

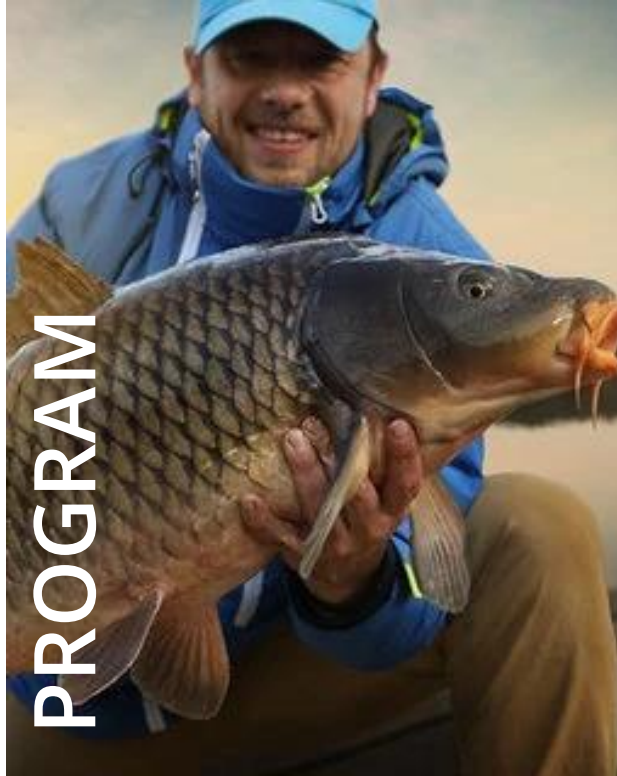
# POSITIONING



The program brand for  
passionate anglers

Leading fishing channel in the German OTT market.  
With just.fishing, viewers get the latest fishing know-how and the fascination of nature directly into their living room and onto their mobile devices.

# PROGRAM



Exciting, entertaining and  
informative

just.fishing covers all genres with numerous  
different licensors.

Diverse subgenres such as cooking, travel, animals,  
sustainability & outdoor.

German editorial team with numerous partners.

# TARGET GROUP



Approx. 6.64 m hobby  
anglers in Germany\*.

After soccer and tennis, the sport with the most  
club members in Germany\* with approx. 1m  
members. People of all ages and social classes  
especially with good education & social networking.  
94% of anglers are male.

# PERFORMANCE



Receivable as ...

... FTA via satellite and Samsung TV Plus, Amazon  
Prime, Zattoo, Joyn, Rakuten, LG, HD+, Pluto.TV,  
Swisscom, Tivee, wedotv, Whale TV+, Xiaomi,  
YouTube and as FAST Channel soon on other  
relevant platforms.  
Continuously new content!