








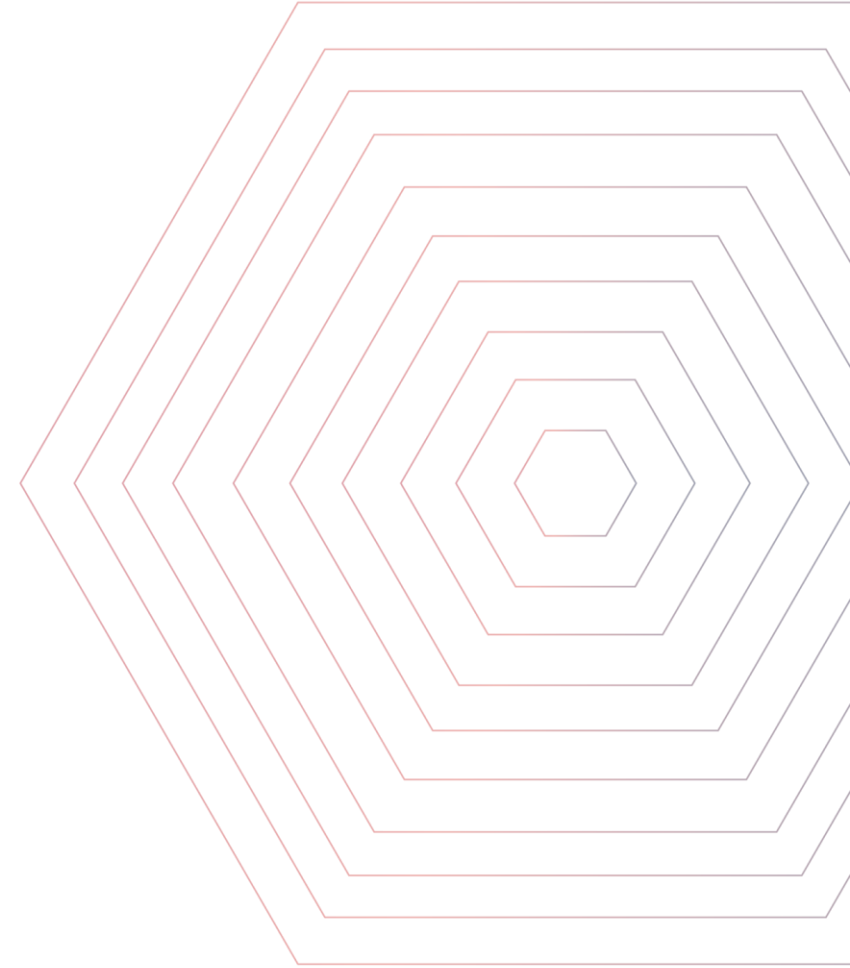


# goldvertise

Media Kit TV 2025

# Agenda

01		<b>Goldvertise TV Portfolio</b> Overview, Channel positioning	<b><u>Page 3</u></b>
03		<b>Entertainment</b>	<b><u>Page 6</u></b>
04		<b>Travel &amp; Enjoyment</b>	<b><u>Page 34</u></b>
05		<b>Sports &amp; Action</b>	<b><u>Page 58</u></b>
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07		<b>Music</b>	<b><u>Page 96</u></b>
08		<b>Technical Set Up &amp; GTC</b>	<b><u>Page 114</u></b>
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# Special interest TV at Goldvertise

Enter the world of TV with us!

With passion and professionalism, we offer the parallel marketing of **of pay TV and free TV** in Germany.

Our inventory includes **strong channel identities** and **high-quality, clearly defined target groups**.

Our channels enable you to reach an attentive audience with minimal wastage.



**High attention  
&  
strong  
target group  
orientation**



**Conscious  
television**



**Low  
scattering  
loss**



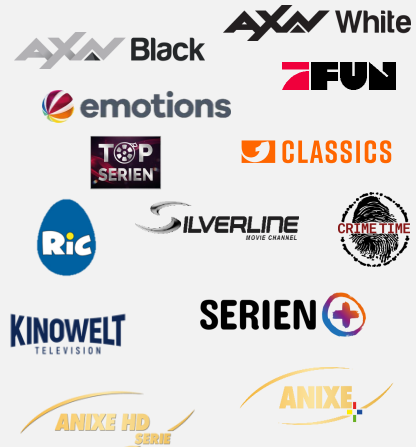
**Attractive  
price/performance  
ratio**

# Diverse and high quality TV content

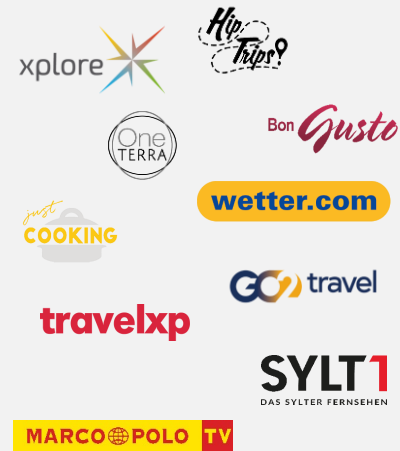
We offer over 40 special interest channels in five genres



## Entertainment



## Travel & Enjoyment



## Sports & Action



## Guide & Knowledge

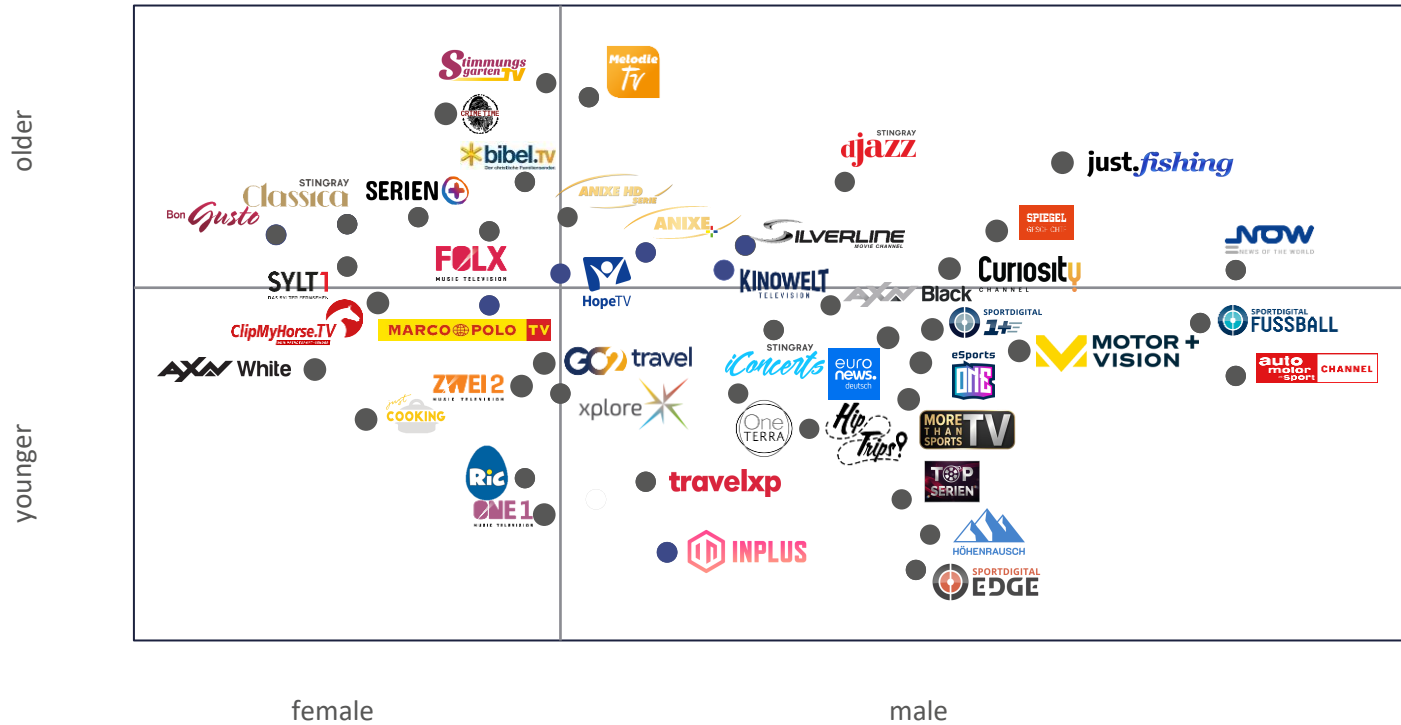


## Music

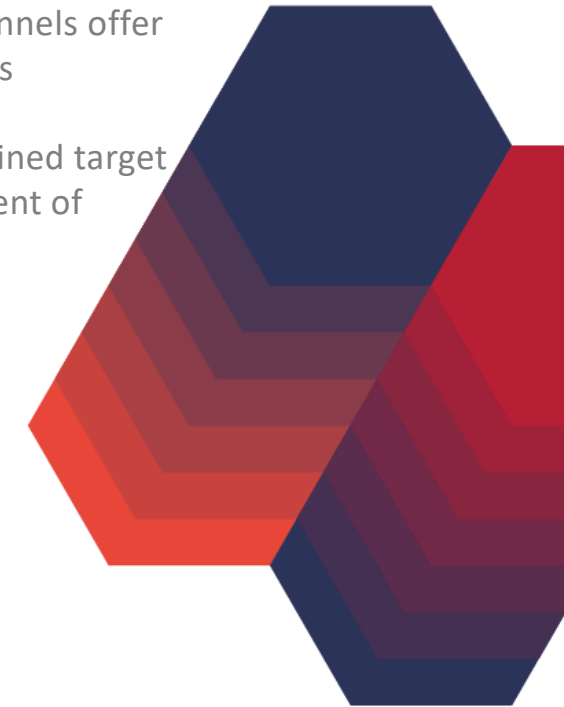




# Positioning of the Goldvertise channels



- ▶ Our special interest channels offer strong channel identities
- ▶ High-quality, clearly defined target groups in the environment of short advertising blocks
- ▶ Low scattering loss





# Channel portfolio Entertainment

# Entertainment

13

channels

Series and  
moviesFree and  
Pay TV

In the **entertainment portfolio**, you reach a multi-layered and attentive target group in lean-back mode.

Action, drama, crime, comedy, horror, family & kids... You can expect popcorn cinema evenings full of excitement and emotion with the best films of all time, as well as German premieres of the hottest series highlights that tempt you to binge-watch.





Starting  
March  
20

# Top Serien

The action and crime channel

- ▶ The channel with award-winning and top-class movies, series, anime and true crime highlights.
- ▶ Stars include Charlize Theron, Jude Law, Bruce Willis, Samuel L. Jackson, Jamie Foxx and many more.



# Top Serien

## Structure and prices



### Facts and figures



**Gender**  
35%      65%



**Core target group**  
M 18-35 years

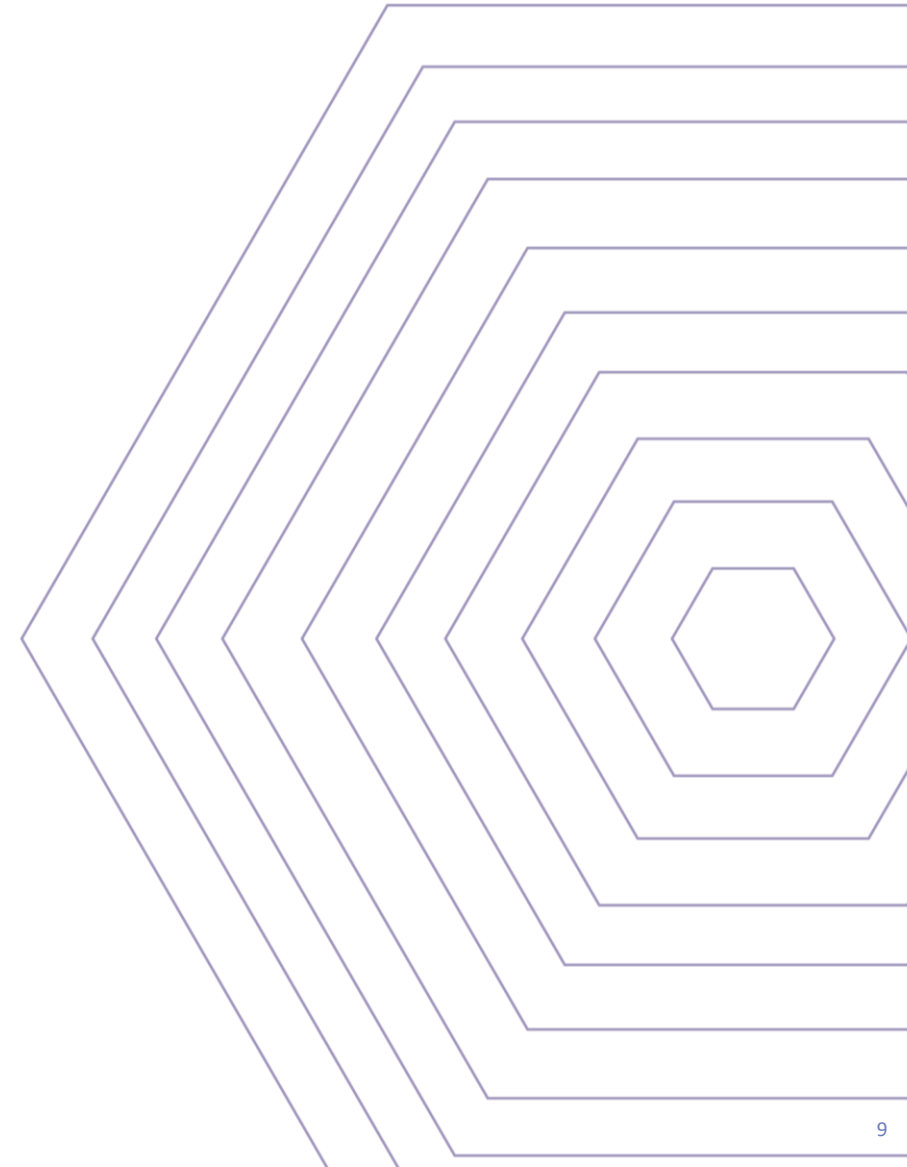


**Distribution**  
IPTV



### Price per spot 30 sec

Time slot	Gross price per slot
06 am - 09 pm	90,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	150,00 €
01 am - 06 am	105,00 €





**AXN Black**

# AXN Black

Welcome to the club

- ▶ The action & entertainment channel with top-class successful US series, gripping action and exciting crime series.
- ▶ Series highlights such as Yellowstone with Kevin Costner or long-running favourites such as Chicago P.D. celebrate their exclusive German premiere here



# AXN Black

## Structure and prices



### Facts and figures



**Gender**  
40%      60%



**Core target group**  
A 25-49 years



#### Distribution

Cable

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	135,00 €
01 pm - 05 pm	150,00 €
05 pm - 08 pm	180,00 €
08 pm - 11 pm	330,00 €
11 pm - 01 am	255,00 €
01 am - 06 am	105,00 €

Reduced spot prices starting in March!





**AXN White**

# AXN White

## Outstanding european series

- ▶ The premier league of European productions celebrates its German-language TV premiere on AXN White.
- ▶ Successful series: Jane Austen's Sanditon, Call the Midwife or the Italian series Doc - It's in your hands.





# AXN White

## Structure and prices



### Facts and figures



**Gender**  
65% 35%



**Core target group**  
F 30-59 years



### Distribution

Cable

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	135,00 €
01 pm - 05 pm	150,00 €
05 pm - 08 pm	180,00 €
08 pm - 11 pm	330,00 €
11 pm - 01 am	255,00 €
01 am - 06 am	105,00 €



**SERIEN** **SERIEN+****Good entertainment guaranteed**

- ▶ SERIEN+ offers a huge selection of national and international series.
- ▶ The channel covers a wide range of genres from crime and action to drama and romance, comedy and entertainment for the whole family.



# SERIEN+

## Structure and prices



### Facts and figures



**Gender**  
66%      34%



**Core target group**  
F 30-59 years



**Distribution**  
Satellite



**Reduced spot prices starting in March!**

Price per slot 30 sec	
Time slot	Gross price per slot
06 am - 09 pm	105,00 €
09 am - 01 pm	135,00 €
01 pm - 05 pm	150,00 €
05 pm - 08 pm	180,00 €
08 pm - 11 pm	255,00 €
11 pm - 01 am	180,00 €
01 am - 06 am	90,00 €







# CRIME TIME

Pure suspense guaranteed

- ▶ CRIME TIME is a channel with a huge selection of national and international crime series, thrillers and crime films in cinema quality.
- ▶ The program focuses on classic crime categories such as gangster thrillers, crime classics and police thrillers.





# CRIME TIME

## Structure and prices



### Facts and figures



#### Gender

57%

43%



#### Core target group

A 50-69 years



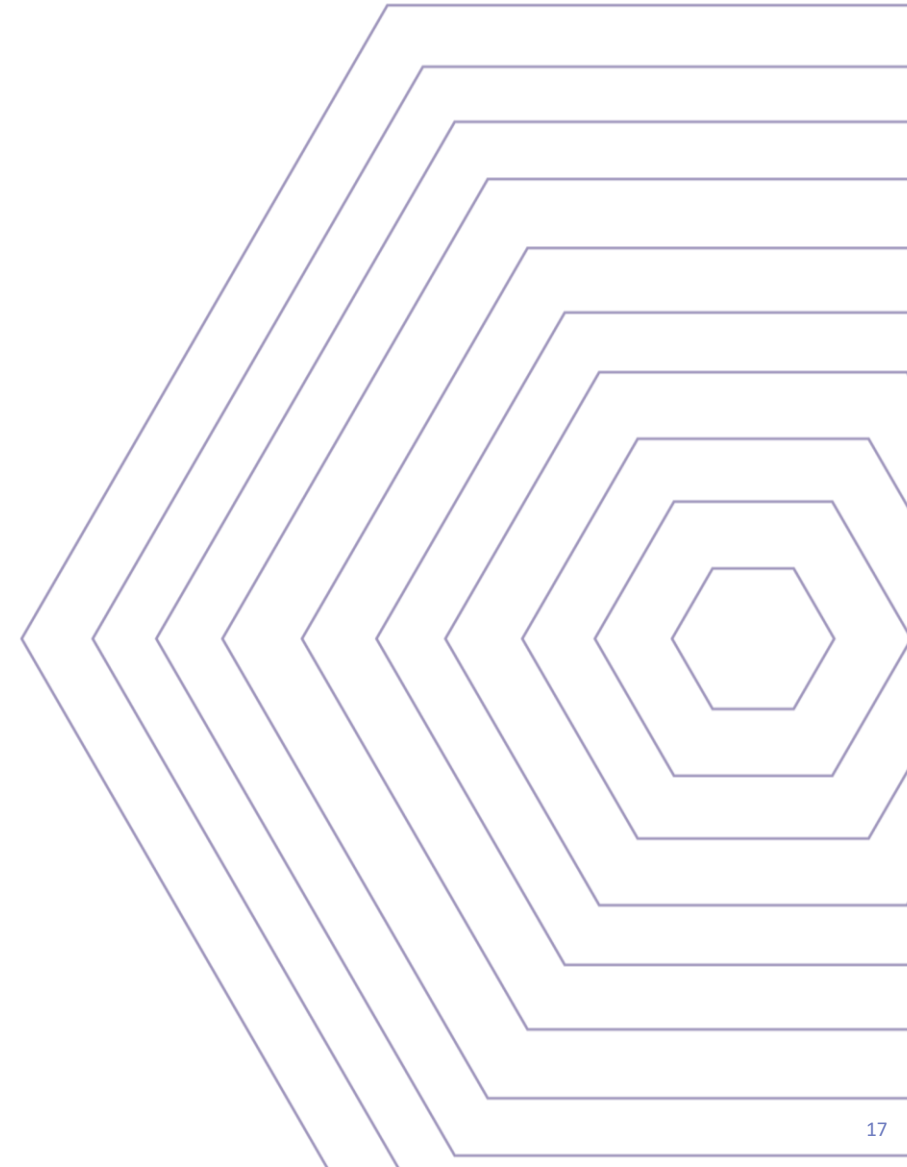
#### Distribution

Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	180,00 €
08 pm - 11 pm	255,00 €
11 pm - 01 am	180,00 €
01 am - 06 am	90,00 €





# Kinowelt TV

The best movies in the comfort of your own home!

- ▶ From Oscar® winners and cult directors to genre blockbusters, KinoweltTV has been offering quality cinema on television for twenty years now.
- ▶ This includes film premieres, director and theme series, family entertainment, love, action, horror and the in-house produced TV magazine Cinegeek with a look behind the scenes of the film business.



# Kinowelt TV

## Structure and prices



### Facts and figures



**Gender**  
 40%      60%



**Core target group**  
 A 30-59 years



#### Distribution

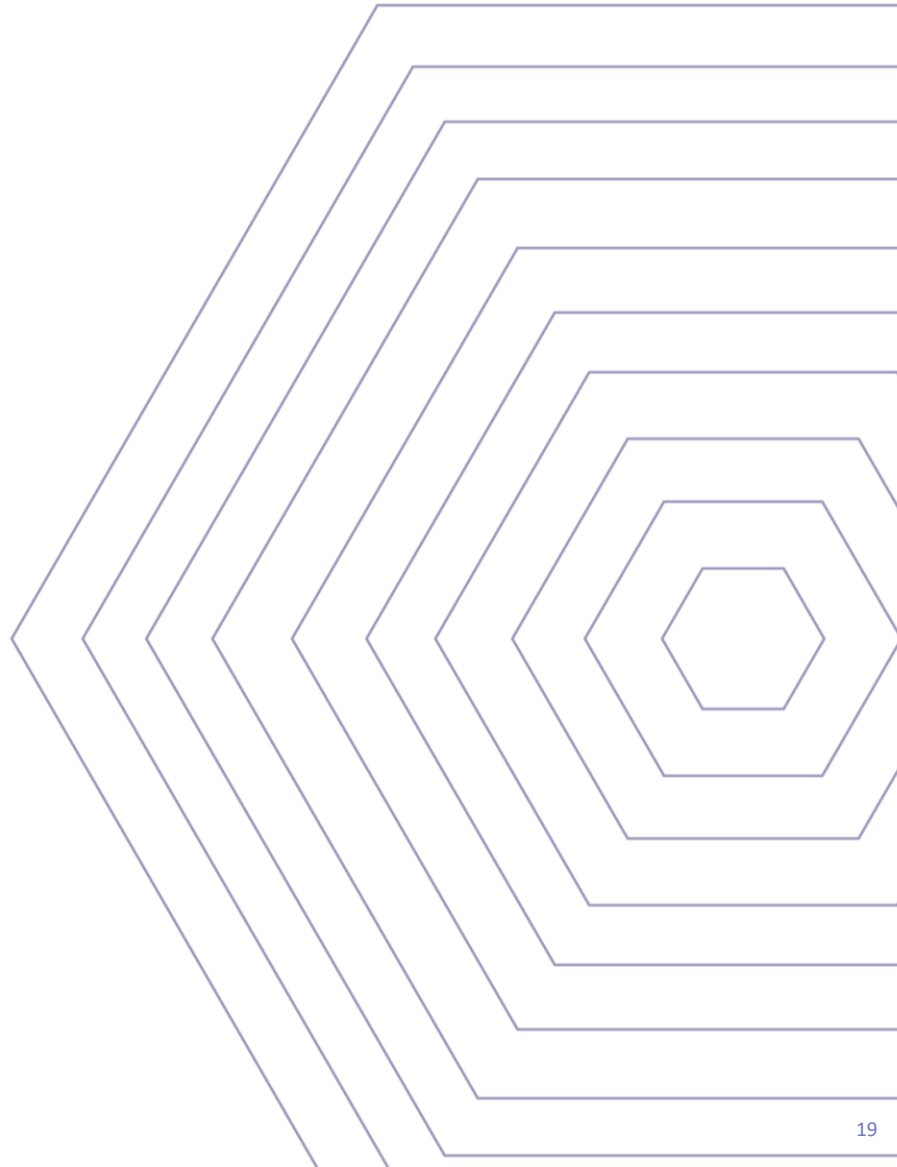
Cable

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	270,00 €
11 pm - 01 am	165,00 €
01 am - 06 am	90,00 €







# Silverline

## The movie channel

- ▶ The movie channel for fans of the action/crime/thriller, horror/mystery and Asian film genres.
- ▶ Over 100 film premieres per year & weekly, exclusive premieres!
- ▶ Exciting theme evenings and film series as programme highlights.





