










goldvertise

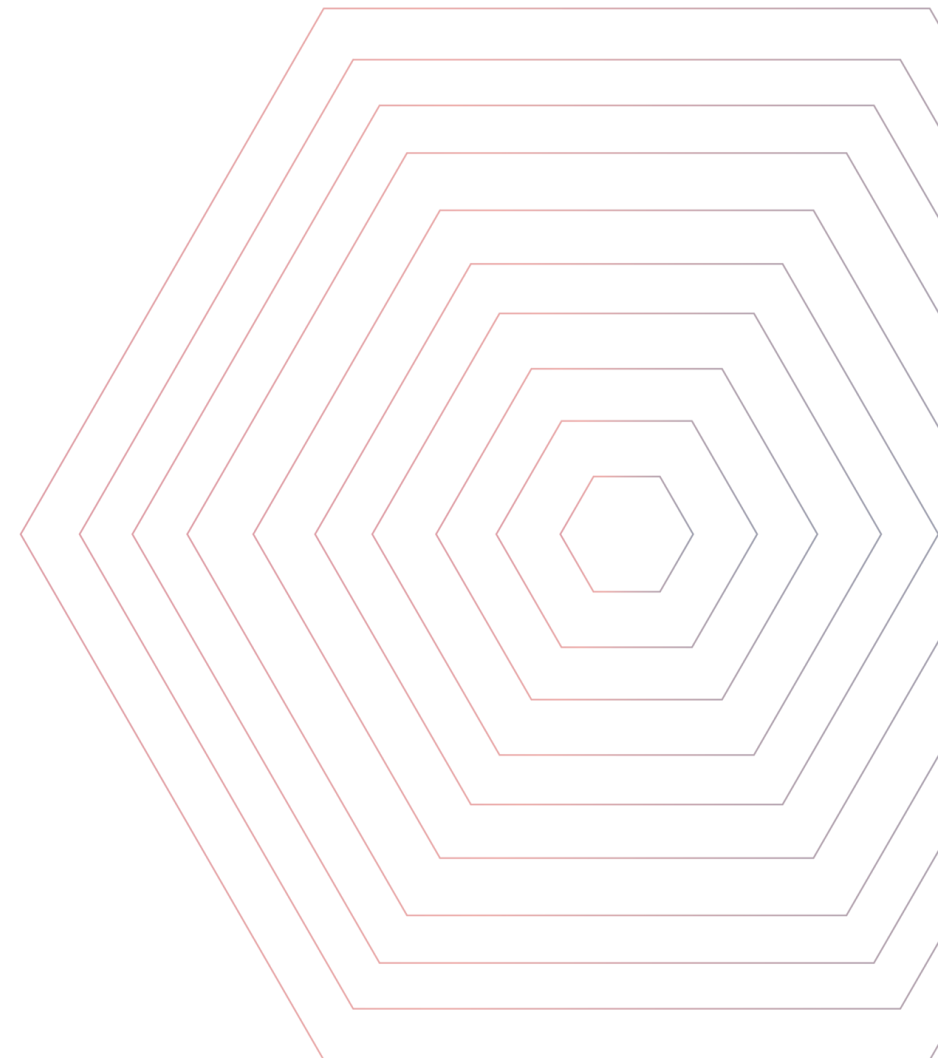
# Media Kit TV 2026

March 2026



# Agenda

- 01  **Goldvertise TV Portfolio  
Overview and Channel positioning**
- 02  **Channels in AEOS comparison**
- 03  **Entertainment**
- 04  **Travel & Enjoyment**
- 05  **Sports & Action**
- 06  **Guide & Knowledge**
- 07  **Music**
- 08  **GTC**
- 09  **Your contact persons**



# Special interest TV at Goldvertise

Enter the world of TV with us!  
With passion and professionalism, we offer  
the parallel marketing **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 45 special interest channels in five genres




## Entertainment

AXN Black  
 AXN White  
 emotions  
 ZFUN  
 TOP SERIEN  
 CLASSICS  
 Ric  
 SILVERLINE  
 CRIME TIME  
 KINOWELT TELEVISION  
 SERIEN+  
 ANIXE HD SERIE  
 ANIXE




