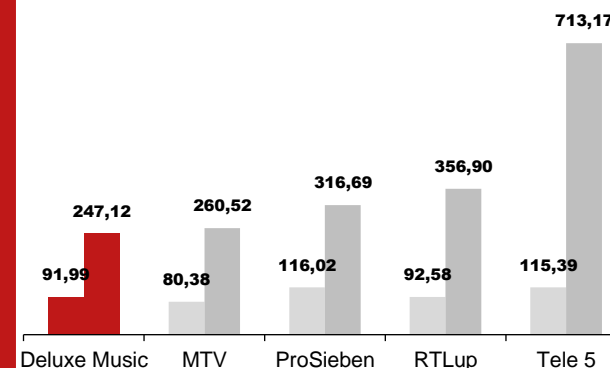
Source: AGF Videoforschung in Zusammenarbeit mit GfK; videoSCOPE 1.3, 01.71.2024 - 31.12.2024

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, 01.07.2024 - 31.12.2024, TA 1-30