# Silverline

## Structure and prices



### Facts and figures



**Gender**  
37%      63%



**Core target group**  
A 29-59 years



### Distribution

Cable

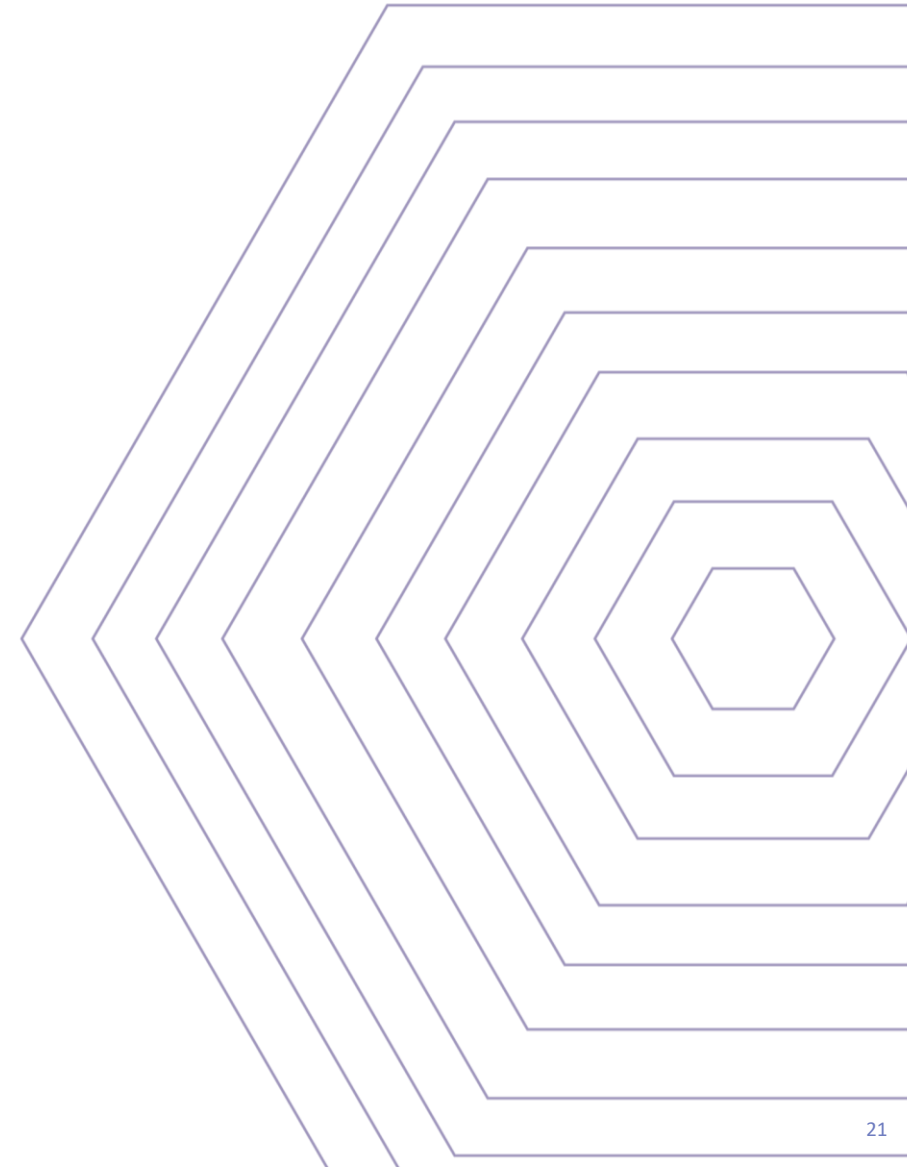


IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	150,00 €
01 am - 06 am	105,00 €





# ANIXE HD Serie

Television for the whole family

- ▶ ANIXE HD Series offers exciting entertainment for the whole family!
- ▶ From exciting crime series and fascinating documentaries to creative DIY projects and the stars in private, everything is included.



# ANIXE HD Serie

## Structure and prices



### Facts and figures



**Gender**  
50%      50%



**Core target group**  
A 30-69 years



#### Distribution

Cable

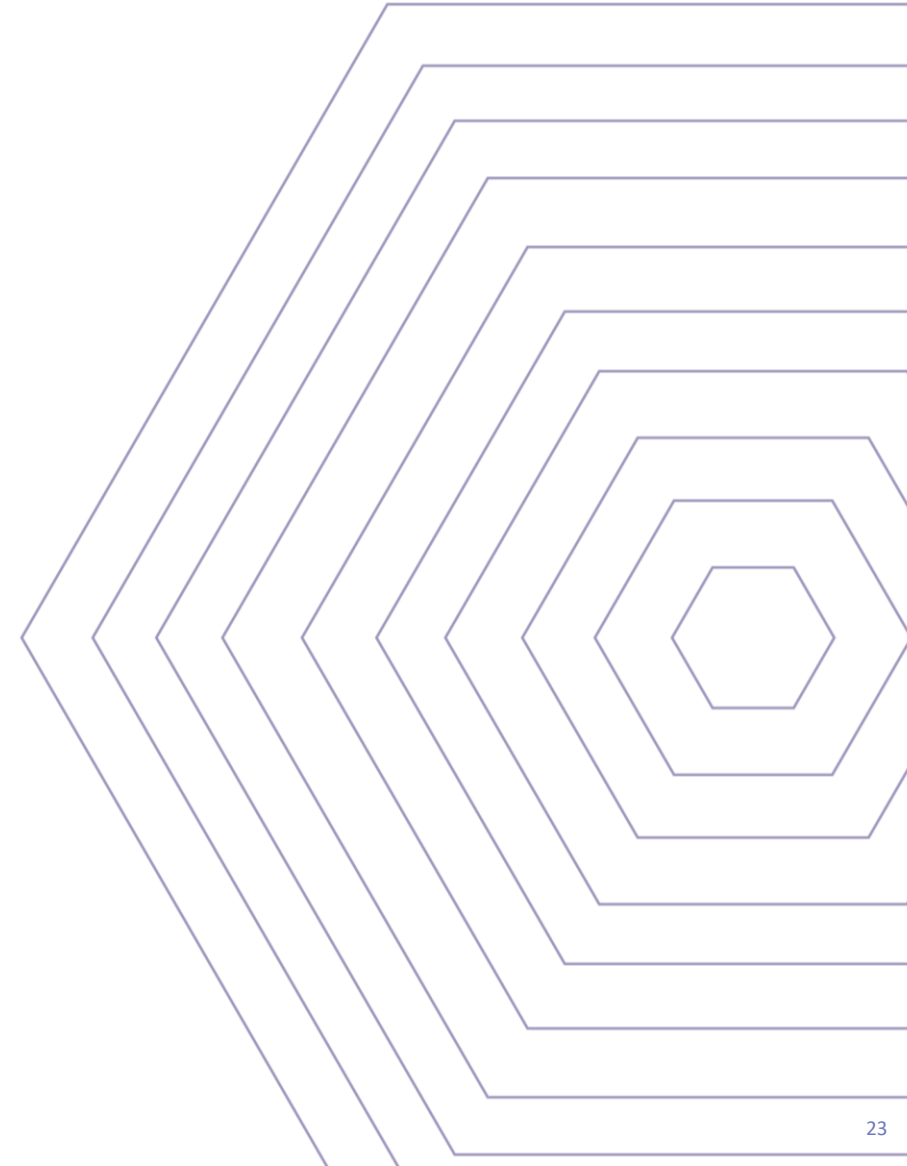
Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	75,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	120,00 €
08 pm - 11 pm	225,00 €
11 pm - 01 am	180,00 €
01 am - 06 am	75,00 €





# ANIXE+

## More than entertainment

- ▶ New program highlights, feature films, series and documentaries every day.
- ▶ Experience best TV entertainment with „So schmeckt die Welt“ or let “Bauen and Wohnen" inspire you for your home.





# ANIXE+

## Structure and prices



### Facts and figures



**Gender**  
40%      60%



**Core target group**  
A 30-59 years



#### Distribution

Cable

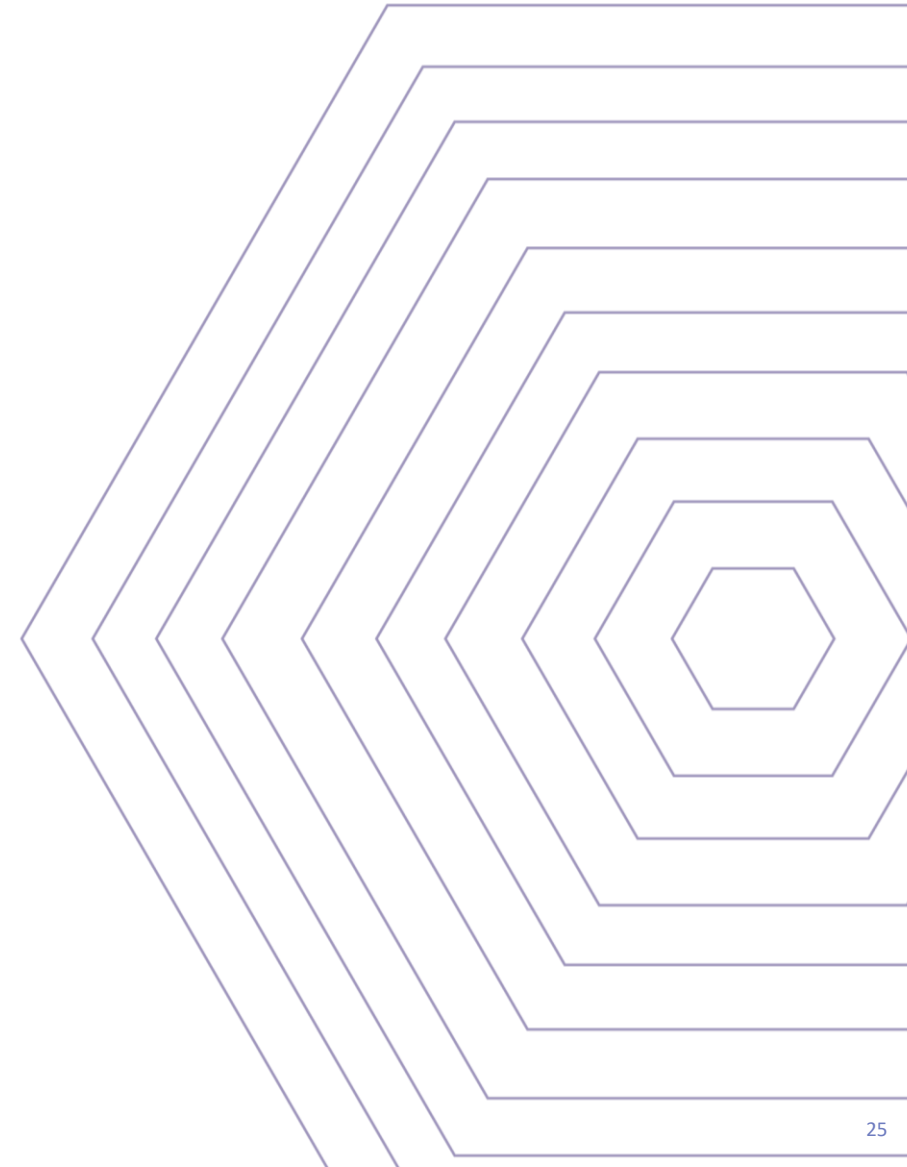
Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	390,00 €
11 pm - 01 am	330,00 €
01 am - 06 am	90,00 €



 CLASSICS

# Kabel Eins Classics

Cult. Classics. Diverse genres.

- ▶ A TV channel for all those who are simply looking for good entertainment across generations.
- ▶ A guarantee for the best feature film entertainment since 2006.



# Kabel Eins Classics

## Structure and prices



### Facts and figures



**Gender**  
36%



64%



### Core target group

M 30-59 years

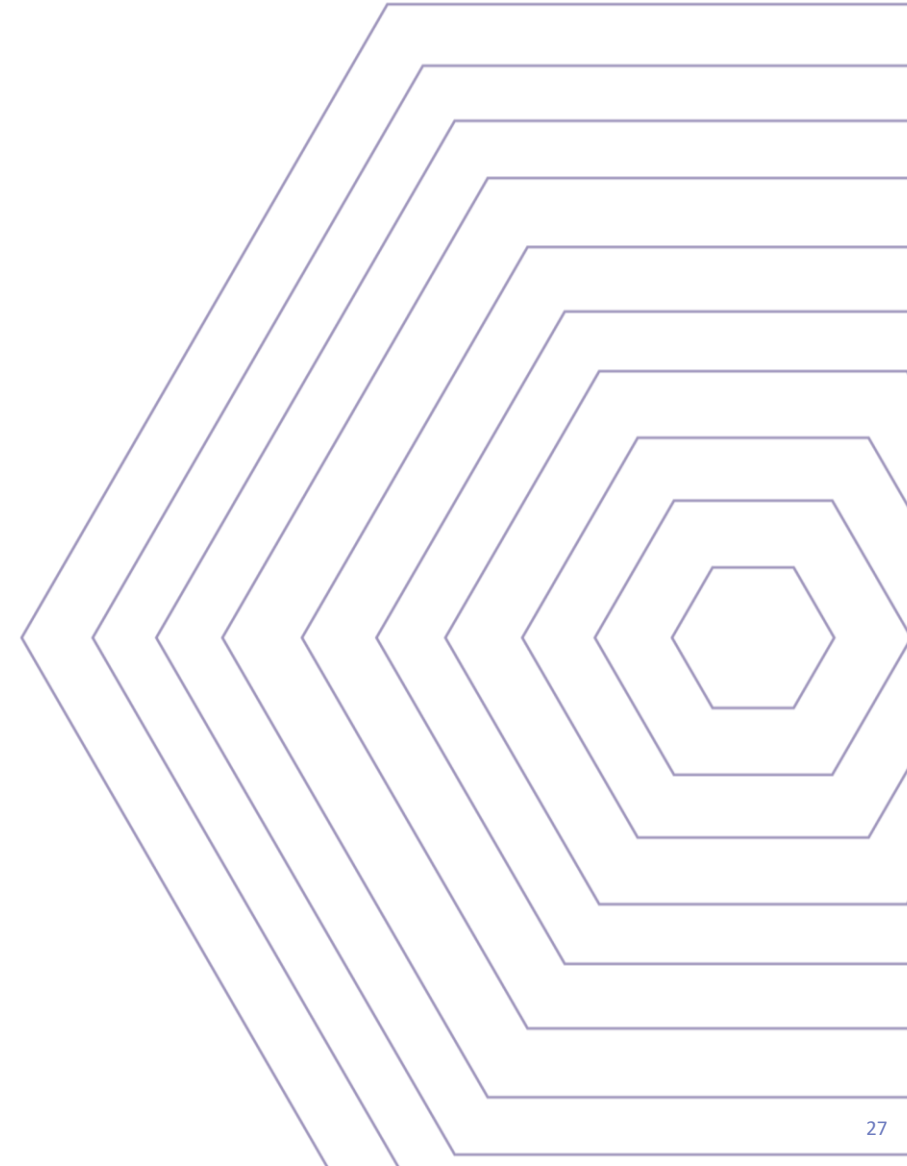


### Distribution



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	180,00 €
09 am - 01 pm	240,00 €
01 pm - 05 pm	240,00 €
05 pm - 08 pm	270,00 €
08 pm - 11 pm	360,00 €
11 pm - 01 am	210,00 €
01 am - 06 am	120,00 €







# Sat.1 emotions

The longing for great feelings

- ▶ A channel full of emotion: With exclusive national and international content ranging from major event cinema and exciting crime series to gripping dramas, comedies and romantic films.
- ▶ A program as varied as life itself: Entertainment for every taste, with moving stories and captivating moments.





# Sat.1 emotions

## Structure and prices



### Facts and figures

**Families**  
70% live with partner and  
3x people in the household

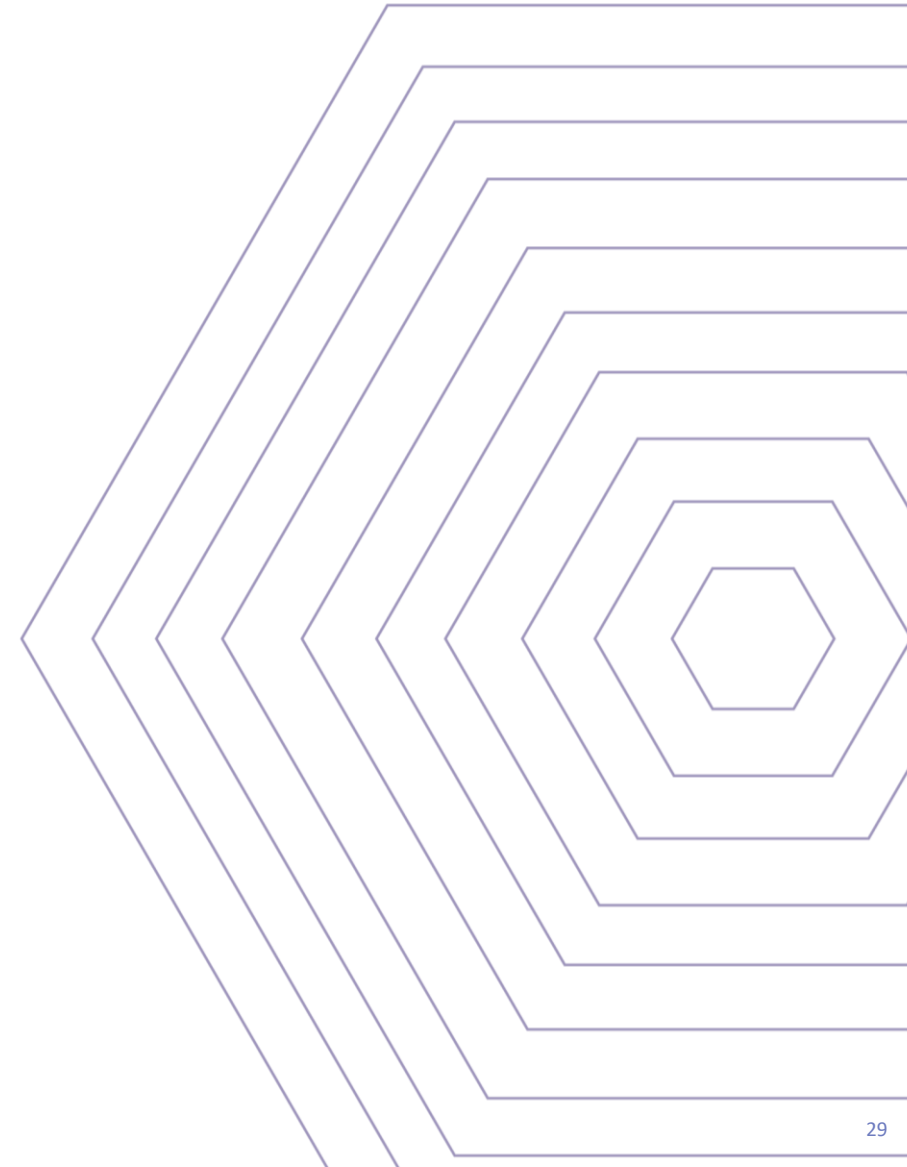
**Core target groups**  
F 20-49 years

**Distribution**  
IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	180,00 €
09 am - 01 pm	240,00 €
01 pm - 05 pm	240,00 €
05 pm - 08 pm	270,00 €
08 pm - 11 pm	360,00 €
11 pm - 01 am	210,00 €
01 am - 06 am	120,00 €





# ProSieben FUN

For fun and adrenaline

- ▶ ProSieben FUN - pure adrenaline! A wild, crazy and young program that fits the target group perfectly.
- ▶ More fun, more action, more entertainment: series, feature films, action & e-sports and documentaries - this is where TV gets loud and exciting!



# ProSieben FUN

## Structure and prices



### Facts and figures



**Gender**  
 36%      64%



**Core target group**  
 A 14-39 years

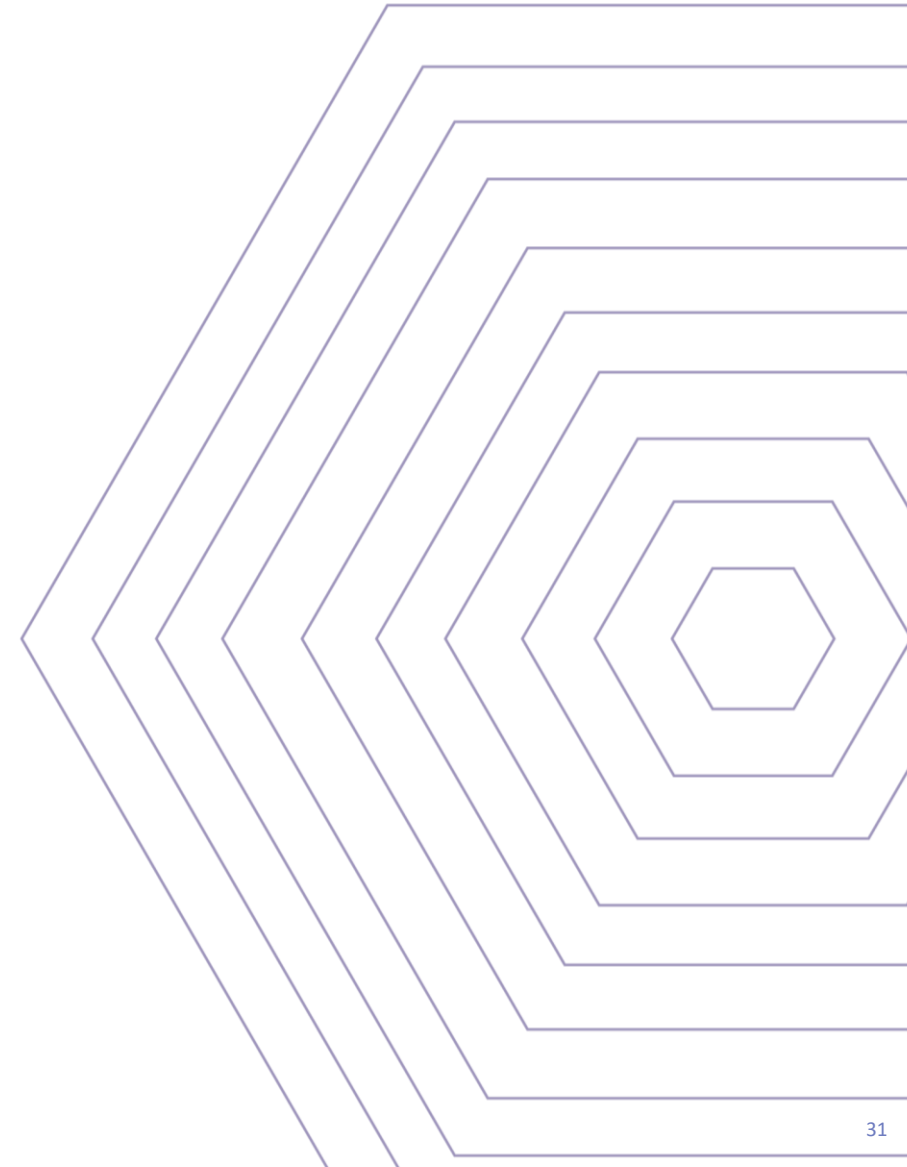


### Distribution



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	180,00 €
09 am - 01 pm	240,00 €
01 pm - 5 pm	240,00 €
05 pm - 08 pm	270,00 €
08 pm - 11 pm	360,00 €
11 pm - 01 am	210,00 €
01 am - 06 am	120,00 €







# RiC

Always really cool!

- ▶ RiC offers an educational, child-friendly and guaranteed non-violent family program. Children are offered meaningful television program.
- ▶ RiC fulfils its quality standards thanks to its extensive expertise and careful selection of high-quality content.