## Travel & Enjoyment

xplore  
 Bon Gusto  
 One TERRA  
 wetter.com  
 COOKING  
 GO travel  
 travelxp  
 SYLT1  
 DAS SYLTER FERSEHEN  
 MARCO POLO TV




## Sports & Action

just.fishing  
 HÖHENRAUSCH  
 SPORTDIGITAL EDGE  
 auto motor sport CHANNEL  
 INPLUS  
 SPORTDIGITAL FUSSBALL  
 MOTOR + VISION  
 ClipMyHorse.TV  
 eSports  
 SPORTDIGITAL 1+



## Guide & Knowledge

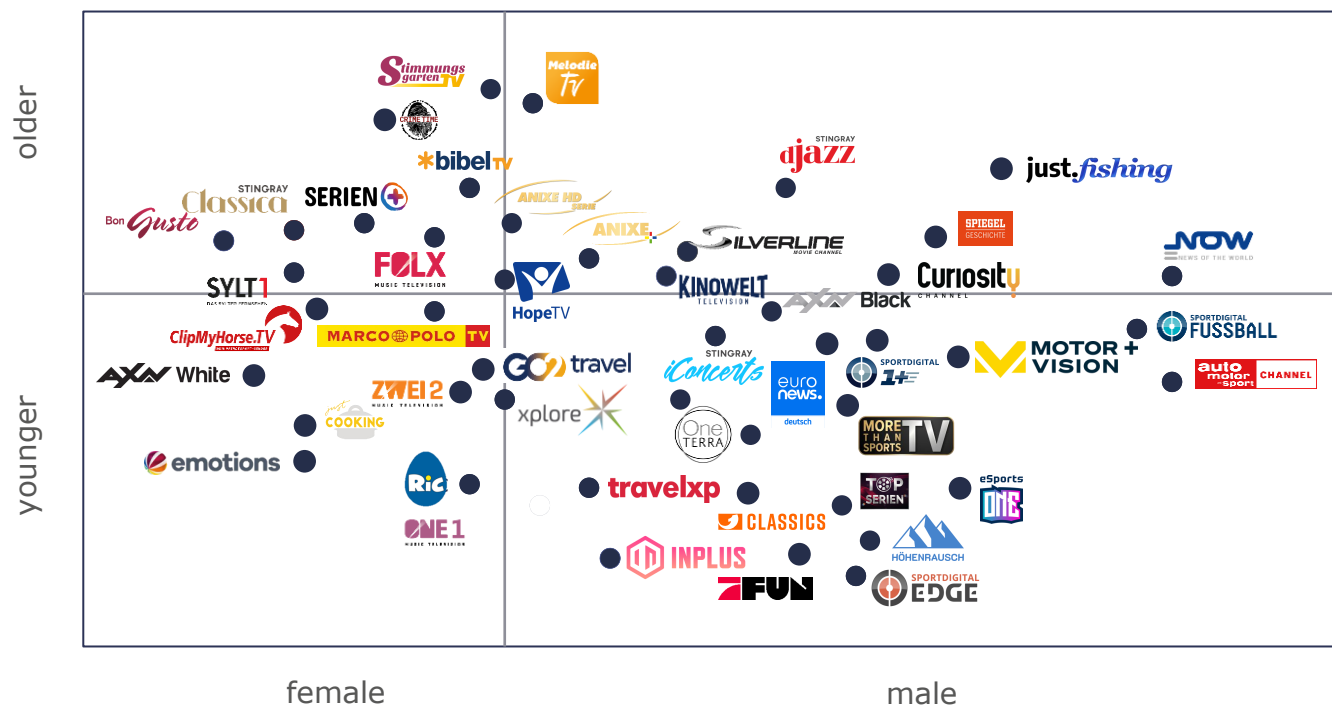
Curiosity CHANNEL  
 SPIEGEL GESCHICHTE  
 \*bibelTV  
 NOW NEWS OF THE WORLD  
 HopeTV  
 euro news. deutsch



