

POSITIONING



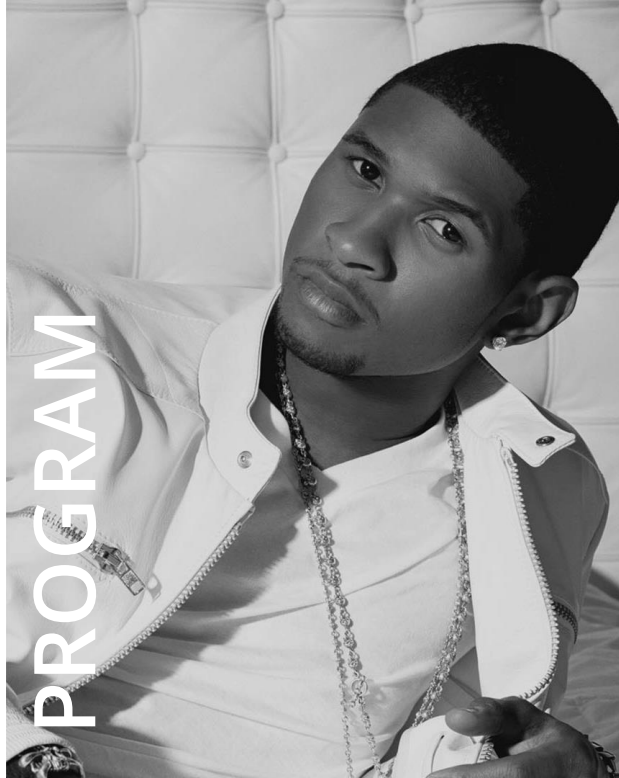
Cross-media on TV, SoMe
and web

24/7 best music: great songs, great stars, time travel
through 50 years of music history.

100% music for watching, relaxing and celebrating

www.jukebox-tv.de, FB

PROGRAM



Big songs, big stars, big
music

Current hits as well as classics from past decades
offer the viewer an unique mix

Format Radio goes TV with hits non-stop

Tailor-made for the German market

TARGET GROUP



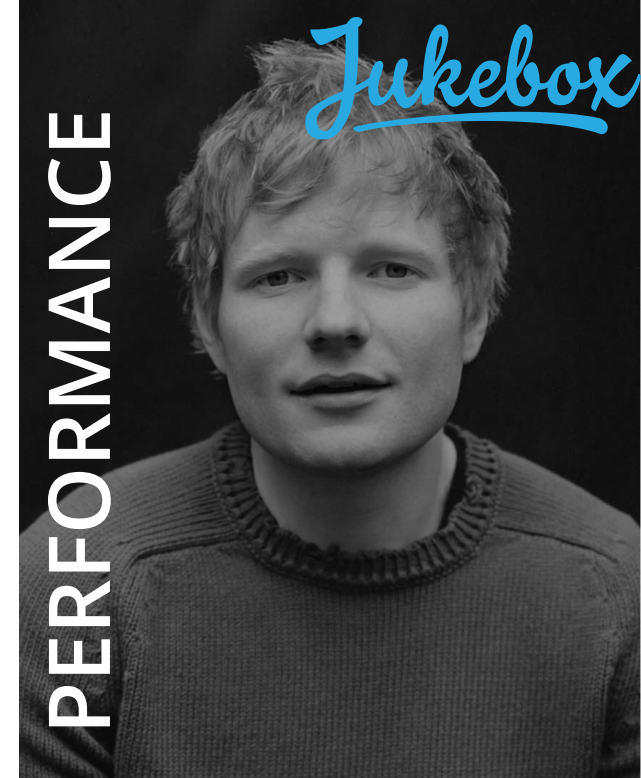
POP the favorite genre in
the young target group

Target group: Adults 14 to 59 years

High affinity to

Fashion, lifestyle, beauty & cosmetics

PERFORMANCE



3.2 million subscription
households

One of the most popular pay TV channels
Up to 1.14 million viewers per day

Receivable via SKY, 1&1, Alchimie/watchit, Braykoff, Cliq
Digital, DREI, Magenta TV, Telekom Austria (A1), waipu.tv,
YouTube Primitime.
www.jukebox-tv.de