# RiC

## Structure and prices



### Facts and figures



**Gender**  
55%      45%



**Core target groups**  
3-13 years



### Distribution

Cable

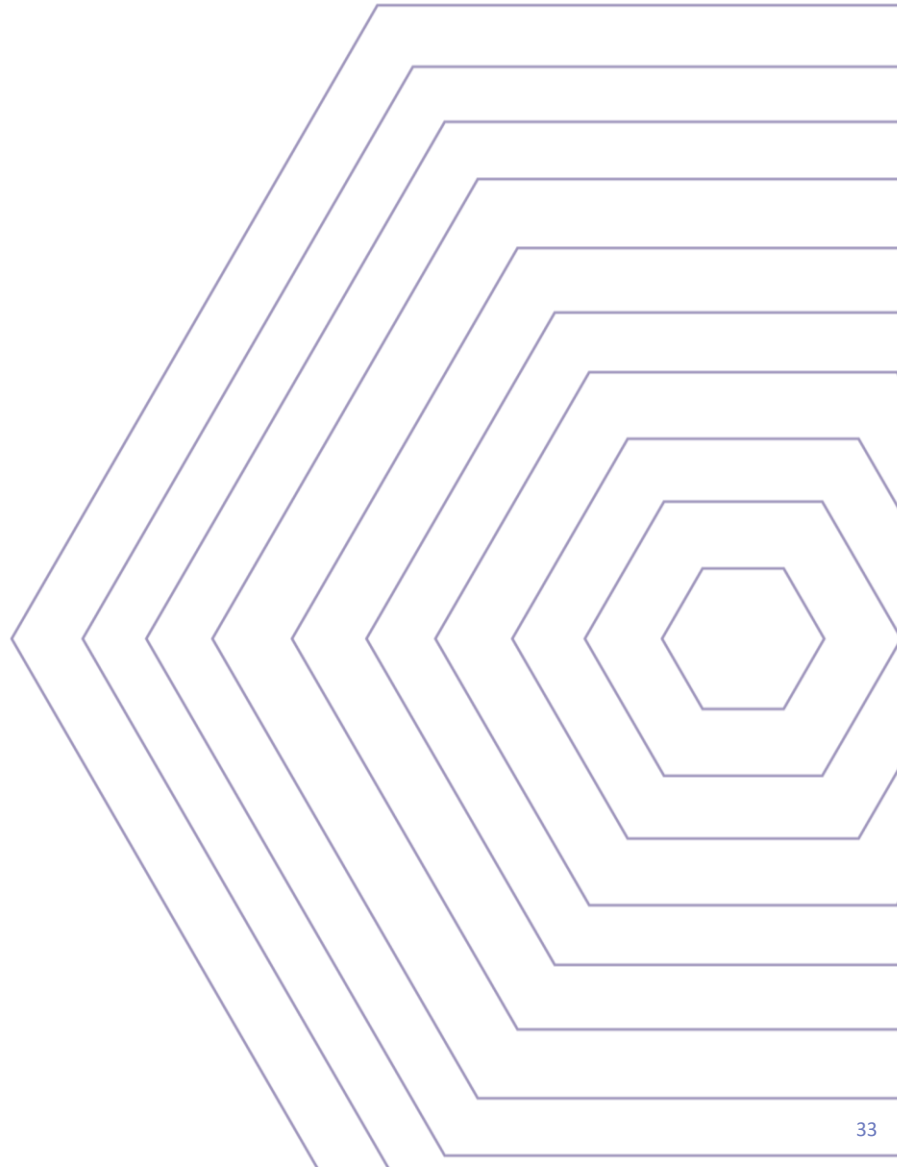
Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 08 am	500,00 €
01 pm - 05 pm	300,00 €
05 pm - 08 pm	500,00 €





# Channel portfolio Travel & Enjoyment

# Travel & Enjoyment

10

channels

Documen-  
taries and  
reports

Free and  
Pay TV

The **travel & enjoyment portfolio** allows you to reach an active and open-minded target group. Get out of the daily grind and into full-on adventure: exciting documentaries & reports that satisfy wanderlust & provide insights into cultures near and far. Travel & enjoyment: the most beautiful leisure activities in the world.

Hip  
Trips!

just  
COOKING

Bon *Gusto*

xplore

One  
TERRA

MARCO POLO TV

wetter.com

travelxp

GO travel

SYLT1  
DAS SYLTER FERNSEHEN





# JUST COOKING

For all cooking enthusiasts

- ▶ JUST COOKING is the channel for everyone who loves cooking.
- ▶ The program includes modern cooking shows, documentaries and program about food and cooking, high-quality in-house productions and a comprehensive recipe database.





# JUST COOKING

## Structure and prices



### Facts and figures



**Gender**  
70%      30%



**Core target group**  
F 25-50 years

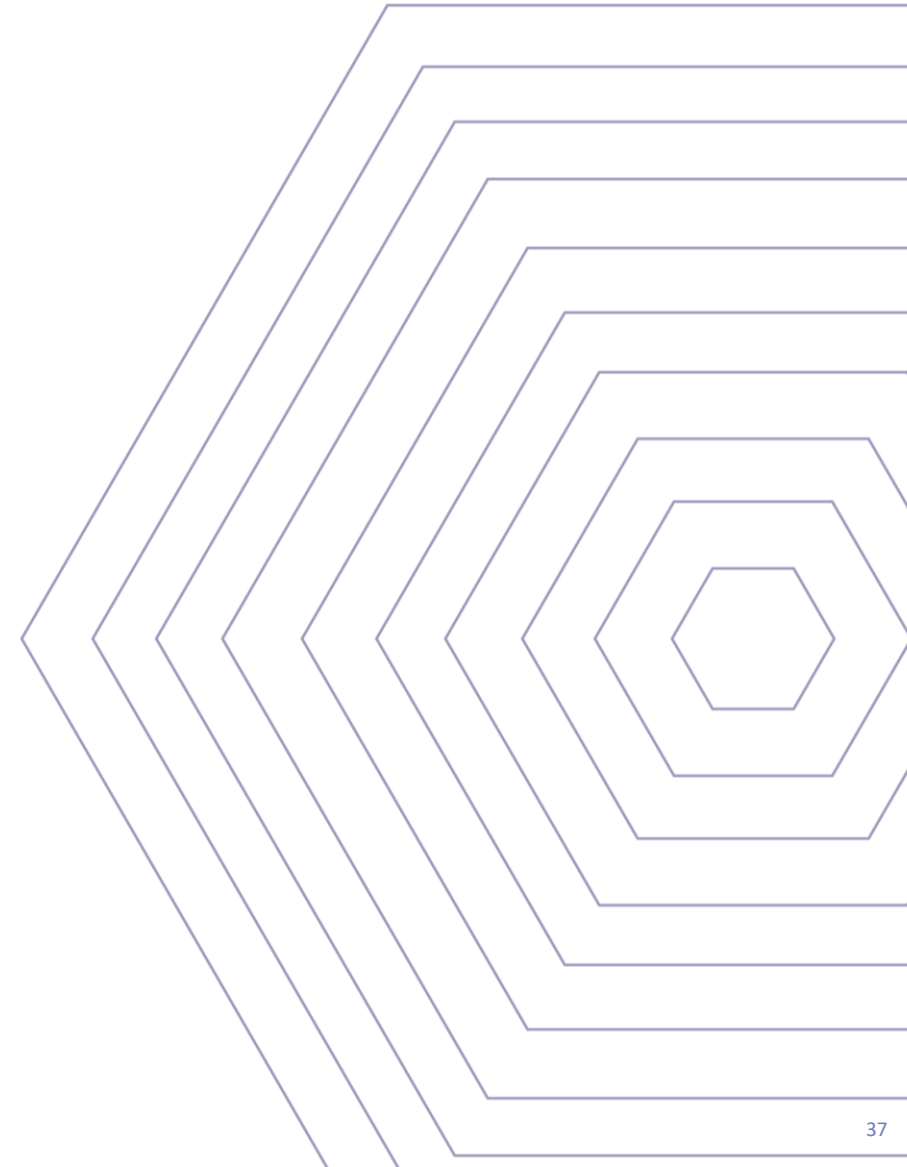


**Distribution**  
Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	105,00 €



Bon *Gusto*

# BonGusto

The 24/7 food channel

- ▶ BonGusto is the only 24/7 food and gourmet TV channel in Germany, Austria and Switzerland.
- ▶ Internationally high-quality food formats and exciting in-house productions: from professional cuisine to food adventures.



# BonGusto

## Structure and prices



### Facts and figures



#### Gender

65%

35%



#### Core target group

F 35-59 years



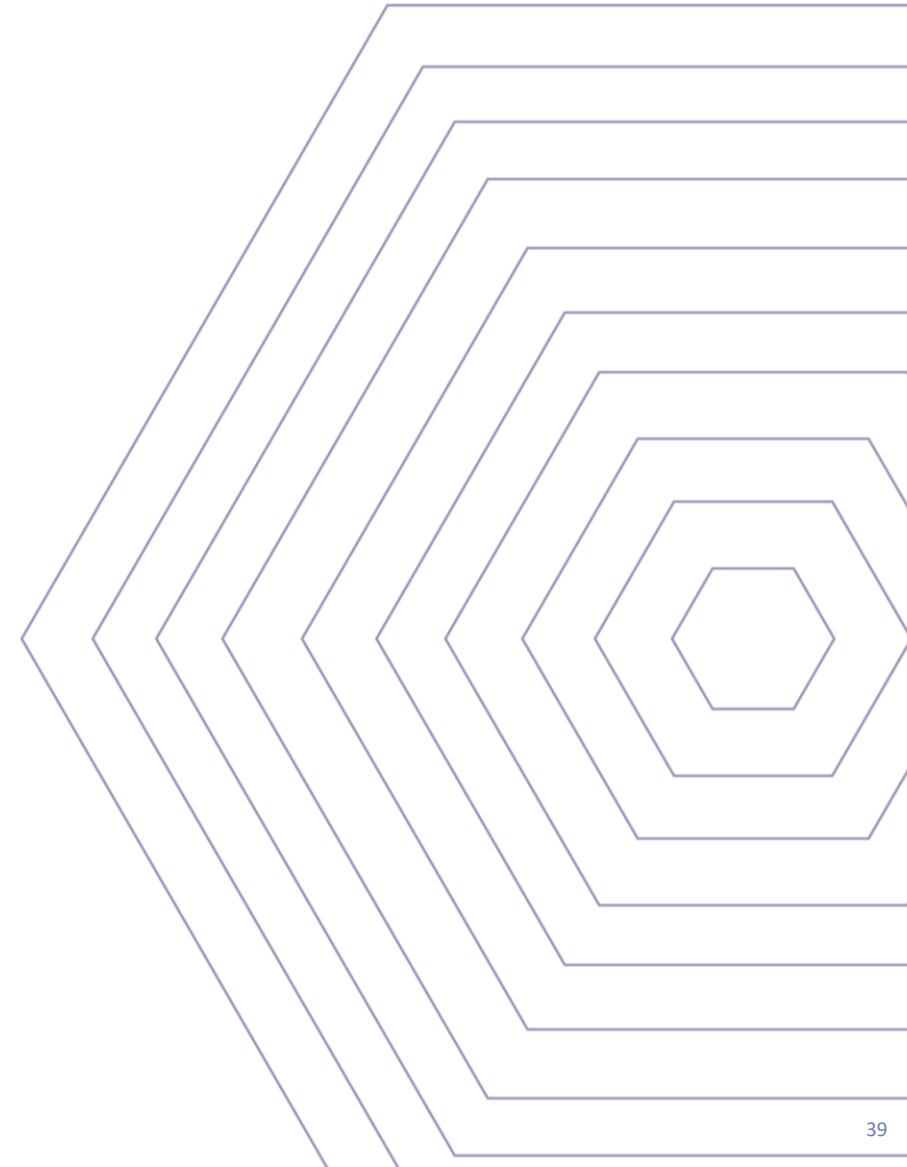
#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	135,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	165,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	105,00 €







# XPLORE

## Travel and adventure

- ▶ XPLORE is the channel for all those who love travelling and want to experience more of the world.
- ▶ The program inspires with dreamlike landscapes and regional cuisine.
- ▶ Travel documentaries and reports take viewers to foreign cultures and fascinating people.





# XPLORE

## Structure and prices



### Facts and figures



#### Gender

50%

50%



#### Core target group

A 20-49 years



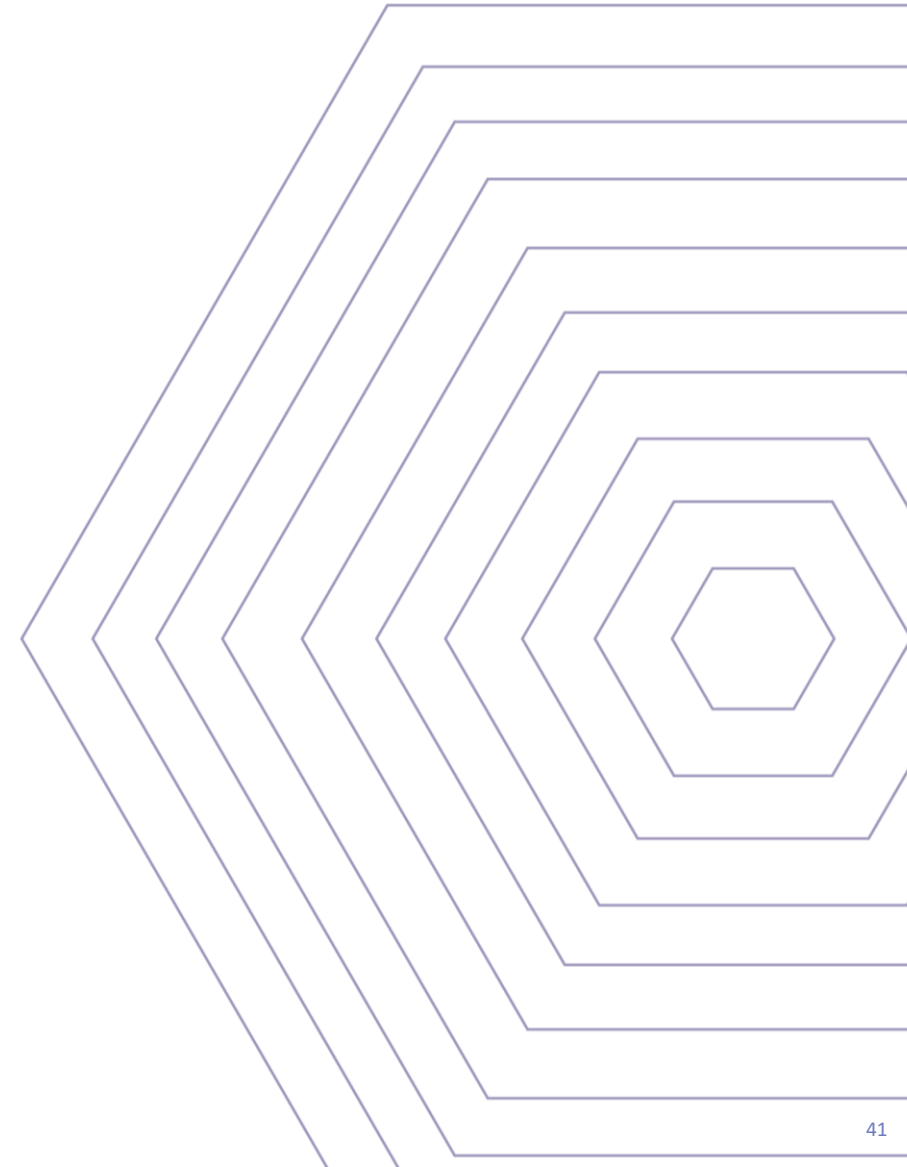
#### Distribution

Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	105,00 €





# Hip Trips

## The most exciting tours

- ▶ Get out of the daily grind and into adventure with Hip Trips.
- ▶ The channel for individual travelers and backpackers, world travelers and people with wanderlust.
- ▶ Exciting reports about tours - by train, motorbike, car, boat, canoe or bike.





# Hip Trips

## Structure and prices



### Facts and figures



#### Gender

35%

65%



#### Core target group

A 18-40 years



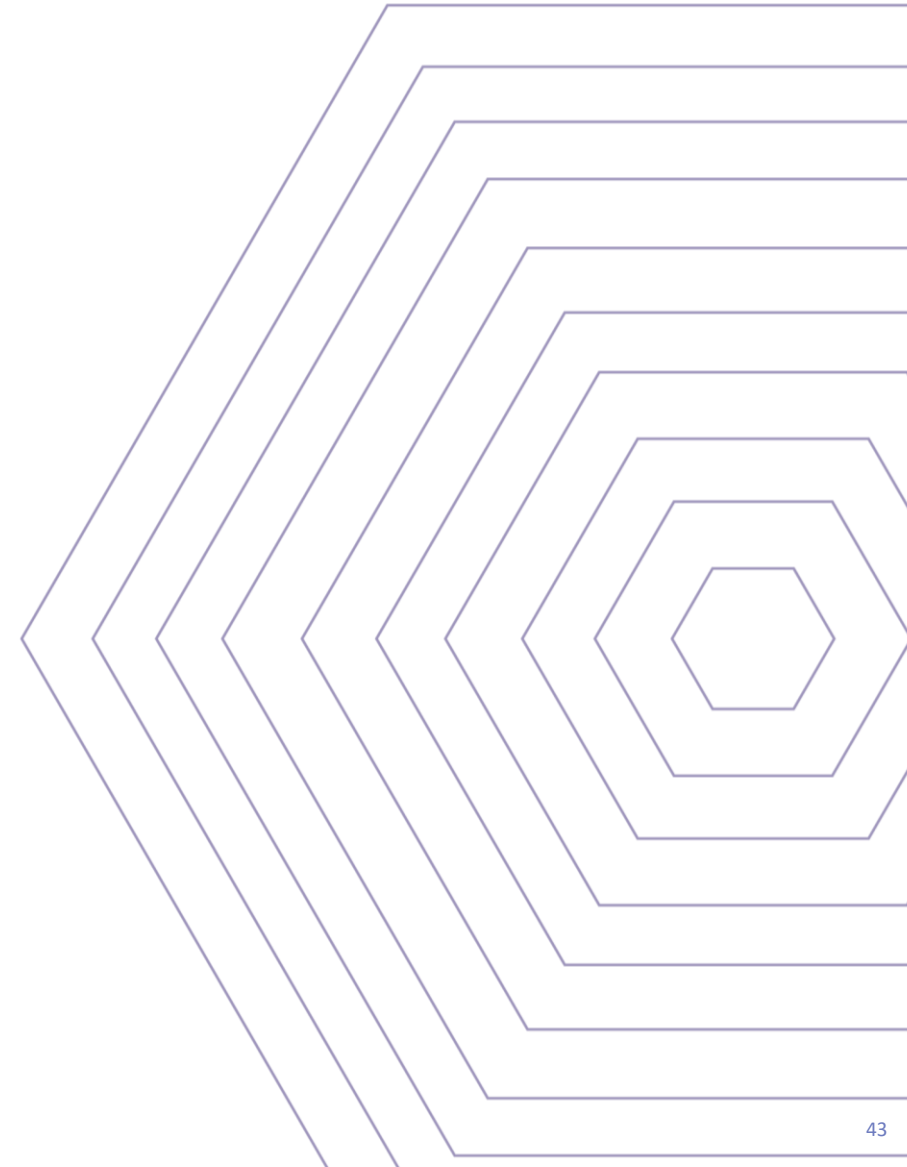
#### Distribution

Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	105,00 €





# One TERRA

## Breathtaking documentaries

- ▶ One TERRA focuses on unusual stories and encounters with people - the well-known GEO reportages on one channel.
- ▶ High-quality documentaries from German production from Bavaria to Bolivia, Madagascar to Tasmania.





# One TERRA

## Structure and prices



### Facts and figures



**Gender**  
40%      60%



**Core target group**  
A 20-49 years

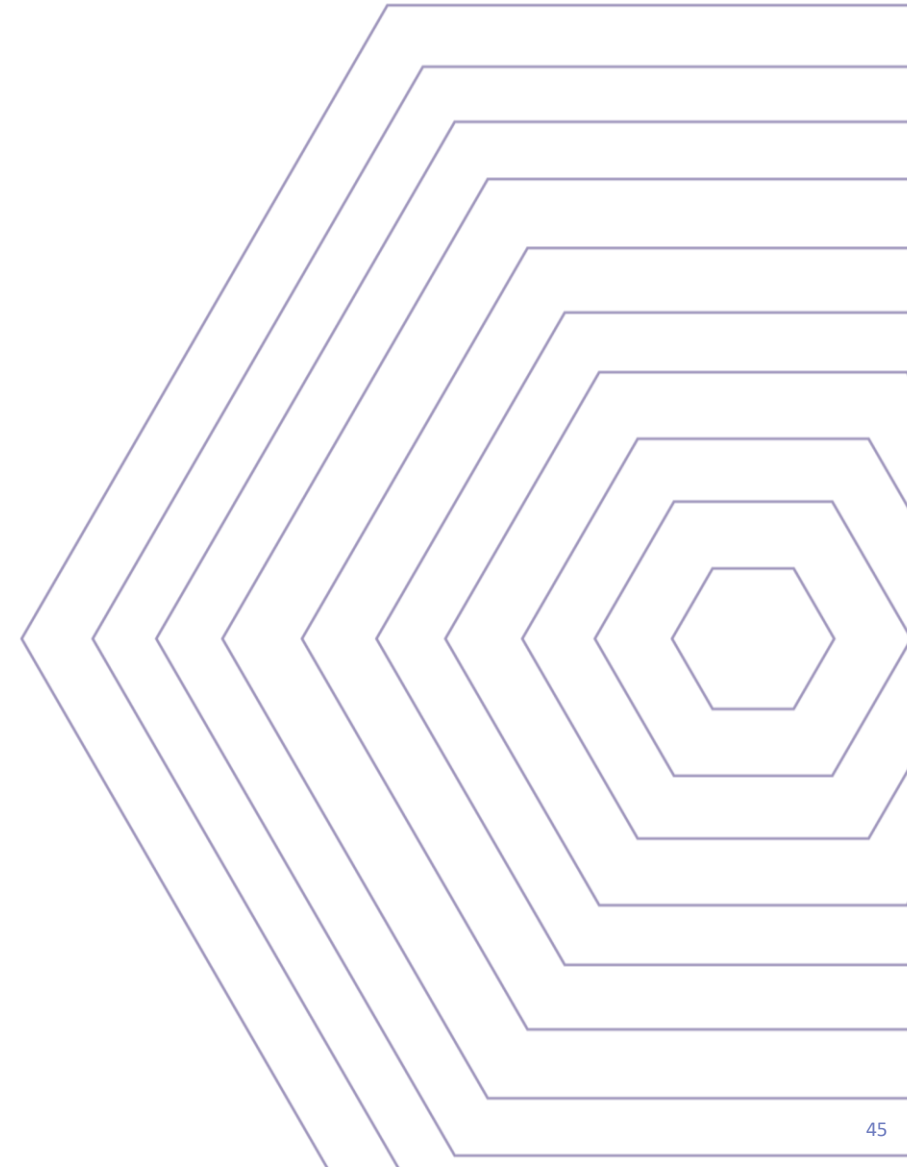


**Distribution**  
Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	105,00 €



# Marco Polo TV

## At home in the world

- ▶ The most attractive cities around the globe, popular travel destinations, fascinating landscapes and adventurous routes - Marco Polo TV knows them all!
- ▶ The reports show the uniqueness of each destination and provide insider tips.