## Music

STINGRAY Classica  
 STINGRAY djazz  
 STINGRAY iConcerts  
 ONE1 MUSIC TELEVISION  
 FOLX MUSIC TELEVISION  
 ZWEI2 MUSIC TELEVISION  
 Stimmungs garten TV  
 Melodie TV

# Positioning of the Goldvertise channels



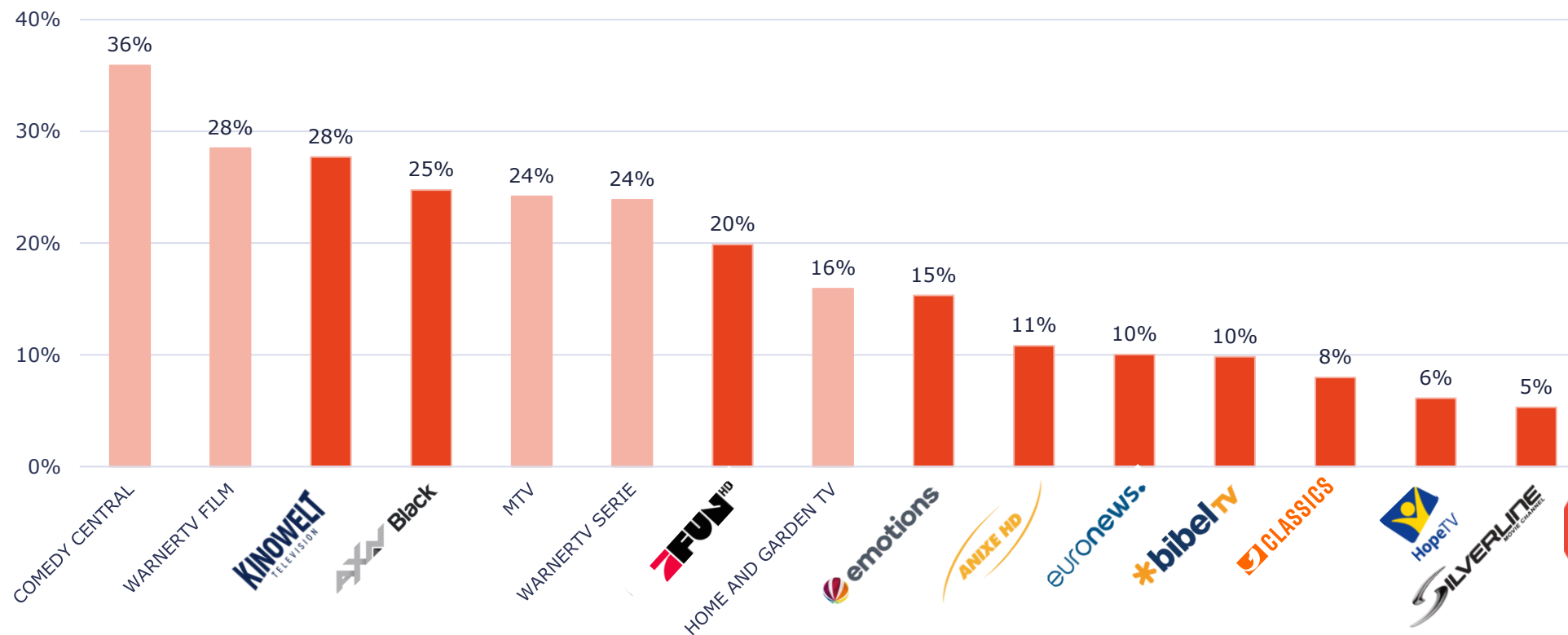
- Our special interest channels offer strong channel identities
- High-quality, clearly defined target groups in the environment of short advertising blocks
- Low scattering loss



