

# POSITIONING



## The OTT Channel for all classical music fans

just.classical brings the world of classical music to the viewer.

The diversity of classical music from the old masters to postmodernism on a channel that offers entertainment at a high level.

# PROGRAM



## Classical highlights across the board

just.classical stands for unique programs from the genres of opera, concert, ballet and masterpieces.

Classical music in its fullness from Bach to Mozart to Vivaldi with 15min. Contributions up to complex productions of several hours.

# TARGET GROUP



## Music enthusiast target group

just.classical appeals to a demanding target group of decision-makers who have a higher net household income and a better education. They are interested in cultural events and also attend them regularly.

# PERFORMANCE



## Receivable via ...

... LG, PlutoTV, Huawei, TCL, Cliq Digital, Digital TV, Local Now, rad.live, Vibe TV, VIDAA, Skyworth / Coolita, Weyyak, Xiaomi and soon as FAST Channel on other relevant platforms. Internationally distributable!

**just.classical**