

POSITIONING



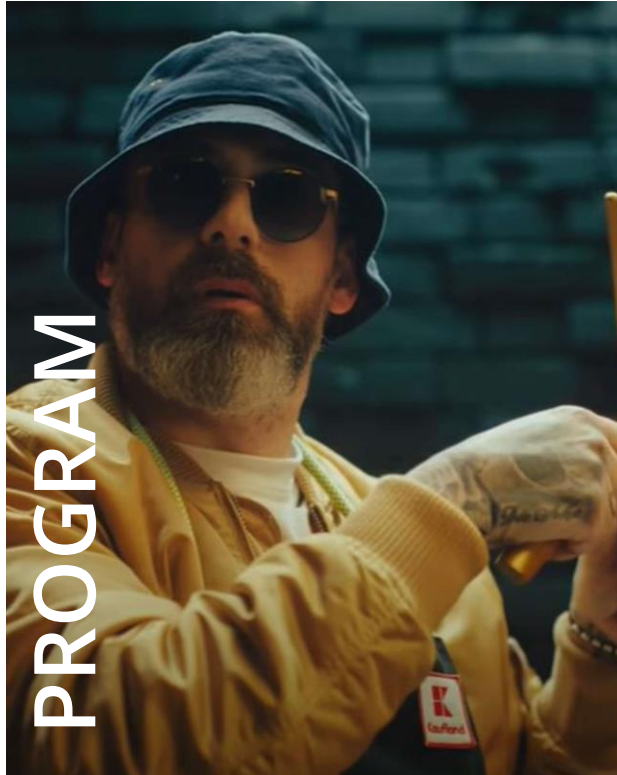
RAP –

More than music

Rap with its more complex beats became style-defining and finally paved its way into the mainstream.

DELUXE RAP shows the best of innovative beats and to the point lyrics.

PROGRAM



**A genre in the spirit
of the times**

Originating in the 1970s in the USA, rap has become the most popular hip hop element and has influenced an entire generation.

The program is as diverse as hip hop itself: International, Deutschrap, Oldschool, Classics, R&B, Soul...

TARGET GROUP



**THE music of the young
generation**

Target group is 13-35 years old. RAP is very popular with the younger population aged 14 to 19.

Over 40 percent in this age group said in 2020 that they very much like listening to this type of music.*

PERFORMANCE



Free available ...

... as an FTA channel via satellite as well as via Samsung TV Plus, waipu.tv, Zattoo, HD+, Swisscom and soon as FAST Channel via other relevant platforms.

Continuous expansion of program and distribution.

*Source: Statista, 2022