

# POSITIONING



The channel for cooking enthusiasts

JUST COOKING is a German-language linearly structured on-demand channel with modernly produced cooking shows, documentaries and broadcasts about food and cooking.

A so far not yet existing channel, which closes a gap in the German market.

# PROGRAM



Top actual, dynamic and up to date

JUST COOKING bundles professionally produced programs from different providers, supplemented by fresh content from Content Creators. The offer is flanked by high-quality in-house productions and a comprehensive recipe database.

# TARGET GROUP



A lively target group  
F 25-50 years

The target group is 14-59 years with a focus on women 25-50 and householders 30-49. They are characterized by various attributes: enjoy life, are cosmopolitan, active & body-conscious, Internet belongs to everyday life, with modern lifestyle. High affinity for "cooking", "eating" & "feeling good".

# PERFORMANCE



Freely receivable ...

... as FTA via satellite and via Samsung/ TV Plus, freevee, waipu.tv, Rakuten, Dailyme, joyn.de, joyn.at, LG, Philips, TCL, Xiaomi, Zeasn and as FAST Channel soon on other relevant platforms.

[www.justcooking.tv](http://www.justcooking.tv), IG