POSITIONING

Gute Laune TV –

The name says it all

24/7 The greatest German-language music from five decades! Current artist portraits, interviews, video premieres, live concerts, events and lots of background information.

PROGRAM

Stars at the heart of the program

Varied mix of the biggest Schlager hits, current Pop-Schlager, New German Wave, folk and popular music, evergreens and earworms from the 60s to today.

Large uniques music archive complete the program

TARGET GROUP

Schlager fans in the spotlight

Women and men aged 35 and over with a high affinity for

Fashion
Travel
Health

PERFORMANCE

Available via...

...Amazon Prime Video, YouTube Primetime, O2, waipu.tv, 1&1, Canal+, Netcologne, Pyur, Magenta Telekom (Ö), Sunrise UPC;
. www.gutelaunetv.de,