# Marco Polo TV

## Structure and prices



### Facts and figures



**Gender**  
57%



43%



#### Core target group

A 20-59 years



#### Distribution

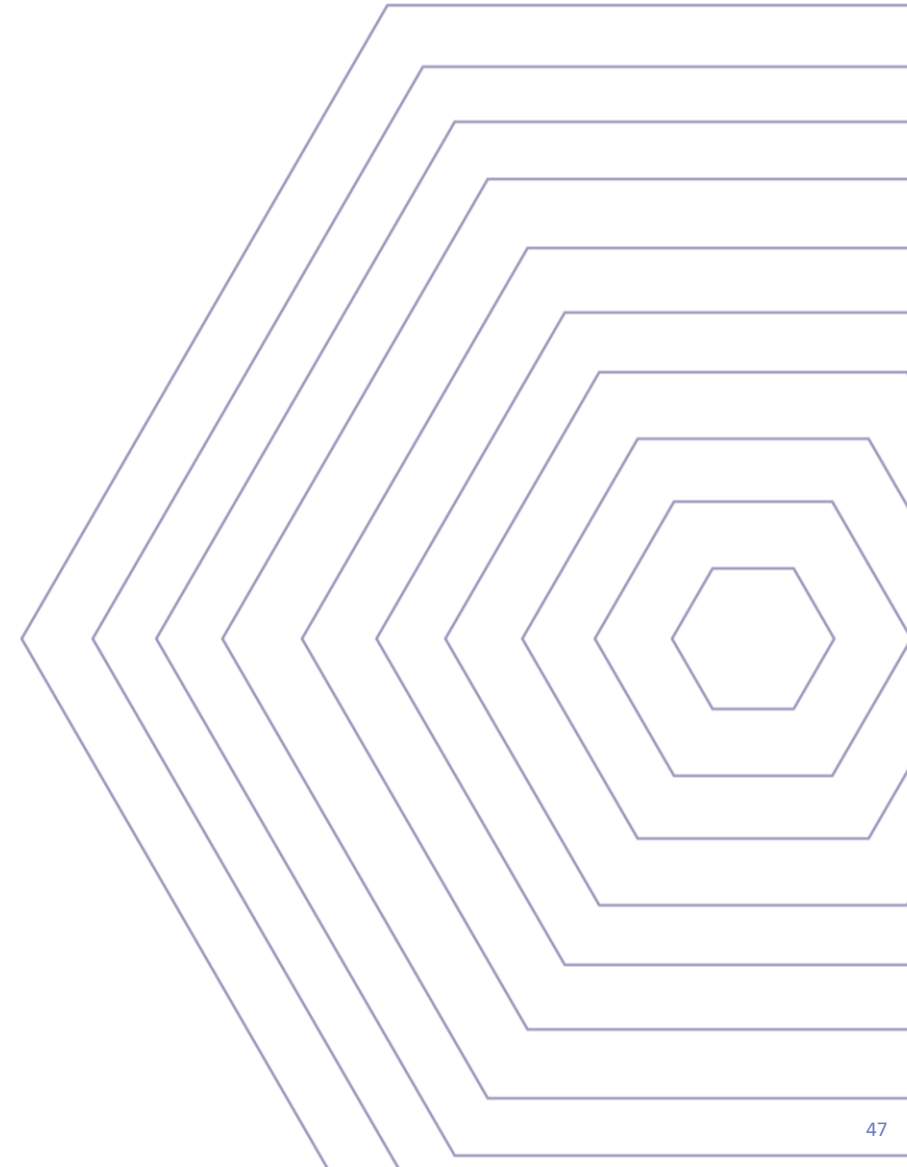
Cable

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	135,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	165,00 €
11 pm - 01 am	150,00 €
01 am - 06 am	105,00 €



travelxp<sup>HD</sup>

# travelxp HD

Discover – explore - experience

- ▶ Experience destinations, lifestyle, food, culture and adventure in well-researched and brilliantly filmed content.
- ▶ Innovative content for discerning and enthusiastic travelers.
- ▶ The channel is the German version of travelxp 4K.





# travelxp HD

## Structure and prices



### Facts and figures



#### Gender

45%

55%



#### Core target group

A 20-49 years



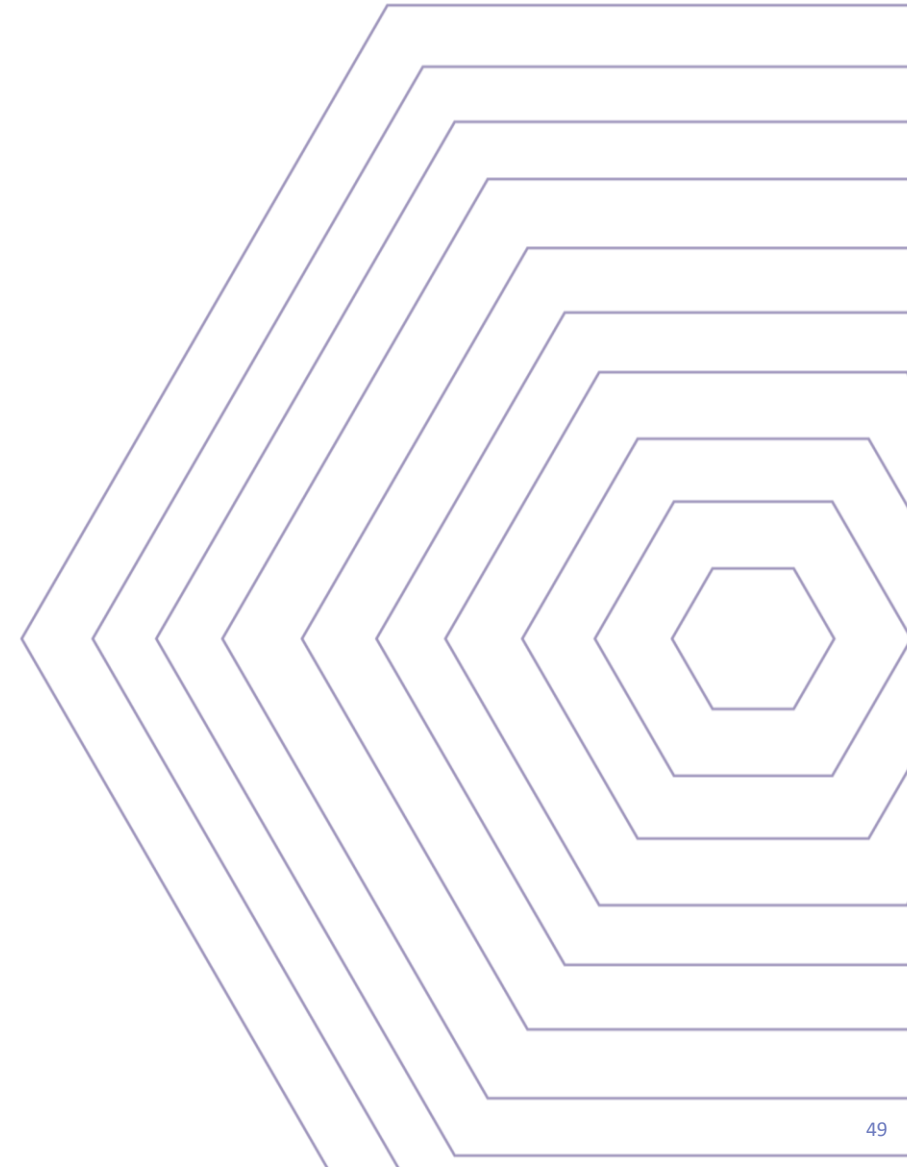
#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	135,00 €
09 am - 01 pm	150,00 €
01 pm - 05 pm	165,00 €
05 pm - 08 pm	195,00 €
08 pm - 11 pm	255,00 €
11 pm - 01 am	195,00 €
01 am - 06 am	135,00 €

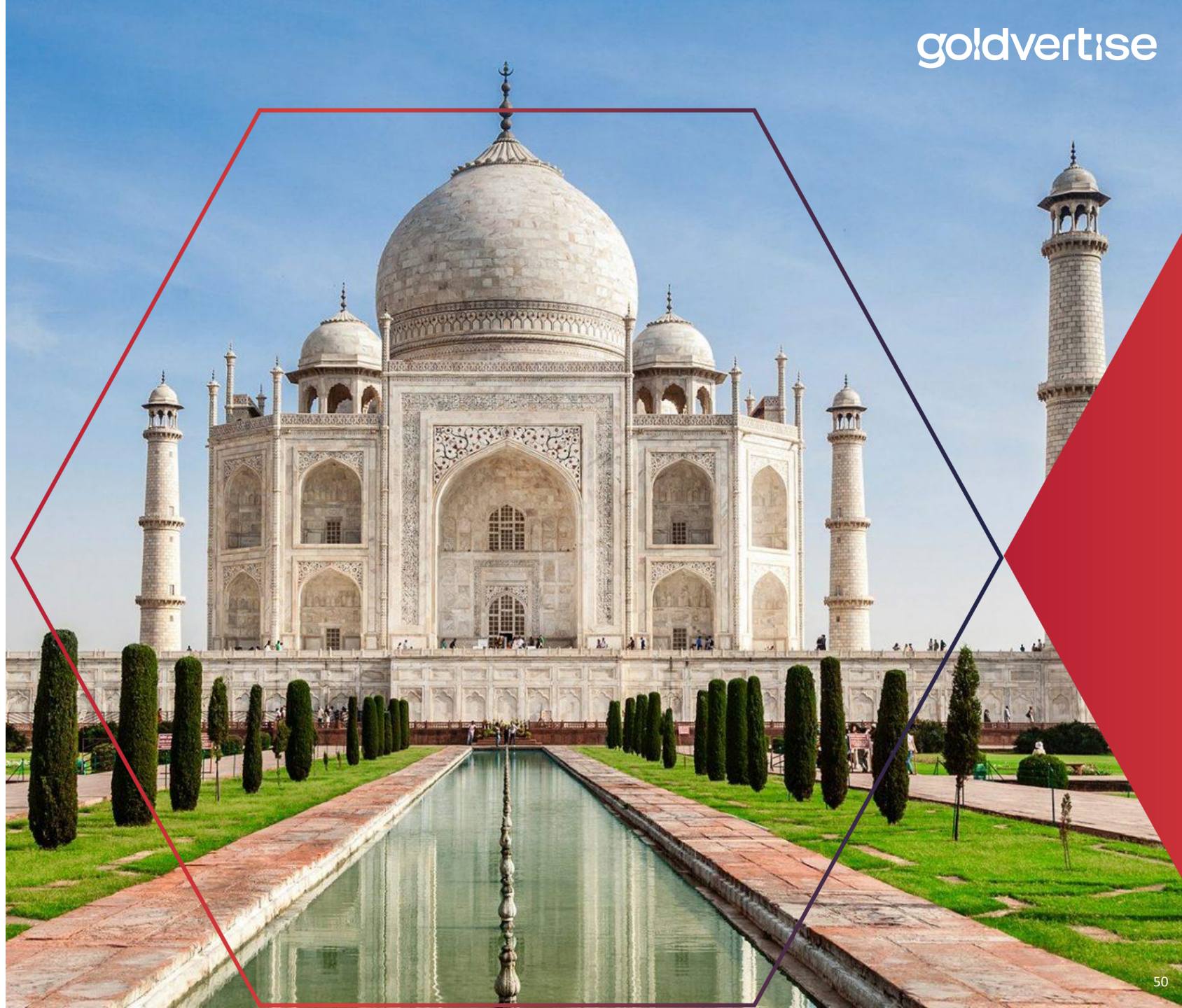


travelxp<sup>4K</sup>

# travelxp 4K

## World's leading travel channel

- ▶ Elaborately researched documentaries, exciting insights into the most diverse cultures and places from more than 40 countries!
- ▶ As the world's first travel channel, travelxp 4K broadcasts its program in Ultra HD and High Dynamic Range (HDR), bringing the world into your living room in a unique picture quality.



# travelxp 4K

## Structure and prices



### Facts and figures



#### Gender

45%

55%



#### Core target group

E 20-49 Jahre



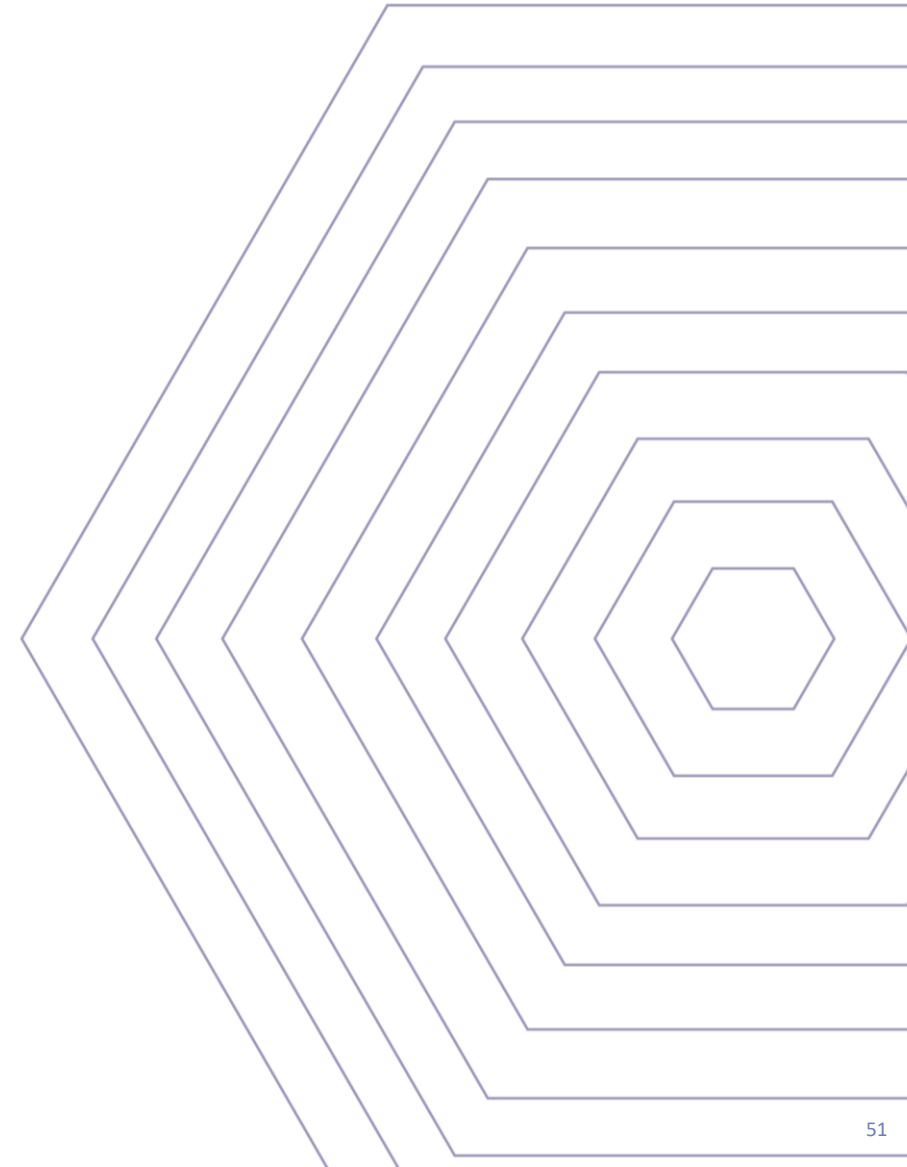
#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	135,00 €
01 pm - 05 pm	150,00 €
05 pm - 08 pm	180,00 €
08 pm - 11 pm	240,00 €
11 pm - 01 am	180,00 €
01 am - 06 am	120,00 €







# Go2Travel

## Makes you want to travel

- ▶ Elaborately designed and interesting travel documentaries about various destinations around the globe.
- ▶ Go2Travel shows high-quality productions and makes you want to travel!





# Go2Travel

## Structure and prices



### Facts and figures



**Gender**  
60%      40%

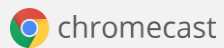


**Core target group**  
A 20-65 years



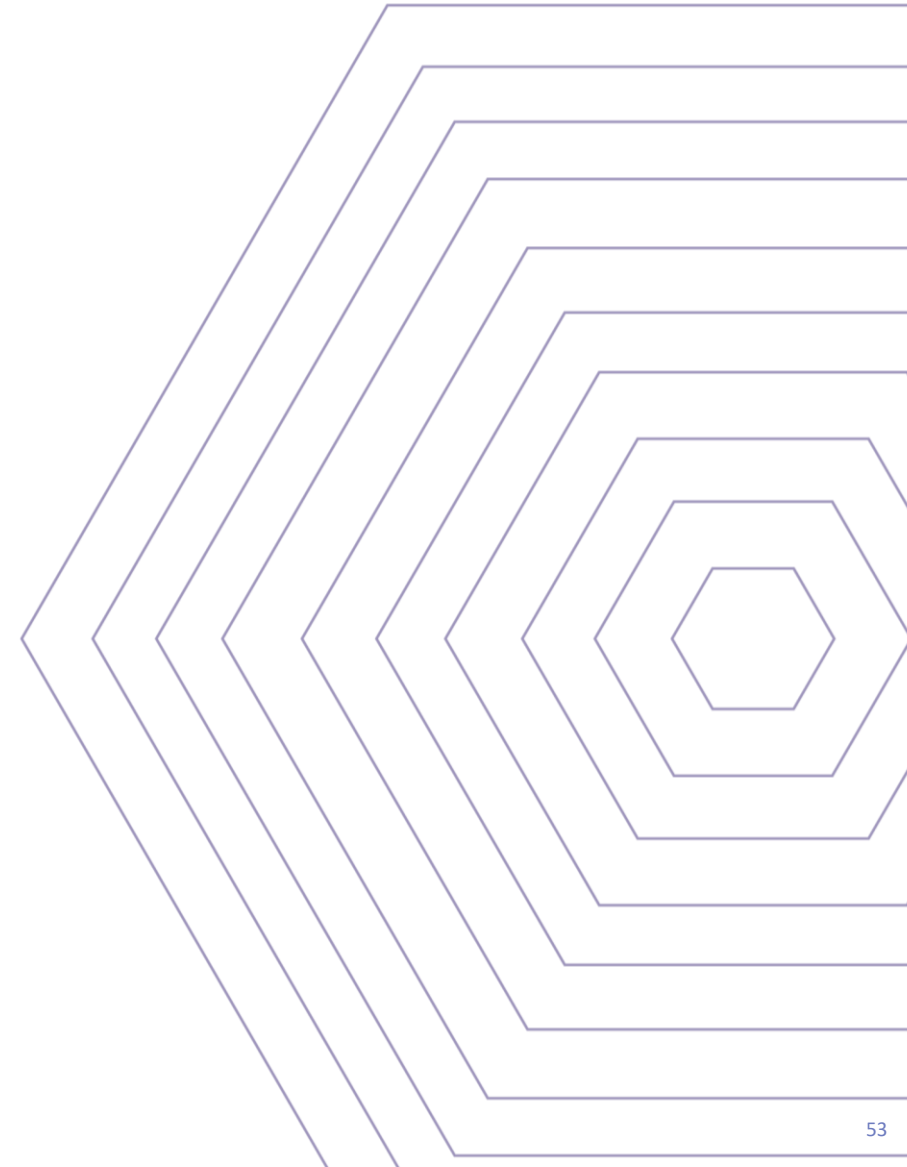
#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	105,00 €
05 pm - 08 pm	105,00 €
08 pm - 11 pm	120,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	90,00 €



**SYLT1**  
DAS SYLTER FERNSEHEN**SYLT1**

## Sylter television

- ▶ SYLT1 - the only television station on the popular North Sea island broadcasts 24 hours a day, 365 days a year.
- ▶ Topics are: Sylt news, weather, event tips, reports, features, the magazine "SYLTZEIT" and much more about the island of Sylt.

A large, semi-transparent hexagonal frame is superimposed over a photograph of a beach. The frame contains the SYLT1 logo and the text 'DAS SYLTER FERNSEHEN'. The background image shows a wide, sandy beach with a few people walking, waves breaking in the distance, and a grassy dune in the foreground. The sky is a clear, pale blue.**SYLT1**  
DAS SYLTER FERNSEHEN

# SYLT1

## Structure and prices



### Facts and figures



**Gender**  
 69%



31%



#### Core target group

F 35-65 years



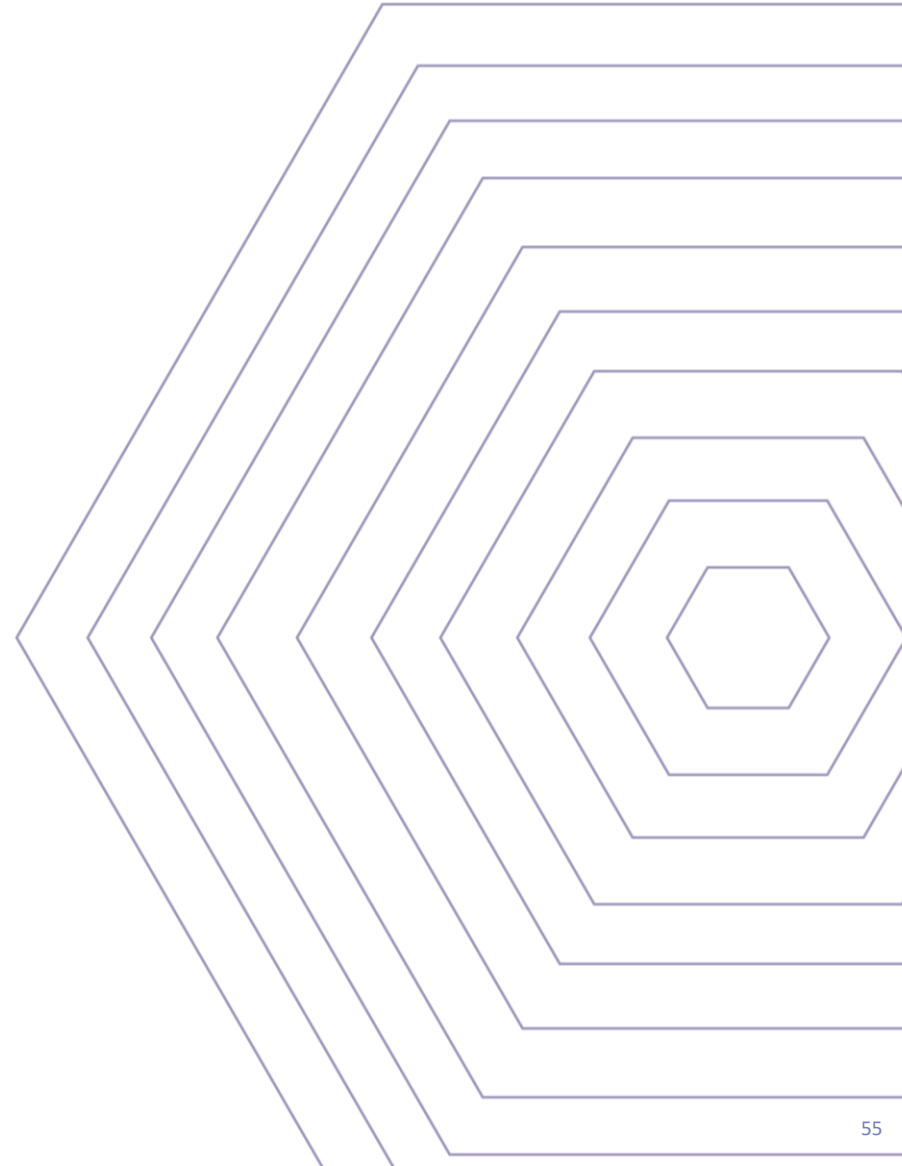
#### Distribution

Digital cable network Vodafone, Sylt, Flensburg, Kiel, Hamburg, southern Germany

Livestream on PC, Tablet or Smartphone

### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	90,00 €
01 pm - 05 pm	105,00 €
05 pm - 08 pm	105,00 €
08 pm - 11 pm	105,00 €
11 pm - 01 am	90,00 €
01 am - 06 am	75,00 €



[wetter.com](https://wetter.com)

# Wetter.com

Full of ideas for an active life!

- ▶ Trendy lifestyle formats for travel, leisure, health and gardening.
- ▶ Experience the weather with in-depth information and moderated weather shows, find out everything about the current weather, the latest storm warnings and the global travel and health weather.





# Wetter.com

## Structure and prices



### Facts and figures



#### Gender

40%

60%



#### Core target group

A 30-64 years



#### Distribution



waipu.tv

MagineTV

prima.com

telecolumbus

ZATTOO

joyn

KabelKiosk  
powered by eutelsat

### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	135,00 €
11 pm - 01 am	120,00 €
01 am - 06 am	75,00 €





# Channel portfolio Sports & Action

# Sports & Action

11

channel

Sports and  
reports

Free and  
Pay TV

The **sports & action portfolio** allows you to reach an urban and sports-orientated target group. Automobile fascination in moving pictures, football from the top international leagues, fun and action sports from all over the world and much more. A wide-ranging mix of exciting sports that are unique on German TV, such as the Freeride World Tour, surfing, equestrian sports and skateboarding.







# eSports ONE

Here gaming becomes a sport!

- ▶ eSportsONE offers you an exciting program from the world of eSports 24/7 with around 1,000 live hours of top-class international and national eSports events and highlight broadcasts every year.
- ▶ eSportsONE covers the best-known eSports titles such as EA FC, League of Legends, Dota 2 and Counter-Strike 2. Strategy, shooter or sport.



