

# POSITIONIERUNG



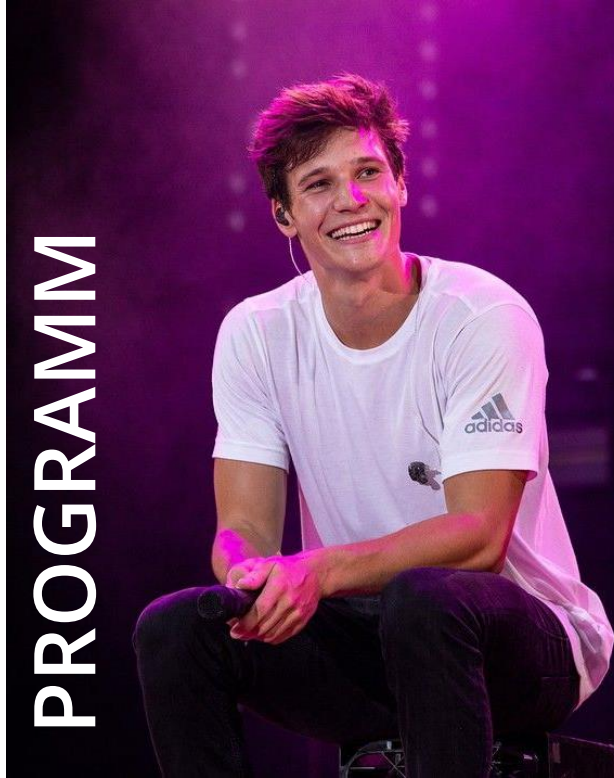
## DEUTSCH POP DELUXE the stage for German hits

The core of the brand are current modern hits in German language staged in a contemporary way.

100% quality, 100% music, 100% emotion

The entertainment platform and brand on TV, SoMe and the web for all fans of German music.

# PROGRAMM



## The popular genre for great feelings

From current hits to cult hits and party hits to German pop music, for every German pop fanatic the right program.

And all that modern, fresh, colorful and young.

# KERNZIELGRUPPE



## Primary target group mainly female 35+ Y

It is characterized by the following - They are: Interested in music, romantic, enjoy life, active & body conscious, social media savvy, the internet is part of daily life, traditional to modern, family people.

# PERFORMANCE



## Receivable via..

... Rakuten, Tivee, Xiaomi and as FAST Channel soon on other relevant platforms.