

POSITIONING

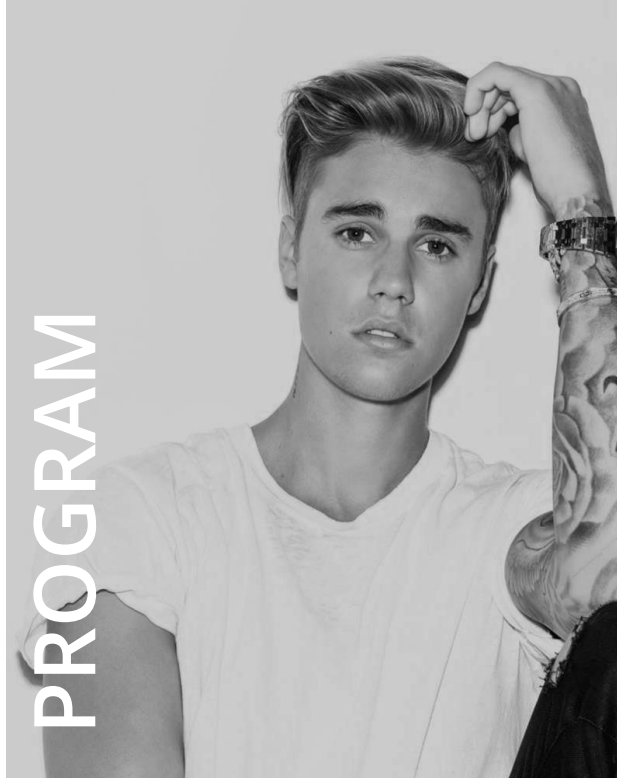


Cross-media on TV, SoMe and web


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

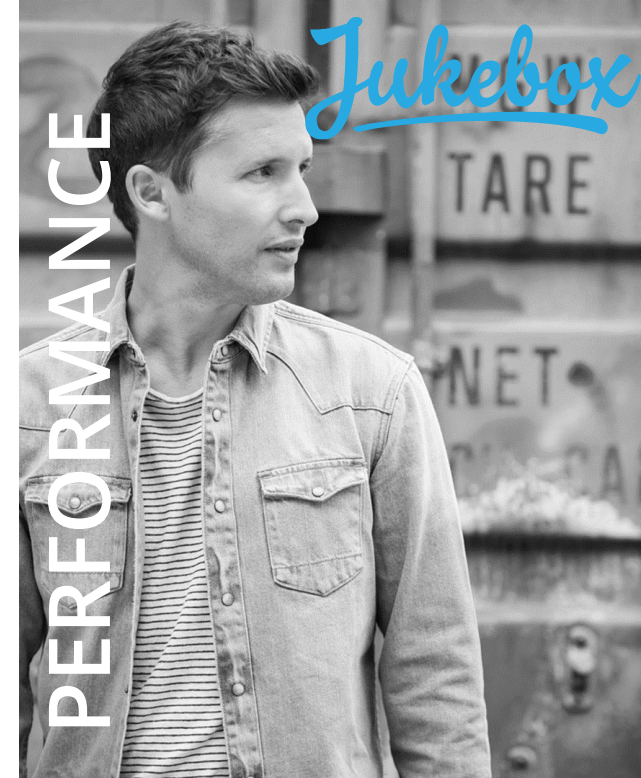


POP the favorite genre in the young target group

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 Primetime.

www.jukebox-tv.de