# eSports ONE

## Structure and prices



### Facts and figures



**Gender**  
30%      70%



**Core target group**  
A 15-30 years



### Distribution

Cable



Satellite

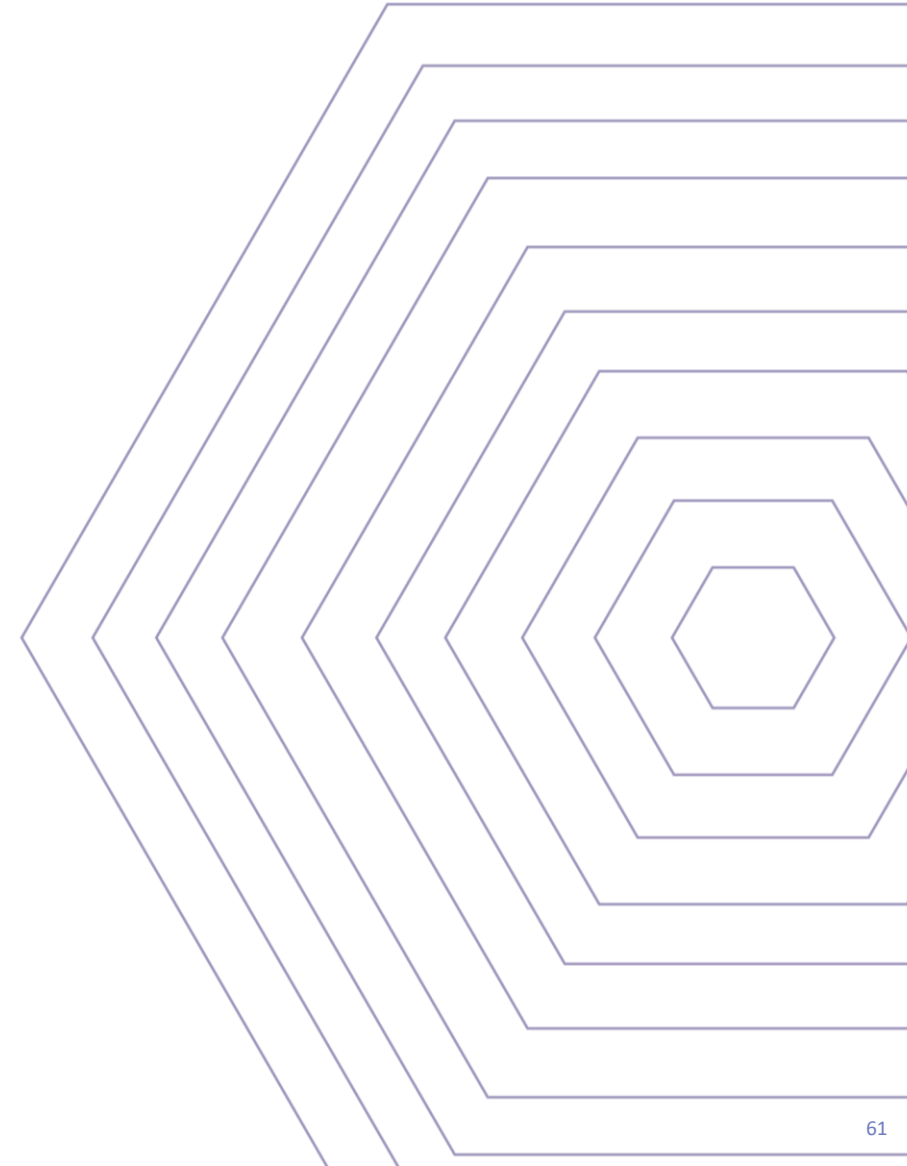


IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	120,00 €
08 pm - 11 pm	135,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	90,00 €







# Höhenrausch

Challenge, action, adrenaline!

- ▶ Get up close and personal with Höhenrausch when top athletes and extreme sports enthusiasts master new challenges in mountain regions.
- ▶ From the deepest valleys to the highest peaks, we accompany skiers, bikers, climbers and many more on their adventurous journeys. Content from renowned partners such as Red Bull and many more.





# Höhenrausch

## Structure and prices



### Facts and figures



#### Gender

38%

62%



#### Core target group

M 20-50 years



#### Distribution

Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	135,00 €
01 pm - 05 pm	165,00 €
05 pm - 08 pm	180,00 €
08 pm - 11 pm	330,00 €
11 pm - 01 am	255,00 €
01 am - 06 am	105,00 €





# Sportdigital EDGE

## Walking on the Edge

- ▶ The 24/7 channel for action, fun, outdoor and team sports.
- ▶ LIVE and in highlights: the world's top events of the Golden Trail World Series, Jet Ski World Series, Freeride World Tour, Squash World Tour and many more exciting events and competitions!
- ▶ Sportdigital EDGE also provides an in-depth insight into the world of adrenaline junkies and athletes at the absolute limit with high-quality sports documentaries and magazines!



# Sportdigital EDGE

## Structure and prices



### Facts and figures



**Gender**  
37%



63%



**Core target group**  
A 16-29 years



### Distribution

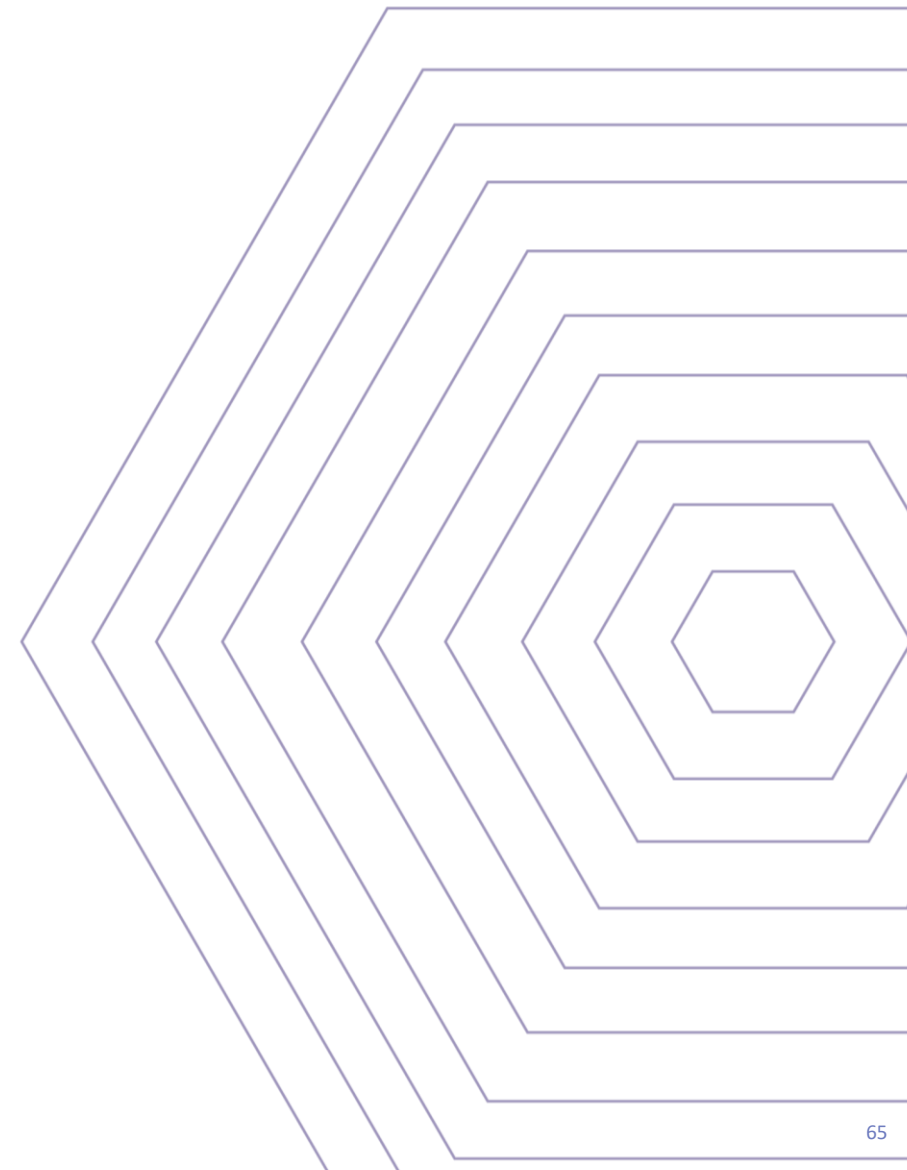
Satellit

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	120,00 €
08 pm - 11 pm	135,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	90,00 €







# Sportdigital1+

The plus of sport.

- ▶ Sportdigital1+ is the stage for top-class international live sport with around 2,000 live hours, including Major League Baseball, top international ice hockey and the stars of international soccer.
- ▶ Motorsport action such as the NASCAR Series and thrilling duels in the National Rugby League provide additional highlights.



# Sportdigital1+

## Structure and prices



### Facts and figures



**Gender**  
30%      70%



**Core target group**  
A 20-50 Jahre



### Distribution

Cable



Satellite

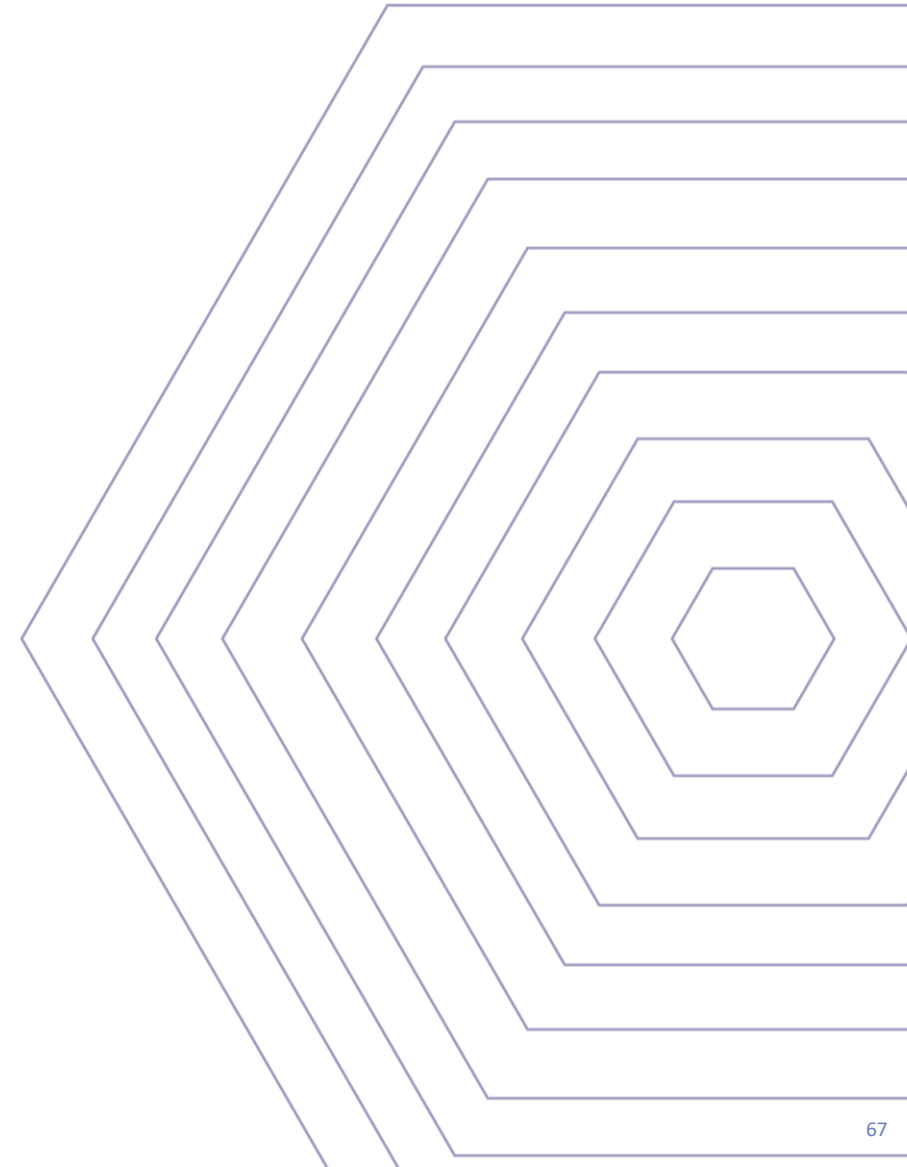


IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	120,00 €
01 am - 06 am	105,00 €







# INPLUS

Lifestyle and action sport

- ▶ INPLUS tells extraordinary stories with and from influencers around the globe. Always on the lookout for new challenges!
- ▶ Genres: Adventure game shows, fun and action sports, travel, science and technology.





# INPLUS

## Structure and prices



### Facts and figures



**Gender**  
40%      60%



**Core target group**  
A 18-34 years



#### Distribution

Cable      IPTV

wilhelm.tel

MAGENTATV

waipu.tv

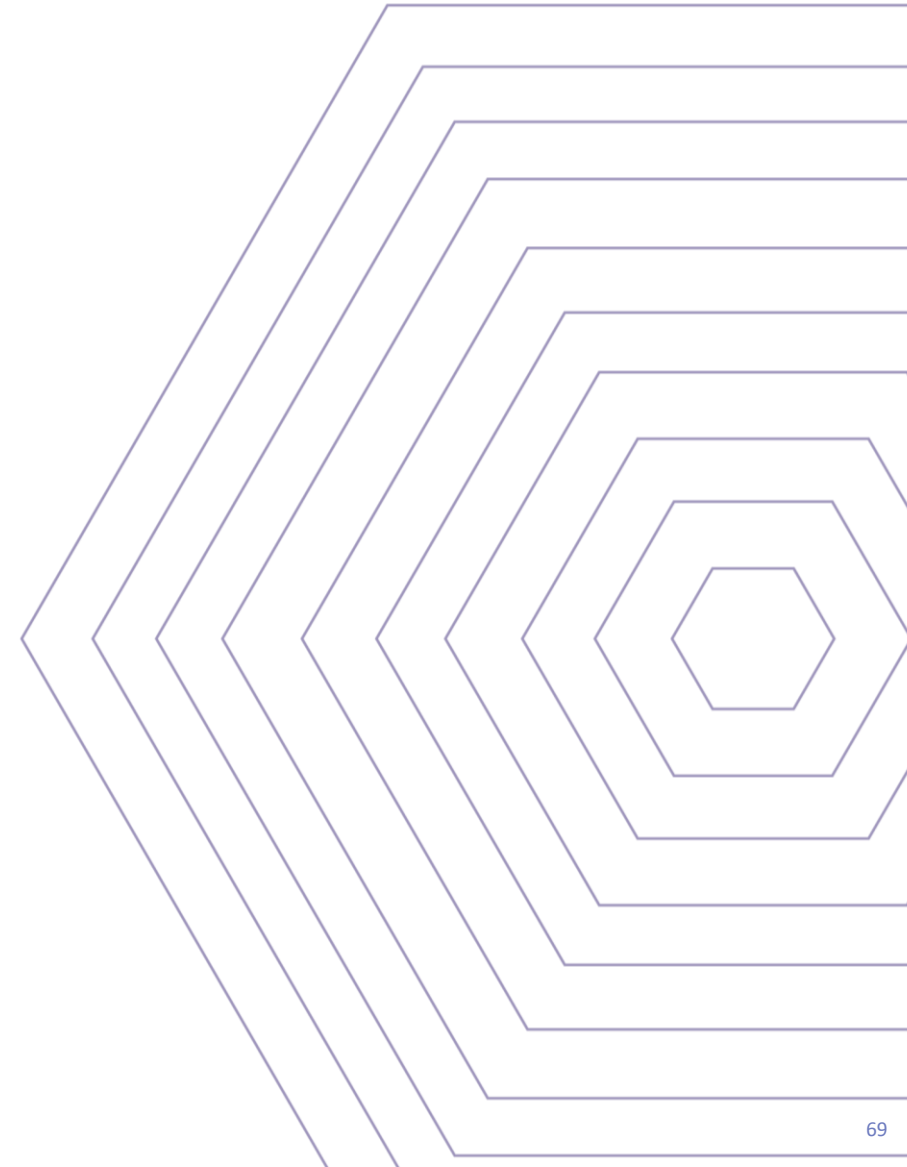
O<sub>2</sub>

freenet TV

Deutsche  
Glasfaser

### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	165,00 €
01 am - 06 am	105,00 €



**just.fishing**

# Just.fishing

For passionate fishermen

- ▶ just.fishing is the leading fishing channel in Germany.
- ▶ With just.fishing, viewers get the latest fishing know-how and the fascination of nature directly into their living rooms.
- ▶ Exciting, entertaining and informative with diverse sub-genres such as cooking, travel, sustainability and outdoor.



# Just.fishing

## Structure and prices



### Facts and figures



**Gender**  
15%      85%



**Core target group**  
M 35-59 years



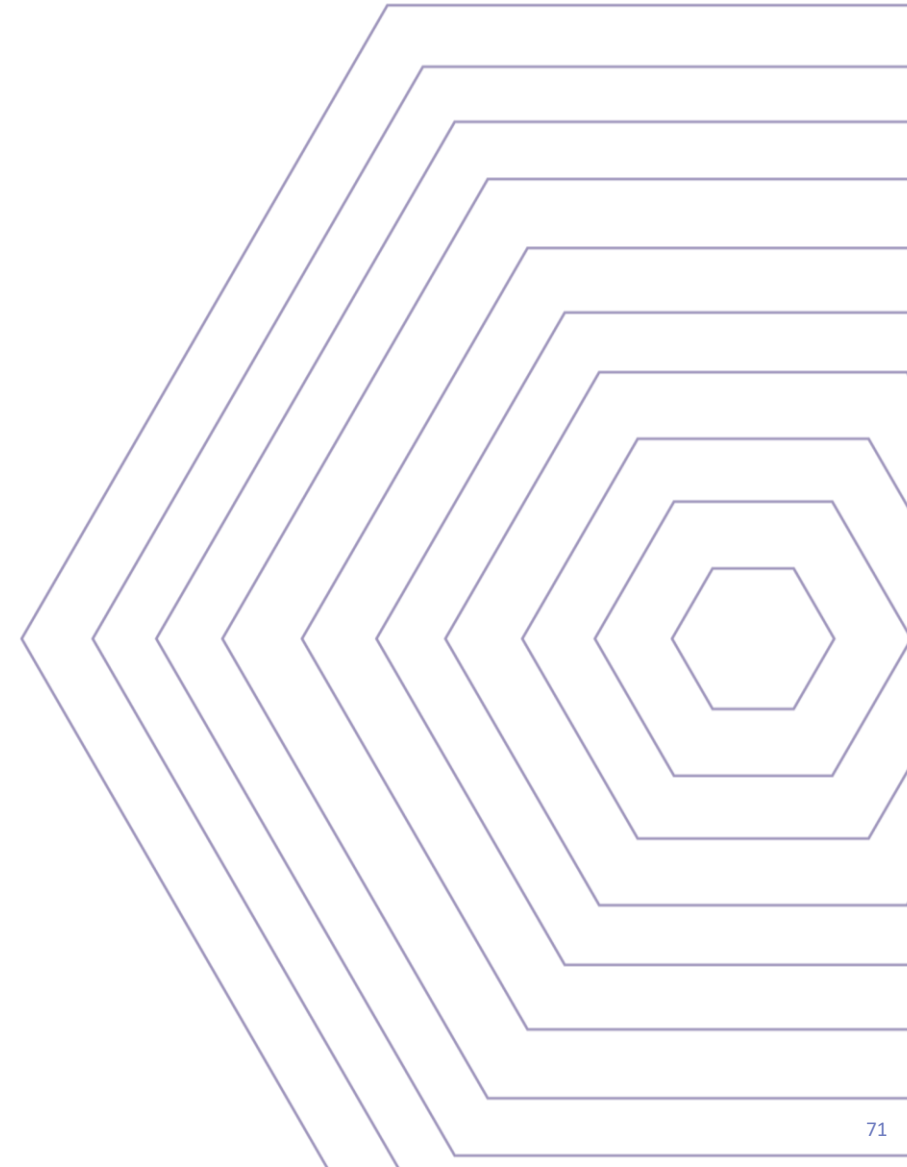
#### Distribution

Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	105,00 €





# Clipmyhorse.TV

The equestrian sports channel

- ▶ ClipMyHorse.TV is a linear 24/7 pay TV channel whose program focuses exclusively on equestrian sport.
- ▶ The channel's editorial focus is on all topics relating to equestrian sport. With program content such as sport, breeding, academy and entertainment.



# Clipmyhorse.TV

## Structure and prices



### Facts and figures



**Gender**  
59%



41%



#### Core target group

M 18+ years



#### Distribution

Satellite

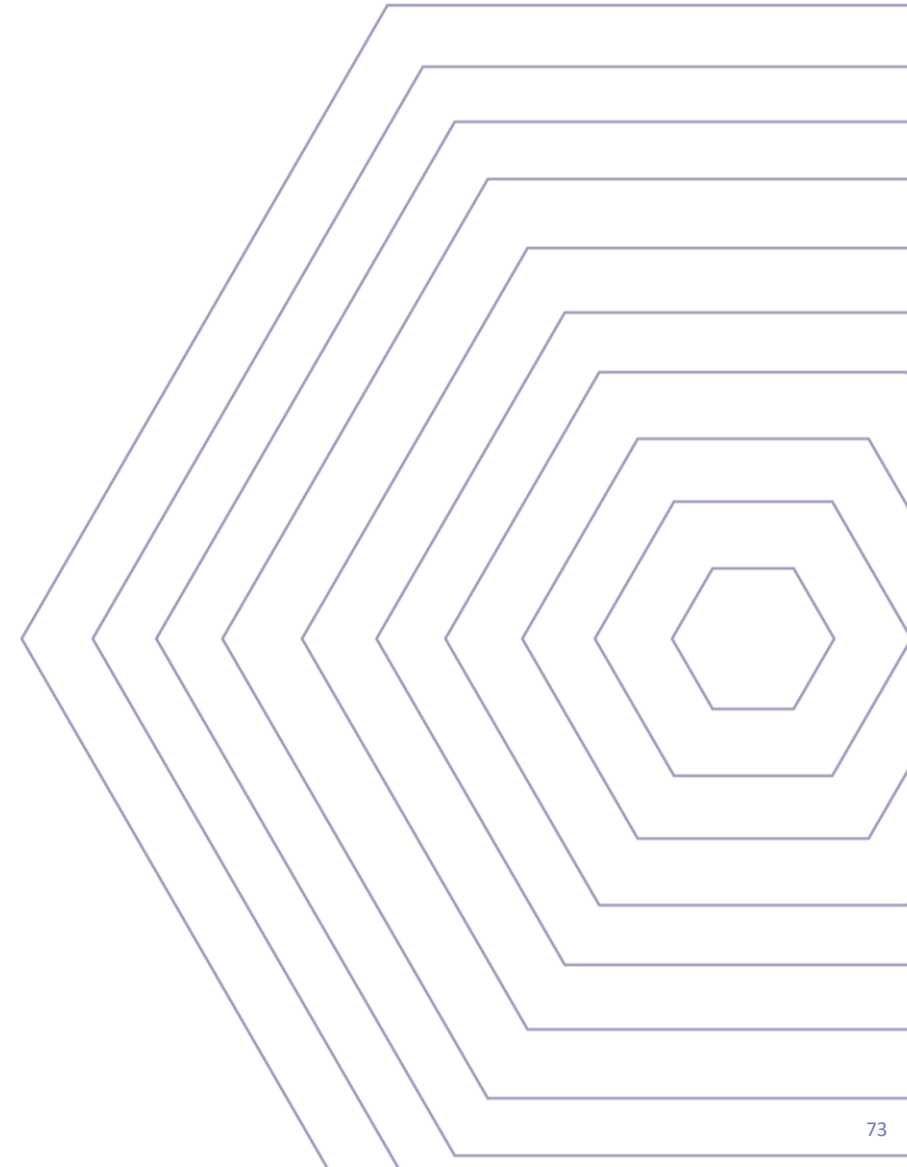
IPTV

HD +



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	105,00 €
05 pm - 08 pm	120,00 €
08 pm - 11 pm	120,00 €
11 pm - 01 am	90,00 €
01 am - 06 am	75,00 €







# Sportdigital Fussball

24/7 soccer worldwide

- ▶ The best soccer from the world's top leagues around the clock with around 1,500 live hours under the motto "FOOTBALL AROUND THE WORLD!"
- ▶ LIVE soccer matches from different time zones around the world for all soccer fans!
- ▶ Soccer Entertainment pure!



