



## 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

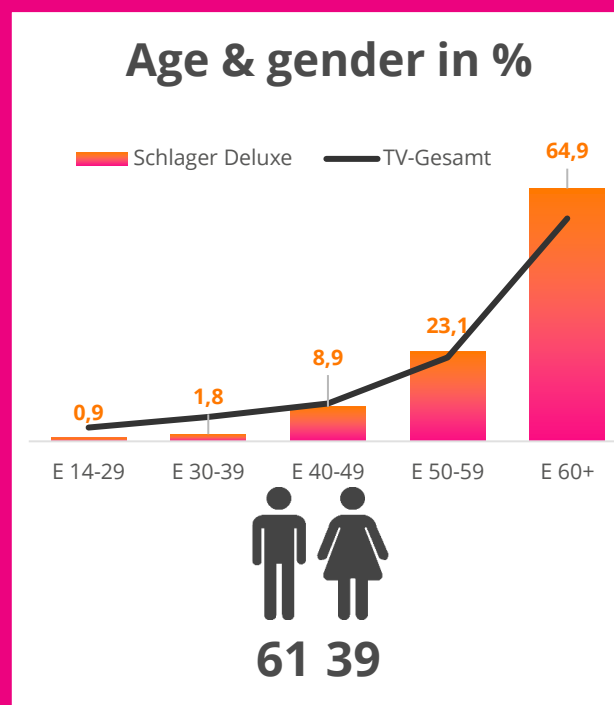
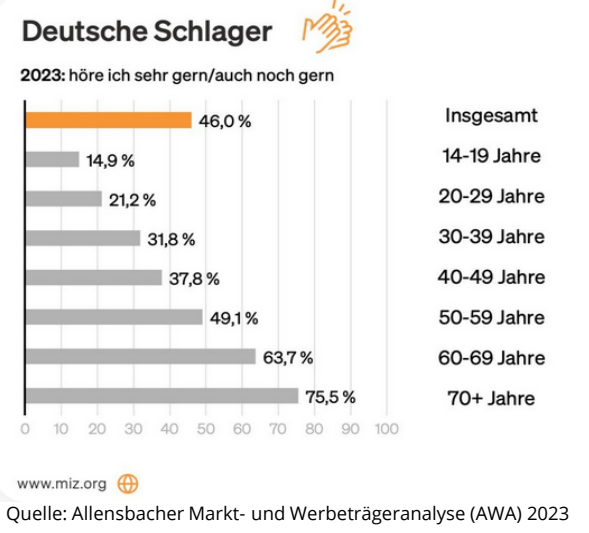
The popular genre for great emotions!

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



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

**Dwell time over the day:**  
 E40-64 at 19 minutes (cf. DMF 11 minutes) and for M40-64 at 24 minutes (cf. DMF 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%, 17 million of TV households.

Also in selected cable networks such as 1&1, Magenta TV, Netcologne, Pyur, Quickline, Suisse Digital, Sunrise UPC, Swisscom as well as via O2, Ocilion, Vodafone, waipu.tv, Wilhelm Tel, Zattoo

### Branch affinities

Compared to E 14+ total

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

