

POSITIONIERUNG



DELUXE DANCE pure energetic sound

The best of both worlds of DELUXE MUSIC and KONTOR RECORDS bundled on one channel!

The entertainment platform and brand on TV for all fans of dance and house music.

PROGRAMM



The program for every dance and house fan

The heart of the program are current dance hits, about cult hits and party hits to dance pop.

And it's all modern, fresh, colorful and young.

KERNZIELGRUPPE



Primary target group is mainly male

Adults 18-44 years, in core 25-34 years. They enjoy life, love to travel, meet people, healthy food. They are fashion oriented, trendy, stylish., active & body conscious, with interest in workout & dancing. Social media savvy, the internet is part of everyday life.

PERFORMANCE



Free available ...

... as a FTA channel via satellite and Samsung TV Plus, Amazon Prime, Zattoo, waipu.tv, HD+, Swisscom and soon as FAST channel via other relevant platforms.

<https://deluxemusic.de/sender/deluxe-dance-by-kontor/>





**POTENTIAL =
TECHNICAL
DISTRIBUTION
around 30 MILLION HH**

SAT: approx. 16.5 mi HH
Digital (CTV platforms):
approx. 13.9 m HH

EXTENSIVE STATION MARKETING:

- Crosspromo DELUXE MUSIC + HIGH VIEW station portfolio
- DOOH campaign via Goldbach
- Deluxemusic.de + social media IG & FB
- Co-ops with Sunshine Live, festivals etc.

EXCLUSIVE advertising opportunities on DELUXE DANCE by KONTOR

- Channel tip (e.g. tour presentation, clubbing tip...)
- Title sponsorship
- Program Sponsoring
- Sweepstakes
- Classic TV spots

MUSIC & BRANDS, THE PERFECT FIT...

ADDRESS EMOTIONS

MUSIC IS A CULTURAL EXPRESSION

MUSIC OFFERS GENRE DIVERSITY

CREATE COMMUNITY: FESTIVALS &
CONCERTS

GLOBALE TRENDS & COMMUNITY

POSITIVE POWER OF THE GENRE OF MUSIC

MUSIC STRENGTHENS BRAND IDENTITY

TV ADVERTISING FOR ALL - REACH BOOSTER VIA TV

- REACH: TV advertising reaches 70% of Germans in one day
- EFFICIENCY: Very fast high reach build-up - build brands effectively
- BIG SCREEN = big advertising message
- EMOTIONS: TV advertising appeals to all the senses and arouses desire
- Brand safety: Safe environment for your brand music





YouTube **Kontor.TV Channel** with **6,3 m followers** and more than **72 m plays**

Germany's biggest dance playlist on YouTube



800k subscribers on **Spotify**
„Kontor Top of the Clubs“ compilation with **60 m streams**



Livestream
kontorrecords.de



SUCCESSFUL SOCIAL MEDIA CHANNELS

Facebook: 567k followers

TikTok: 111.3k followers, 1.2 m likes

Instagram: 102k followers

GREAT ARTISTS

SCOOTER – Leony - DJ Antoine – Lilly Palmer – Neptunica – Loud Luxury – Armin van Buuren – Beachbag – Felix Harrer – KYANU – Neptunica – Tiscore – VIZE – WITH Y - Markus Gardeweg – Nora En Pure – Mike Candys

KONTOR RECORDS: THE LABEL FOR DANCE MUSIC

- Leading German label for electronic dance music for more than 25 years
- Multi-award-winning music label (Gold/Platinum/Diamond)
- Genres: Electronic dance music with techno, trance, hardstyle, pop, (deep/slap) house, afrohouse etc.
- 61 exclusive artists
- More than 7,500 published titles
- Studios in Hamburg and Berlin