# CITY tv



# Sportdigital Fussball

## Structure and prices



### Facts and figures



**Gender**  
30%      70%



**Core target group**  
M 20-39 years



#### Distribution

Cable



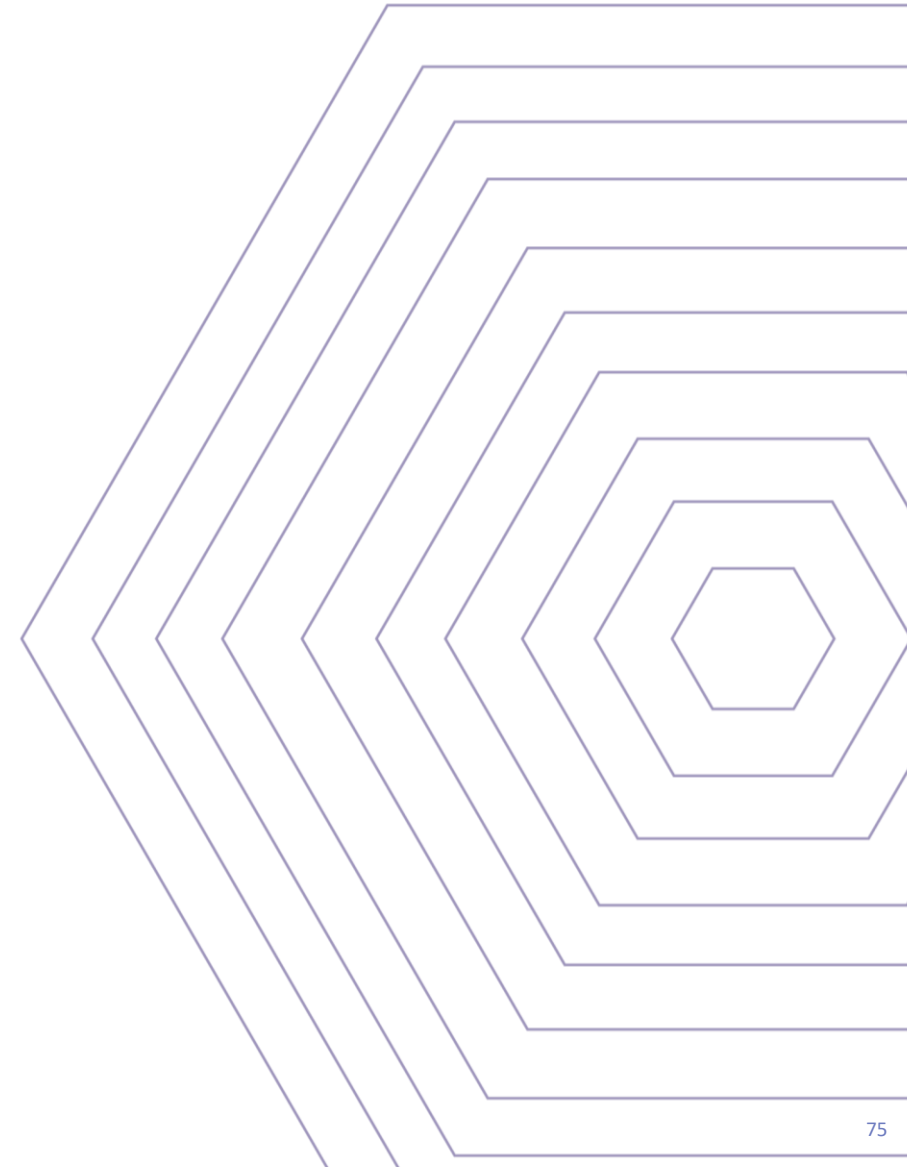
IPTV

SPORT1 EXTRA



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	120,00 €
01 am - 06 am	105,00 €



# Auto Motor und Sport Channel

Television with lots of horsepower

- ▶ The channel presents the entire spectrum of automotive fascination - 24 hours a day!
- ▶ Whether test track or circuit, classic car garage or tuning workshop, automotive history or future technologies - you will find everything to do with cars in the program.



# Auto Motor und Sport Channel

## Structure and prices



### Facts and figures



**Gender**  
20%      80%



**Core target group**  
M 20-59 years



### Distribution

Cable

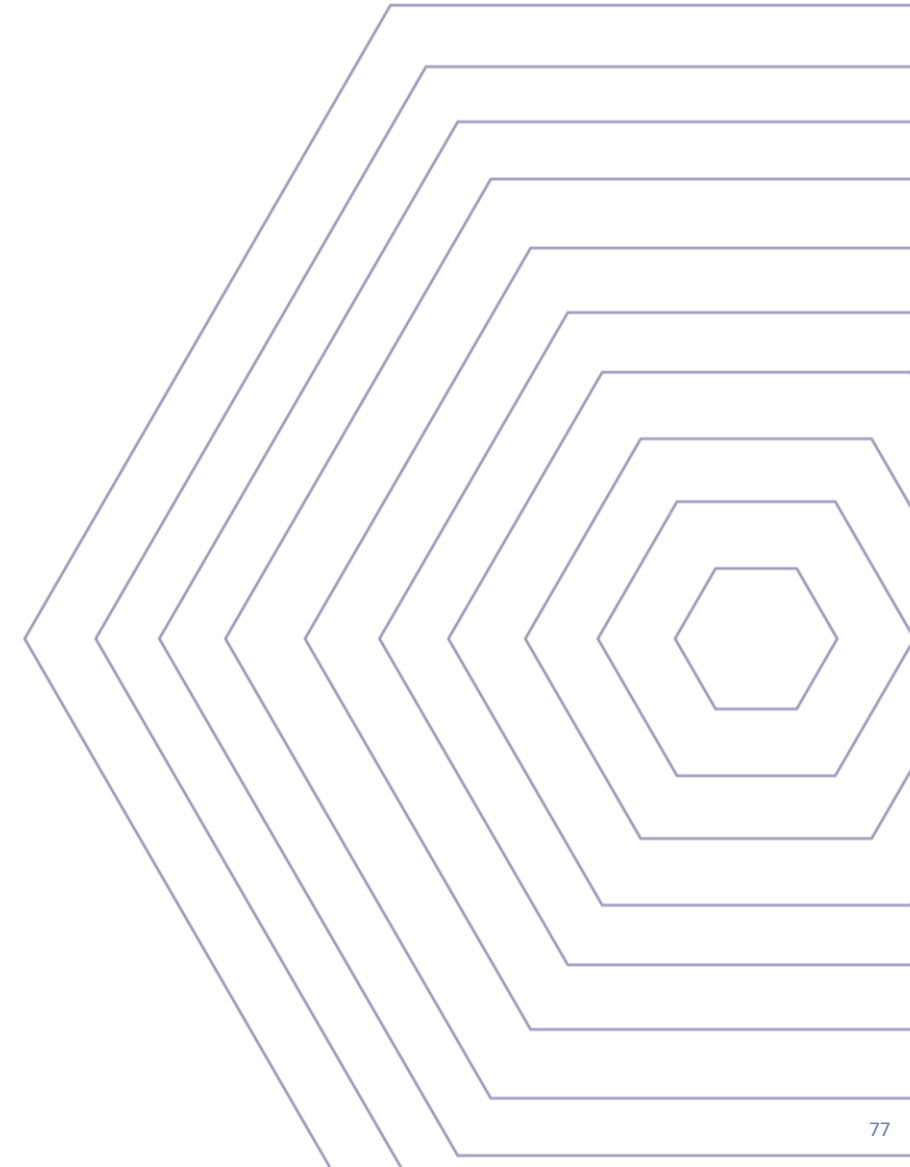


IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	150,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	120,00 €
01 am - 06 am	105,00 €





**MORE  
THAN  
SPORTS TV**

# More than Sports TV

Sport and entertainment in a new  
dimension!

- ▶ From niche sports to international events - More Than Sports TV shows it all! Top rugby events LIVE and exclusive, European League of Football, eSports and much more!
- ▶ The program is complemented by high-quality reports and magazines such as "Bike World" or "Cars + Life"

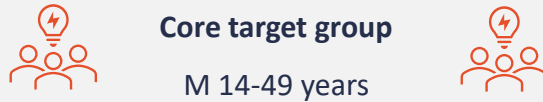
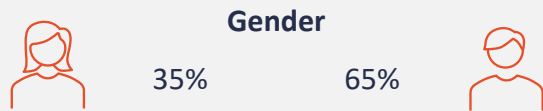


# More than Sports TV

## Structure and prices

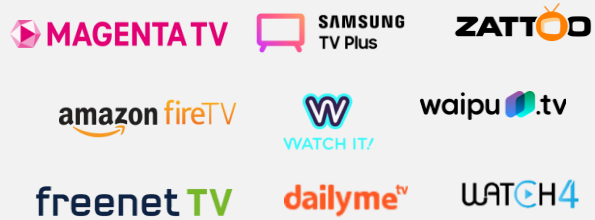


### Facts and figures



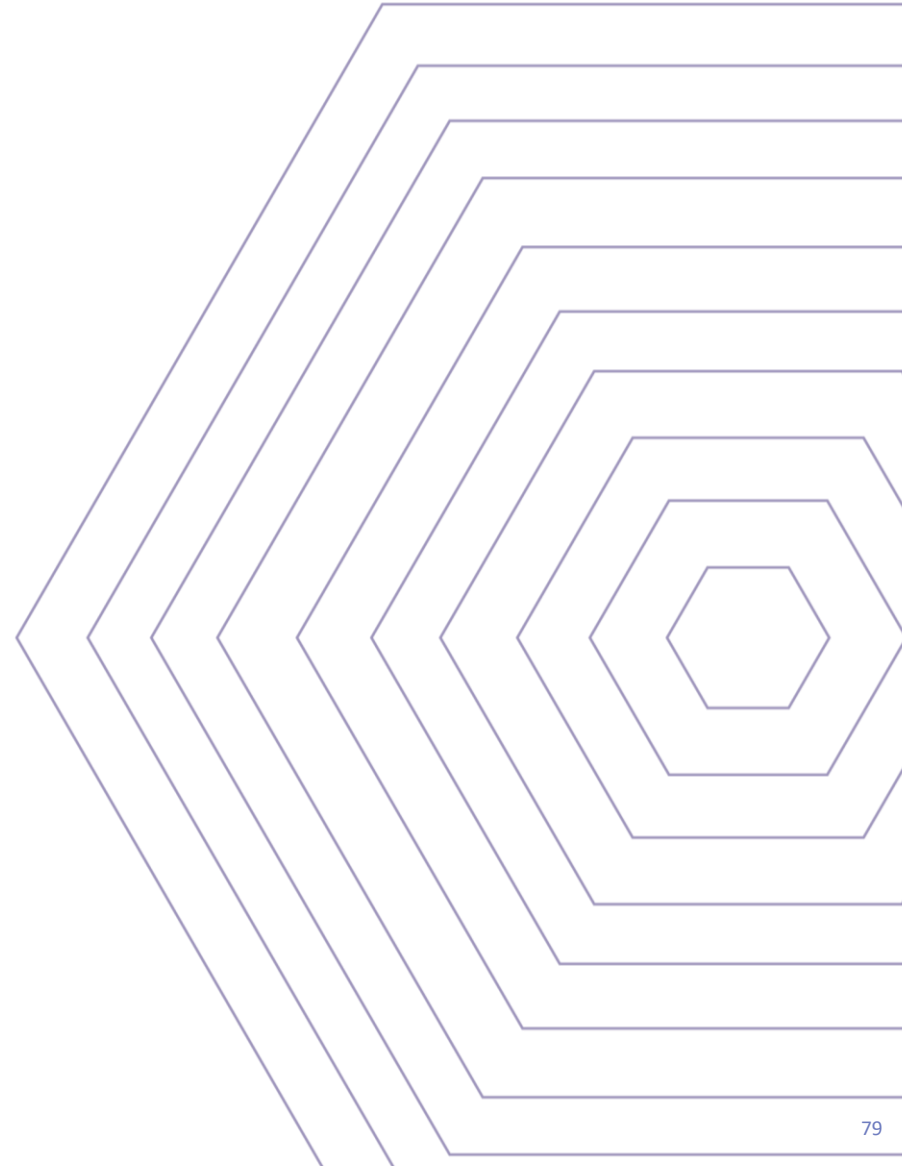
**Distribution**

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
02 am - 10 am	66,00 €
10 am - 01 pm	90,00 €
01 pm - 04 pm	240,00 €
04 pm - 06 pm	360,00 €
06 pm - 08 pm	450,00 €
08 pm - 12 am	570,00 €
12 am - 01 am	360,00 €







# Motorvision.TV

TV for motorsport fans

- ▶ Motorvision is one of the leading media brands for motorsport fans, bikers and car enthusiasts in German-speaking countries.
- ▶ The channel presents the comprehensive world of motoring and shows driving reports, reports and selected motorsport content such as the GT World Challenge, MXGP and Belgian Rally Championship.



KING OF THE ROADS



# Motorvision.TV

## Structure and prices



### Facts and figures



**Gender**  
25%



75%



**Core target group**

M 29-49 years



**Distribution**

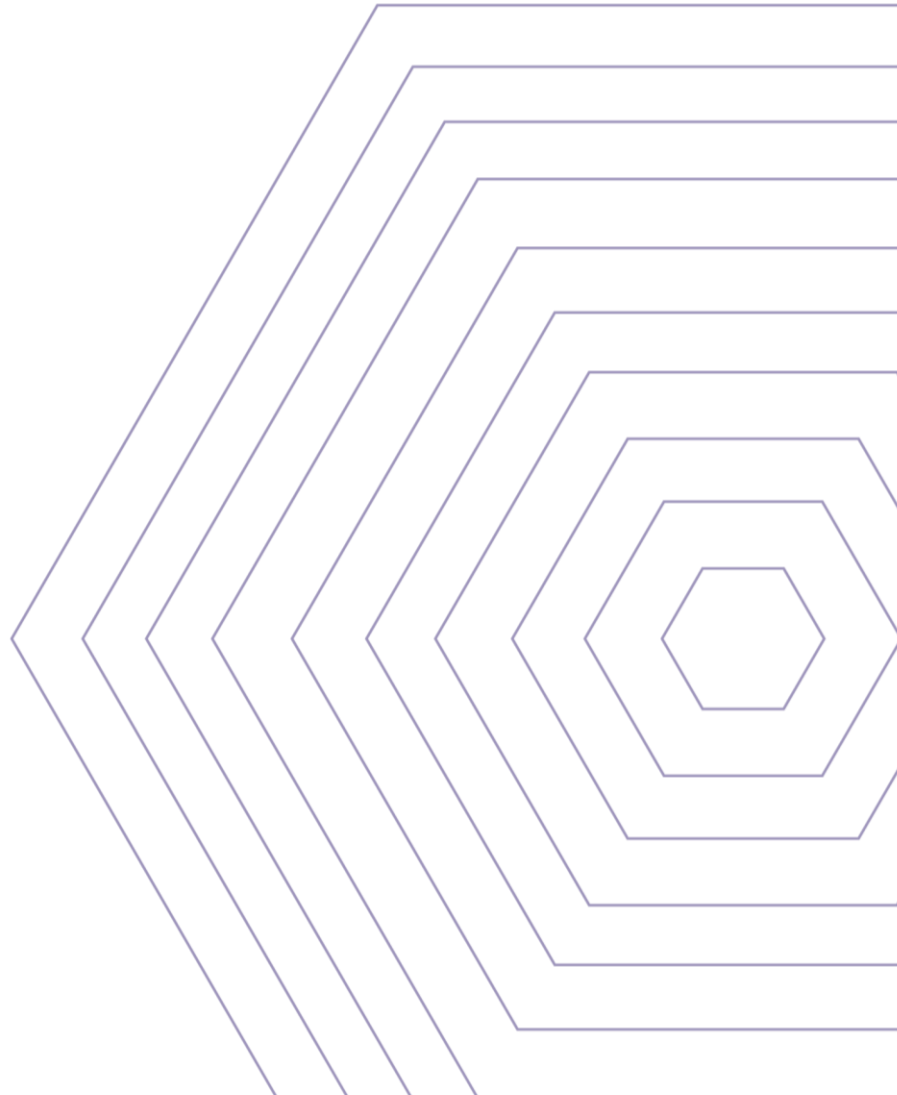
Cable

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	66,00 €
09 am - 01 pm	90,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	360,00 €
08 pm - 11 pm	450,00 €
11 pm - 01 am	300,00 €
01 am - 06 am	66,00 €





# Channel portfolio Guide & Knowledge

# Guide & Knowledge

6

channel

Documen-  
taries and  
reports

Free and  
Pay TV

The **guide & knowledge portfolio** appeals to an open and educated target group. Here you can expect exciting reports about science, technology, the environment, religion and adventure as well as gripping documentaries and news about important events, people and moments. Television for the inquisitive!

**SPIEGEL**  
GESCHICHTE

**Curiosity**  
CHANNEL

**\* bibel.tv**

**euro  
news.**  
deutsch



**HopeTV**

**NOW**  
NEWS OF THE WORLD



**SPIEGEL**  
GESCHICHTE

# Spiegel Geschichte

World history from a german  
perspective

- ▶ SPIEGEL Geschichte offers the most comprehensive history program in the German-speaking world!
- ▶ The focus is on gripping documentaries about the events, people and moments of the 20th century.



# Spiegel Geschichte

## Structure and prices



### Facts and figures



**Gender**  
35%      65%



**Core target group**  
A 20-45 years



### Distribution

IPTV

**MAGENTA TV**    **ZATTOO**

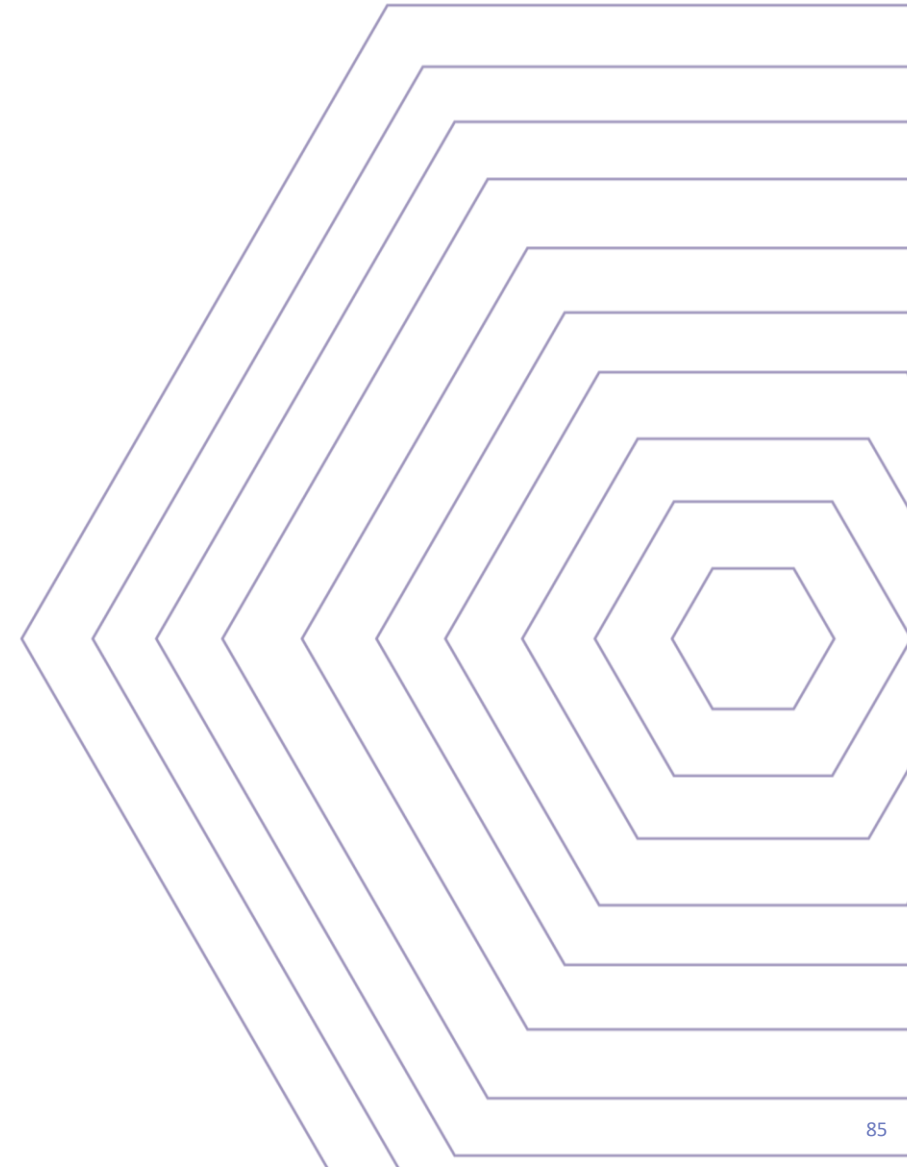
prime video

waipu.tv

O<sub>2</sub>

### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	165,00 €
01 pm - 05 pm	180,00 €
05 pm - 08 pm	210,00 €
08 pm - 11 pm	300,00 €
11 pm - 01 am	120,00 €
01 am - 06 am	60,00 €



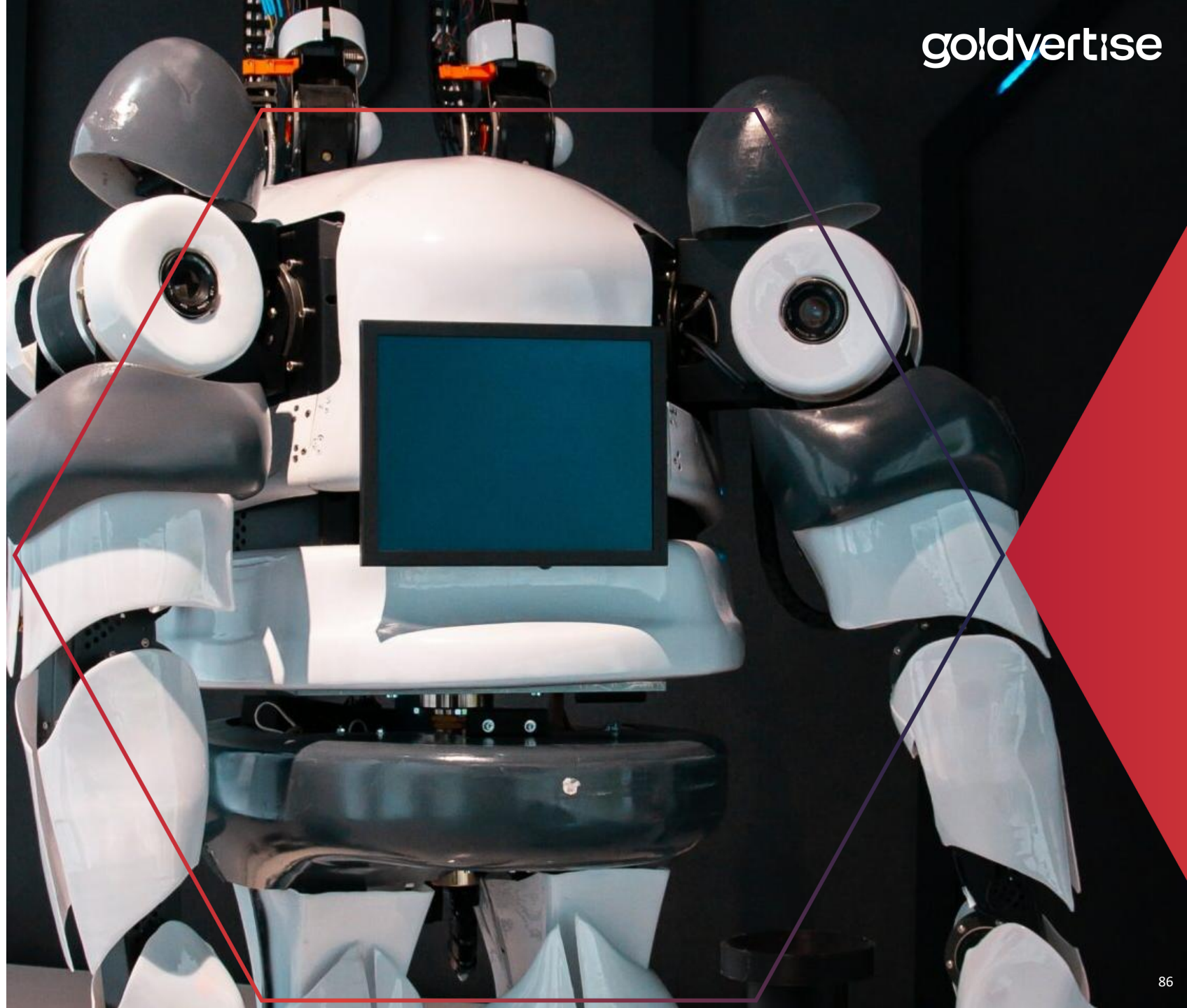


euro  
news.  
deutsch

# Euronews. deutsch

Fact-based news from the Europe  
newsroom

- ▶ Live TV, breaking news, in-depth analysis, politics, environment, travel, culture and much more.
- ▶ No. 1 international news TV channel





# Euronews.deutsch

## Structure and prices



### Facts and figures



**Gender**  
45%      55%



**Core target group**  
A 30-59 years



### Distribution

Cable

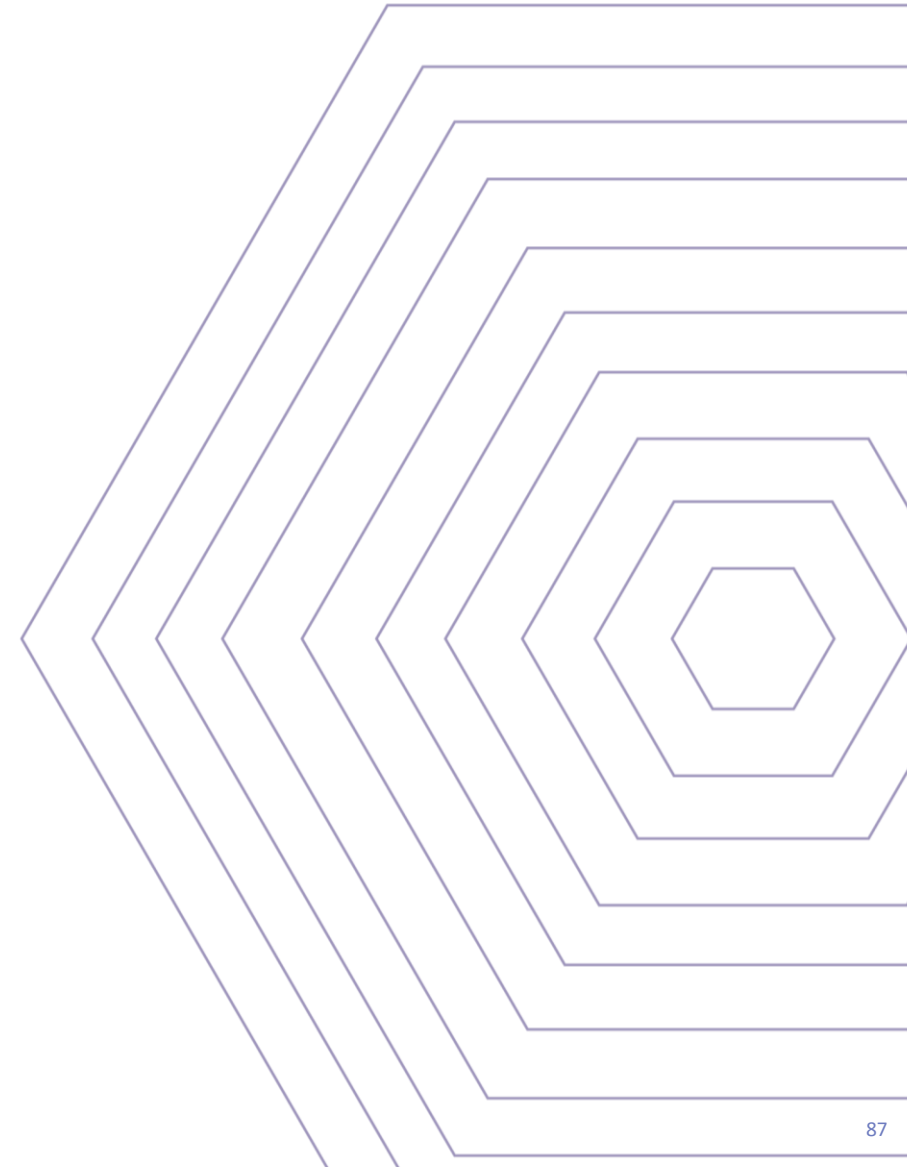


IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	120,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	105,00 €



**Curiosity**  
CHANNEL

# Curiosity Channel

Watch and wonder

- ▶ Curiosity Channel is for all those who want to know more and never stop being curious.
- ▶ The program includes true-to-life reports and exciting documentaries about science, technology, the environment, adventure and wildlife.



# Curiosity Channel

## Structure and prices



### Facts and figures



**Gender**  
40%      60%



**Core target group**  
A 20-49 years



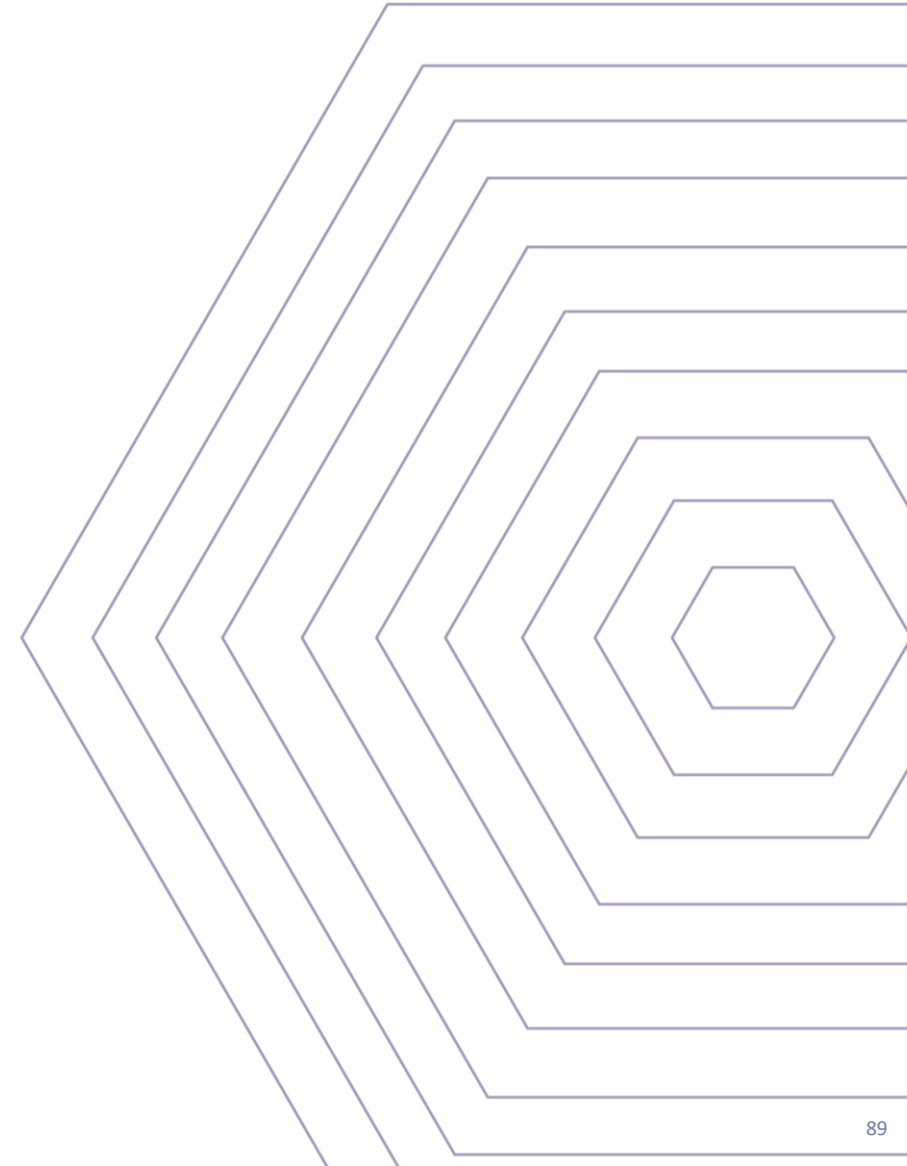
#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	120,00 €
09 am - 01 pm	180,00 €
01 pm - 05 pm	195,00 €
05 pm - 08 pm	210,00 €
08 pm - 11 pm	300,00 €
11 pm - 01 am	135,00 €
01 am - 06 am	90,00 €







HopeTV

# Hope TV

## Interested in life

- ▶ Hope TV is a unique Christian lifestyle-channel.
- ▶ The program offers a wide variety of genres: educational and documentary series, programs on health and lifestyle, cultural, humanitarian travel and experience reports, children's programs, music/entertainment programs and church services.



# Hope TV

## Structure and figures



### Facts and figures



**Gender**  
50%      50%



**Core target group**  
6-99 years



### Distribution

Cable



Satellite

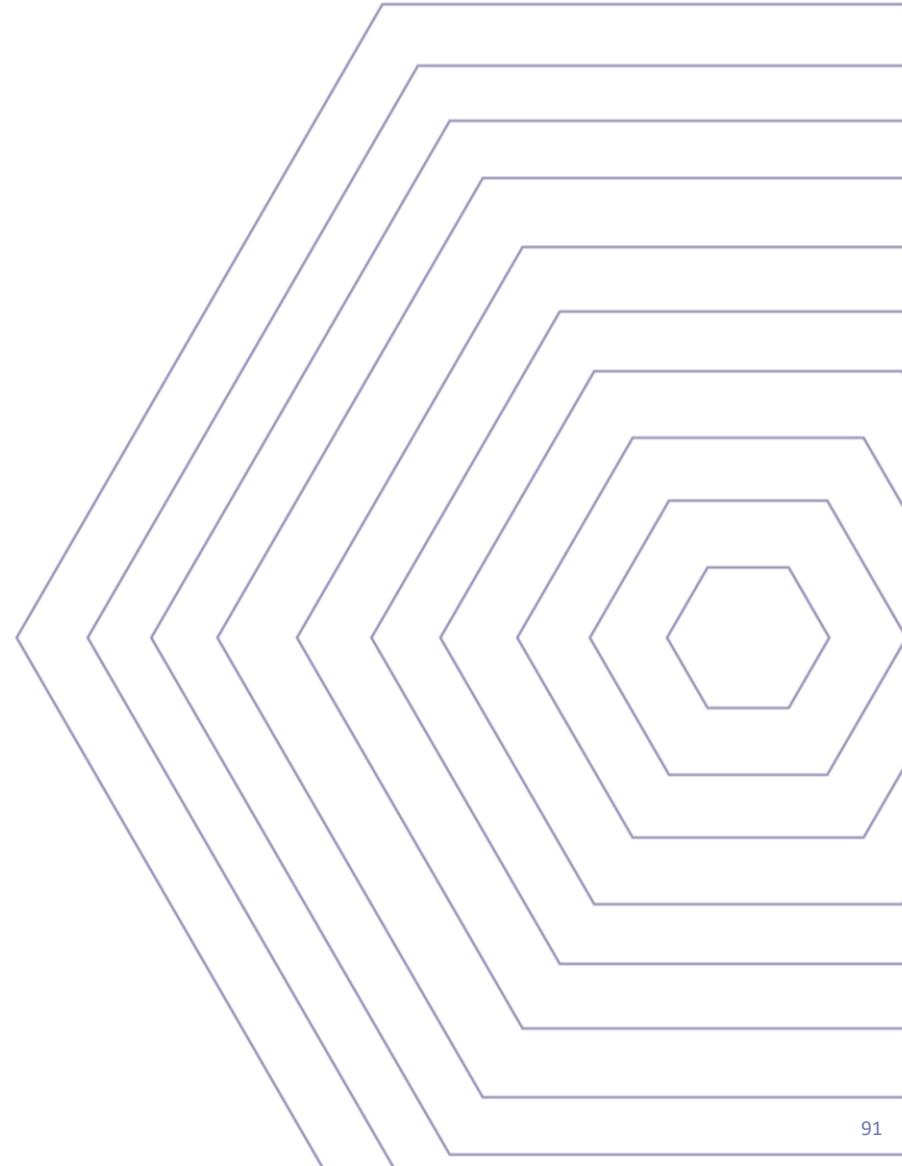


IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	60,00 €
01 am - 06 am	60,00 €







# Bibel TV

## As colorful as life itself

- ▶ Bibel TV is a valuable program, available throughout Europe, non-denominational and independent.
- ▶ The offering for the whole family includes feature films, series, documentaries, music and children's formats.



*Wenn die Liebe siegt*





# Bibel TV

## Structure and prices



### Facts and figures



**Gender**  
51%



49%



#### Core target group

A 40-69 years



#### Distribution

Cable

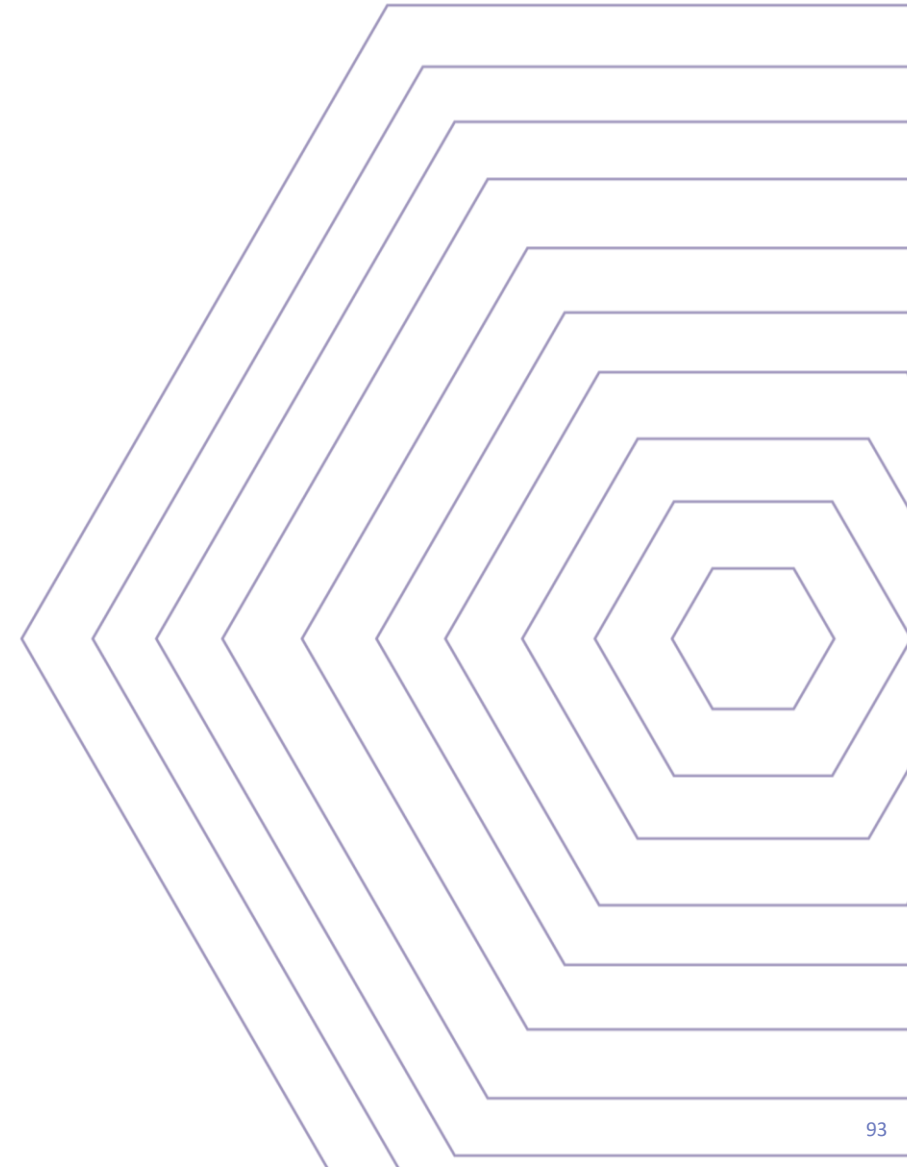
Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	180,00 €
11 pm - 01 am	60,00 €
01 am - 06 am	60,00 €





# News of the World

## The news channel

- ▶ The latest news from around the world: in a loop of breaking news, followed by news from Africa, Asia, Europe, North America, South America and entertainment news, viewers are always up to date.



# News of the World

## Structure and prices



### Facts and figures



**Gender**  
20%      80%



**Core target group**  
A 20-59 years



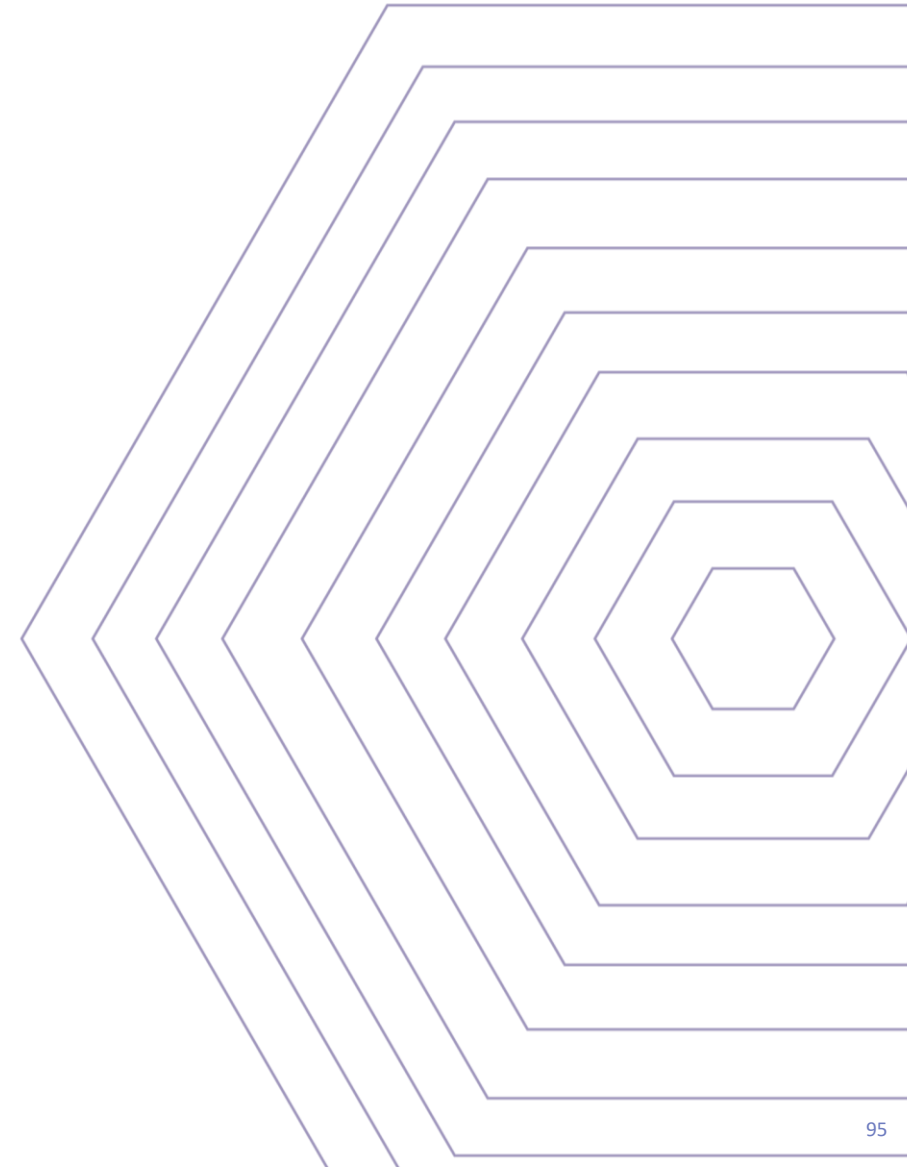
### Distribution

Satellite



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	90,00 €
01 pm - 05 pm	105,00 €
05 pm - 08 pm	105,00 €
08 pm - 11 pm	120,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	90,00 €







# Channel portfolio Music

# Music

8

channel

Music clips  
and  
concerts

Free and  
Pay TV

The **music channel portfolio** offers music for every taste and suitable environments for addressing target groups with an affinity to the topic!

Hot current music and stars from the international music scene, hits from folk and pop music, German-language music and artist specials, world premieres and legendary recordings from opera, ballet and concerts, jazz and live concerts.

STINGRAY  
*iConcerts*

STINGRAY  
Classica

STINGRAY  
djazz

ZWEI 2  
MUSIC TELEVISION

FOLX  
MUSIC TELEVISION

ONE 1  
MUSIC TELEVISION

Stimmungs  
gartenTV

Melodie  
TV

STINGRAY  
*iConcerts*

# Stingray iConcerts

100% live music

- ▶ Stingray iConcerts is a 24/7 linear TV channel that makes the hearts of true music lovers beat faster.
- ▶ The channel offers a spectacular program of legendary concert performances, music television shows and documentaries.





# Stingray iConcerts

## Structure and prices



### Facts and figures



#### Gender

40%

60%



#### Core target group

A 18-54 years



#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	120,00 €
01 am - 06 am	90,00 €





# Stingray Djazz

Jazz music at its best

- ▶ Stingray DJAZZ is the only channel dedicated entirely to jazz and jazz-related genres.
- ▶ Exclusive program: A unique selection of exquisite documentaries, intimate artist portraits, video insights behind the concert scenes and exclusive interviews.



# Stingray Djazz

## Structure and prices



### Facts and figures



#### Gender

35%

65%



#### Core target group

A 30+ years



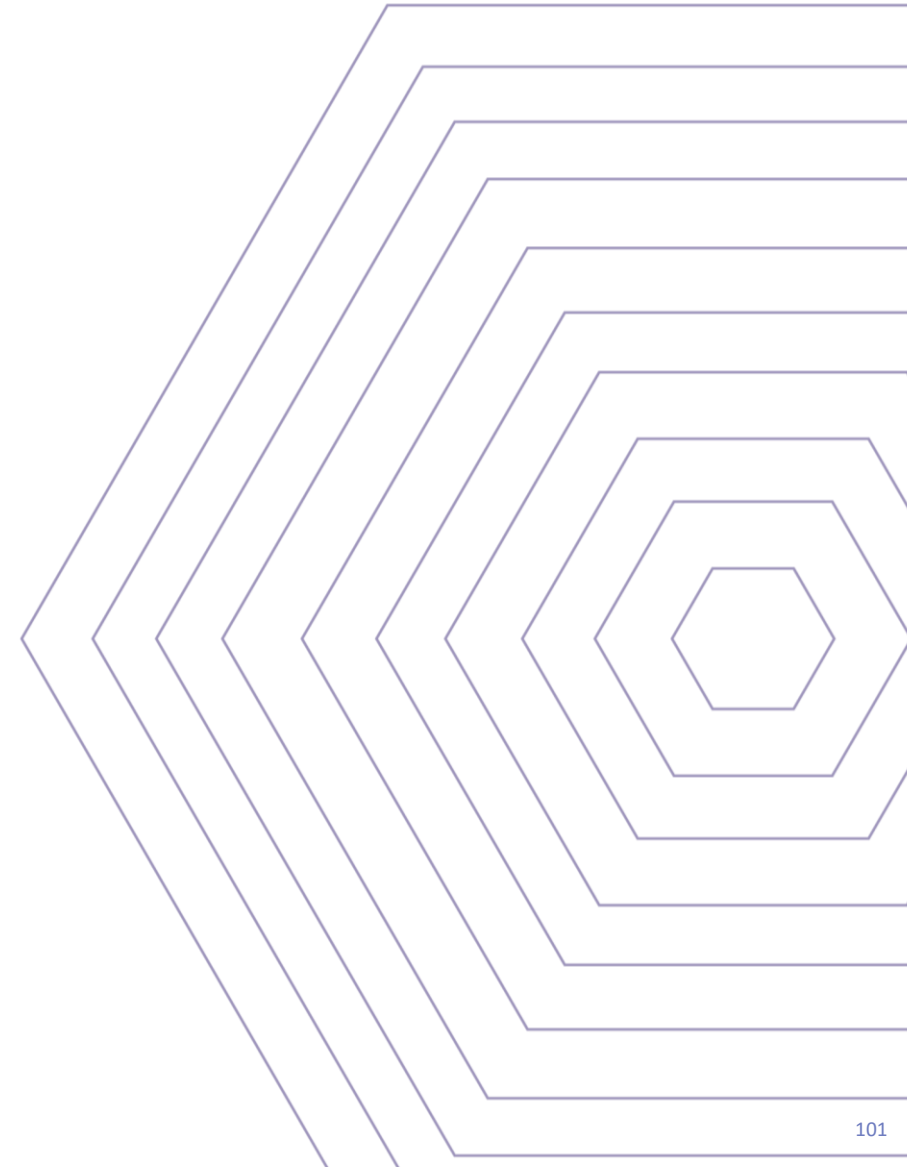
#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	60,00 €
09 am - 01 pm	75,00 €
01 pm - 05 pm	75,00 €
05 pm - 08 pm	90,00 €
08 pm - 11 pm	90,00 €
11 pm - 01 am	90,00 €
01 am - 06 am	75,00 €





STINGRAY  
Classica

# Stingray Classica

Classical music, opera and ballet

- ▶ 50 world premieres per year, renowned productions and fascinating documentaries of the highest quality.
- ▶ Recordings from the best opera houses and concert halls in the world, such as La Scala in Milan, the Semper Oper in Dresden or the Orchestre de Paris.



# Stingray Classica

## Structure and prices



### Facts and figures



**Gender**  
50%      50%



**Core target group**  
A 30-59+ years



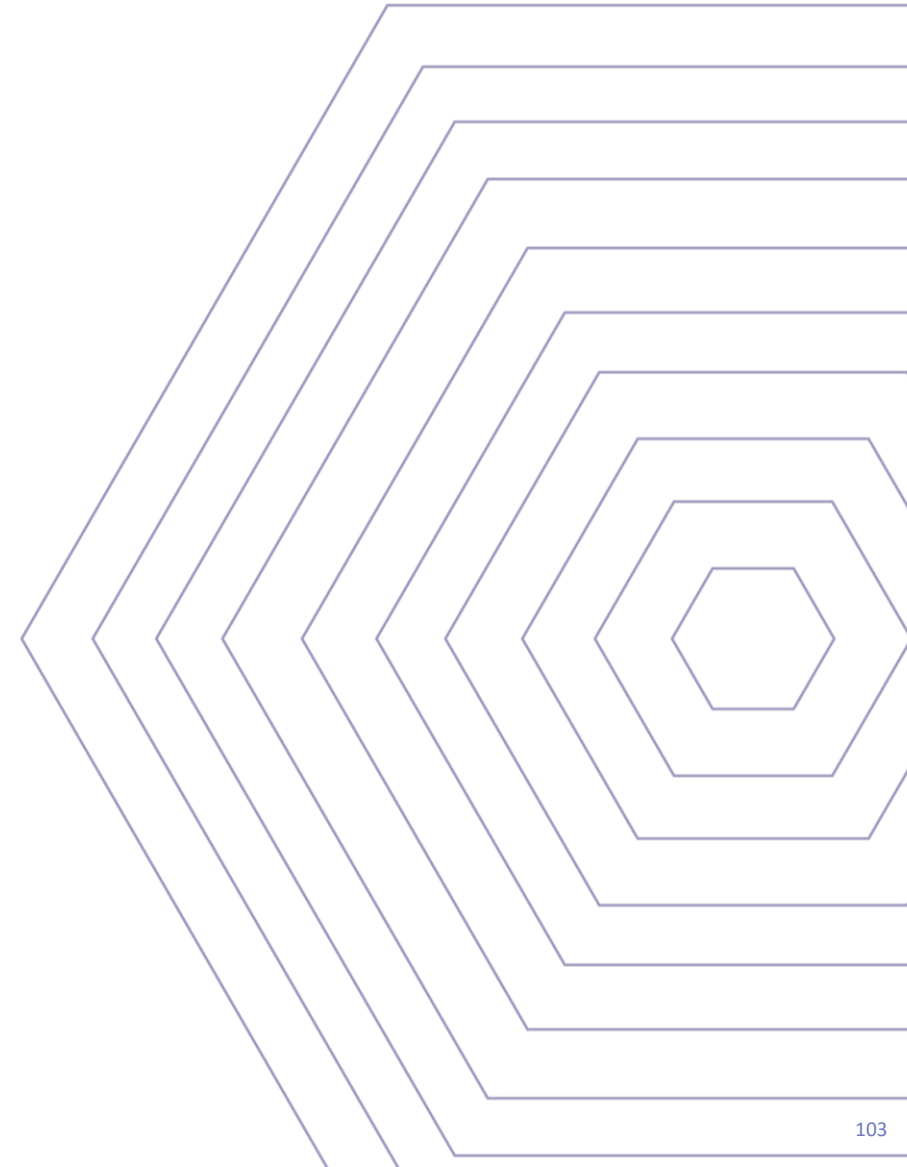
#### Distribution

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	75,00 €
09 am - 01 pm	75,00 €
01 pm - 05 pm	90,00 €
05 pm - 08 pm	90,00 €
08 pm - 11 pm	105,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	90,00 €







# Stimmungsgarten TV

Where the music is at home

- ▶ The folk music and Schlager channel provides popular music, current Schlager hits, Oberkrainer music and more.
- ▶ Music highlights, current scene news, new and well-known popular shows such as Gipfelstammtisch, Hubsis Musigwelt and many more.





# Stimmungsgarten TV

## Structure and prices



### Facts and figures



**Gender**  
50%      50%



**Core target group**  
A 30-69 years



#### Distribution

Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	135,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	90,00 €





# Melodie TV

More Folk music, more Schlager,  
more nature

- ▶ Folk Music, Schlager and natural landscapes - a unique and high-quality television experience.
- ▶ The channel in the hearts of folk music and Schlager fans throughout the German-speaking world.



# Melodie TV

## Structure and prices



### Facts and figures



#### Gender

40%

60%



#### Core target group

A 30-69 years



#### Distribution

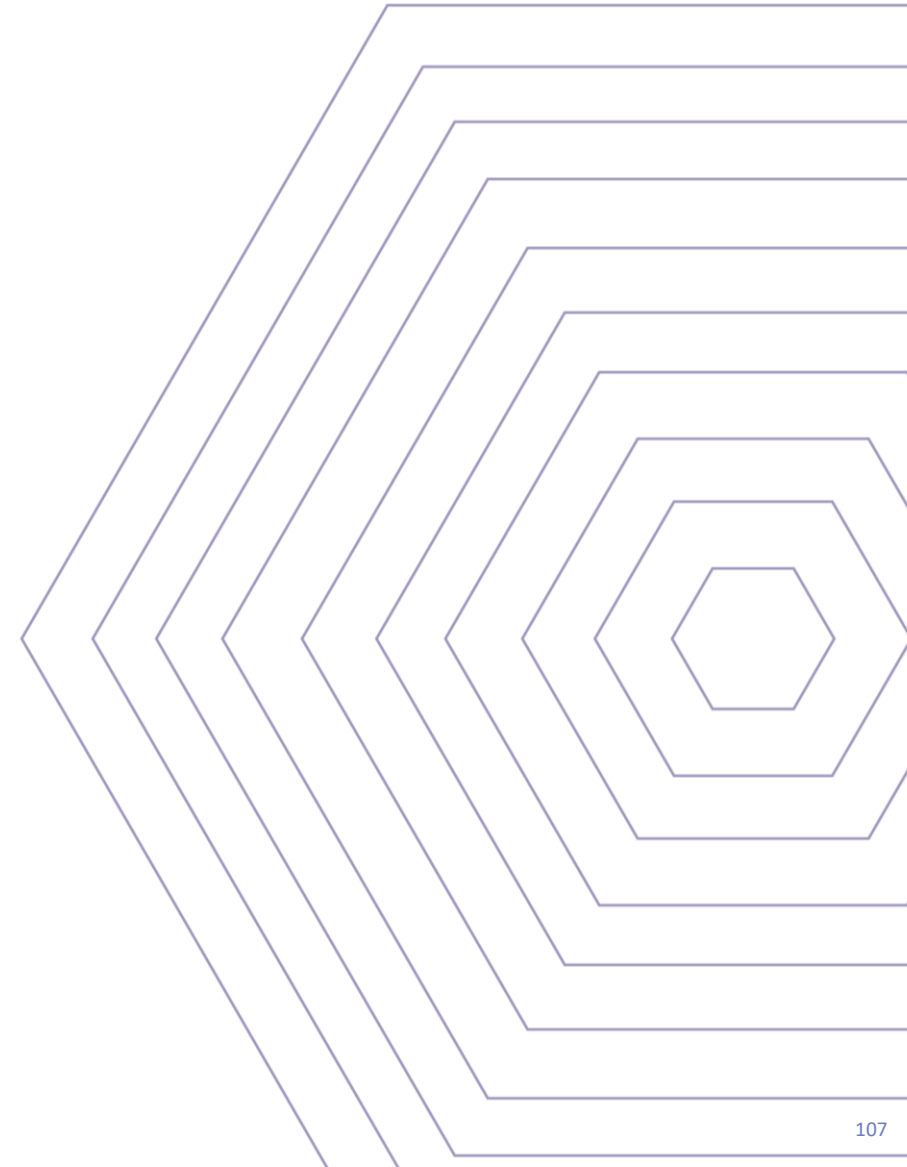
Satellite

Cable



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	90,00 €
09 am - 01 pm	90,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	165,00 €
08 pm - 11 pm	270,00 €
11 pm - 01 am	150,00 €
01 am - 06 am	90,00 €







# Folx Music Television

Folk music for everyone

- ▶ Folx music television has it all! The biggest stars, the most modern videos with breathtaking landscapes and the best folk music.
- ▶ From polka to waltz to Oberkrainer, Bavarian and Zillertal music!



Hansi Berger,  
Emmi Lemberg &  
Lucky Putz

# Folx Music Television

## Structure and prices



### Facts and figures



**Gender**  
60%      40%



**Core target group**  
A 30-59 years



#### Distribution

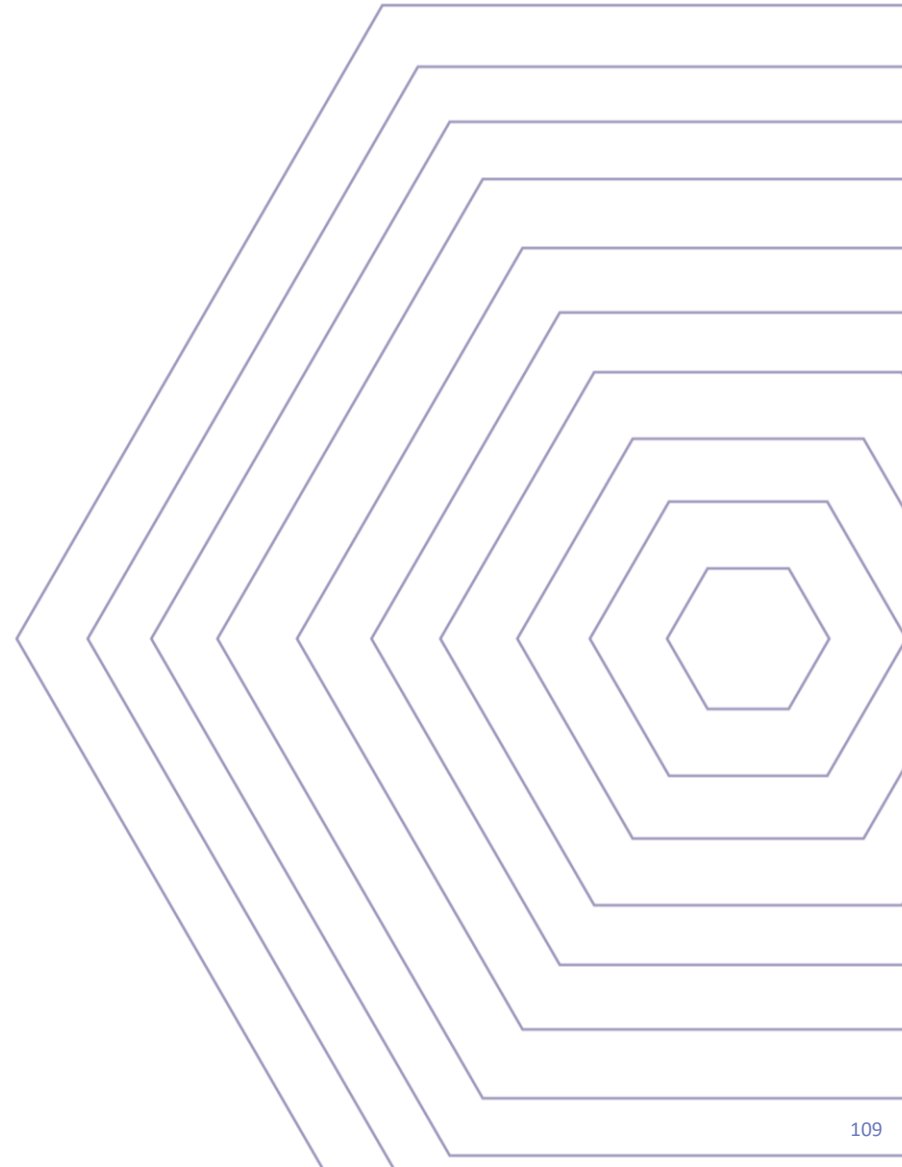
Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	120,00 €
01 pm - 05 pm	135,00 €
05 pm - 08 pm	135,00 €
08 pm - 11 pm	150,00 €
11 pm - 01 am	120,00 €
01 am - 06 am	105,00 €







# ONE Music Television

The modern music channel

- ▶ ONE music television broadcasts the best current pop, pop-rock and dance superstar songs.
- ▶ With a daily updated list of the most wanted and most watched music videos of the last 30 years, ONE makes viewers' hearts beat faster!

**SENDUNGEN,  
TÄGLICHE  
LIVESHOWS MIT  
MODERATOREN,  
TAGESPLAYLIST**

**POP,  
ROCK,  
HIP HOP,  
R&B,  
DANCE**

goldvertise

Reggae, Heavy M  
80er/90er

**24/7  
Mainstream**

Deutschland,  
Österreich,  
Schweiz, USA, GB

**SD/HD**





# ONE Music Television

## Structure and prices



### Facts and figures



**Gender**  
50%      50%



**Core target group**  
A 15-45 years



#### Distribution

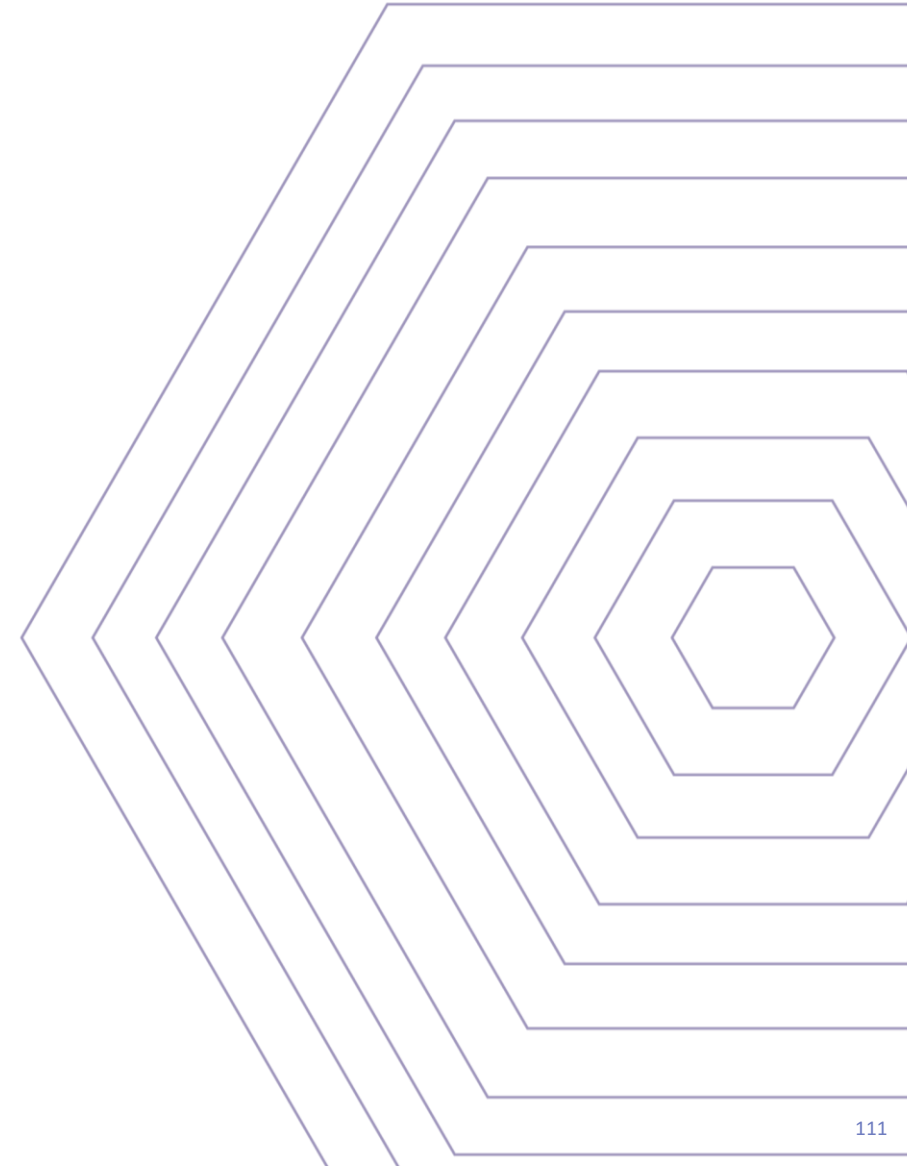
Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	120,00 €
08 pm - 11 pm	120,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	105,00 €





# ZWEI Music Television

Party, Schlager & more

- ▶ There's something for EVERYONE: from party music and pop hits to reggae and German pop!
- ▶ Live shows, music clips, interviews and gossip from the world of music.



SENDUNGEN,  
TÄGLICHE  
LIVESHOWS MIT  
MODERATOREN,  
TAGESPLAYLIST

24/7  
Schlager

Latino,  
70er/80er/90er Schlager

SD/HD

PARTY  
SCHLAGER  
REGGAETON  
POP

# ZWEI Music Television

## Structure and prices



### Facts and figures



**Gender**  
50%      50%



**Core target group**  
A 40-59 years



#### Distribution

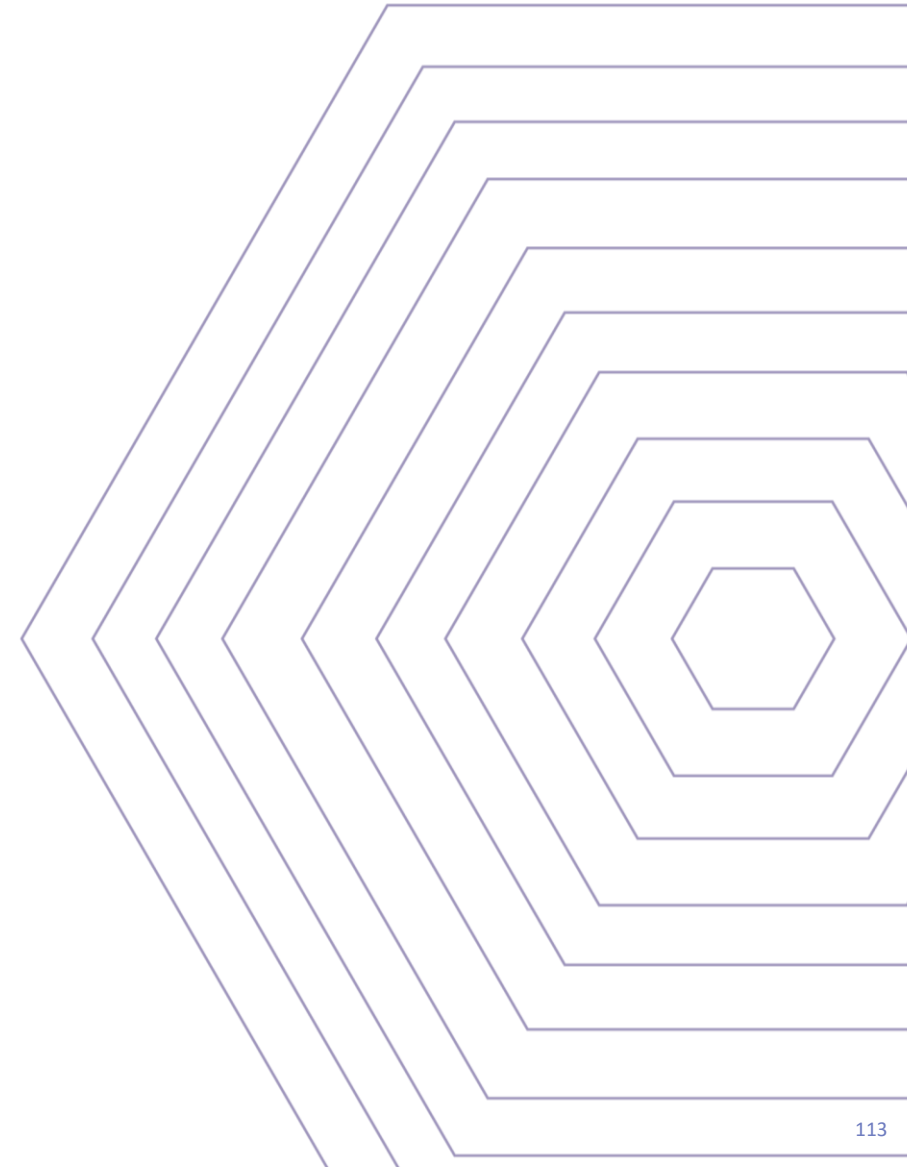
Satellite

IPTV



### Price per spot 30 sec

Time slot	Gross price per spot
06 am - 09 pm	105,00 €
09 am - 01 pm	105,00 €
01 pm - 05 pm	120,00 €
05 pm - 08 pm	120,00 €
08 pm - 11 pm	120,00 €
11 pm - 01 am	105,00 €
01 am - 06 am	105,00 €







# Technical setup & GTC

# Technical setup & General terms of conditions

- From initial contact to invoicing: our experienced staff will ensure that your TV campaigns run smoothly.
- Technical setup: the majority of our TV channels are integrated into the MYDAS booking system.
- Program and price schedules in EDI format from the following broadcasters are available for download here.



Spot Delivery	
Delivery digital	Via PEACH or Adstream*
Format	MXF
Video	HD: XDCAM HD422, 1920 x 1080 Pixel, 50 Hz interlaced, 50 Mbit, 25 fps
Audio	R128 EBU
Note	No pre- or closing credits. The file name may consist of a maximum of 32 alphanumeric characters, may not contain spaces or special characters such as - (hyphen), ä, ü, &, etc. " _ " (underscore) may be used.
Delivery date	7 working days before broadcast. Exceptions must be coordinated with the ad operations management

\*PEACH: Deliver via the Goldvertise TV transmission point for the entire Goldvertise TV portfolio. One upload – the spot is then distributed to the individual broadcasters.  
Adstream: Delivery to all booked channels individually.

If you have any questions about the delivery of the TV spot, please contact [dispo.de@goldvertise.com](mailto:dispo.de@goldvertise.com)



# General terms and conditions Goldbach Germany - Excerpt

## 13 Withdrawal from the contract

13.1 Unless the parties agree otherwise in writing, Goldbach and the Advertiser shall be entitled to withdraw from the contract in whole or in part up to 6 calendar weeks (42 calendar days) before the start of the Distribution if there is an objective reason. The withdrawal shall in any case be made in writing - by fax or by e-mail - to Goldbach.

13.2 The right of withdrawal shall not apply to forms of advertising with a duration of 180 seconds or more and sponsoring.

13.3 Goldbach shall be entitled to withdraw from an advertising order at any time if the performance owed by Goldbach is not possible for reasons of force majeure or if unforeseeable obstacles occur which cannot be overcome by reasonable efforts and for which Goldbach is not responsible, e.g. program changes and measures or orders of authorities or other governmental bodies. Furthermore, Goldbach may withdraw from the contract up to 10 calendar days prior to the start of the distribution if a competitive situation arises between the advertising client and a partner of the advertising medium. In these cases, claims of the advertising client are excluded. A right of withdrawal shall not exist in cases in which Goldbach has culpably caused the impediment to performance.

13.4 Cancellation after expiry of the period of 6 weeks (42 days) prior to Distribution shall require the consent of Goldbach. Should Goldbach exceptionally agree to such a request for cancellation, this shall be made against calculation of the following cancellation fee measured against the net price of the respective advertising order:

Between 41 and 25 calendar days: 50  
 Between 24 and 10 calendar days: 75  
 Less than 10 calendar days: 100  
 After the start of distribution: 100

Invoicing shall be carried out in accordance with Section 6 of these General Terms and Conditions. A claim of the advertising client for cancellation is excluded even if a cancellation fee is paid excluded.

Excerpt from the GTC of Goldbach Germany GmbH: [Link to GTC](#)







Feel free to contact us!



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