# Entertainment that reaches the audience

Total Reach goldvertise: **47%**

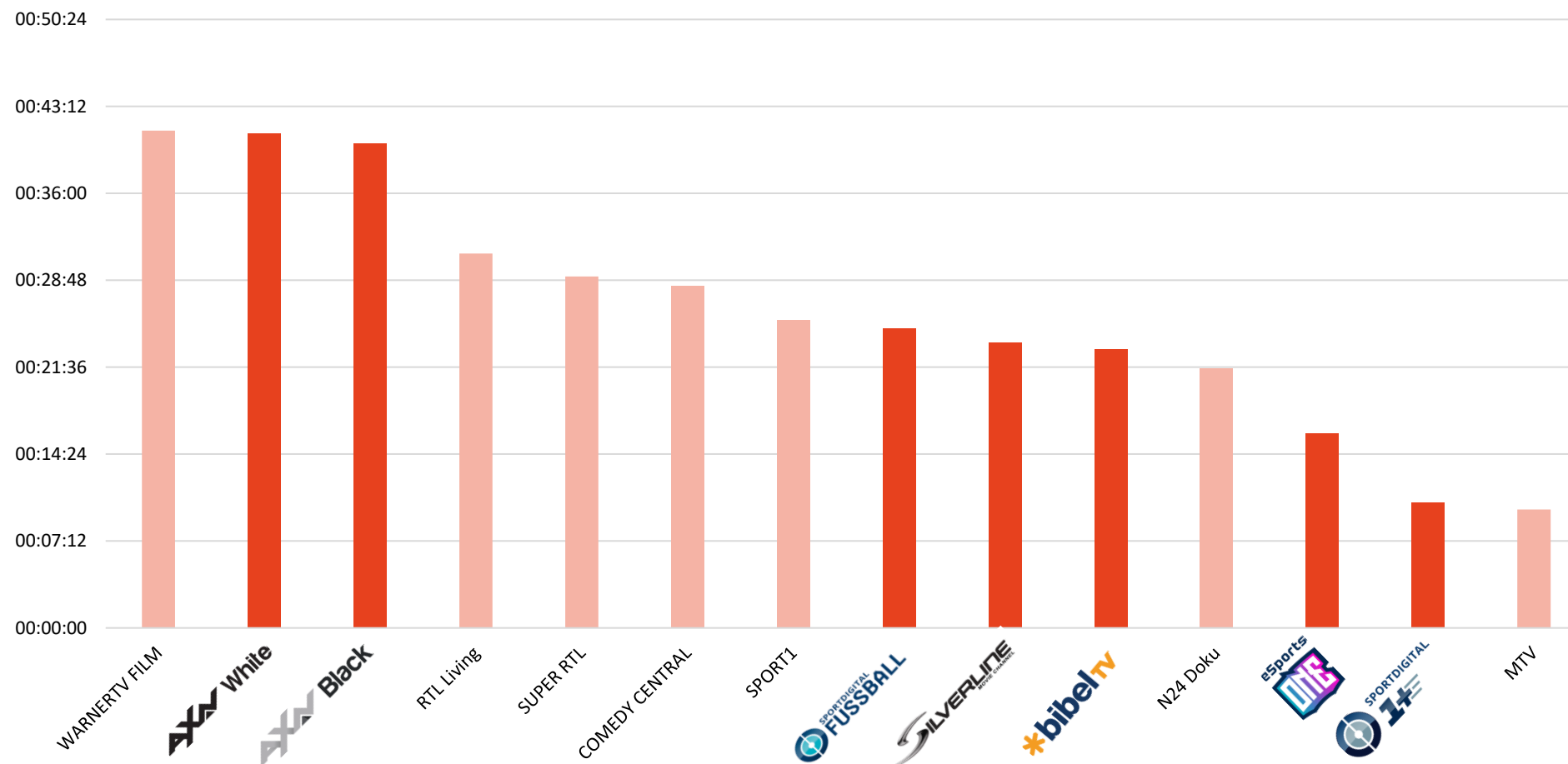
RCH in %



Source: AEOS, time-based analysis, 01.01.2026 - 31.01.2026, reach (%), 5 Sec, AXN Black (new), COMEDY CENTRAL, HOME AND GARDEN TV, kabel eins classics, KinoweltTV, MTV, PRO SIEBEN FUN, RTL Crime HD, RTL Living, SAT.1 EMOTIONS, SILVERLINE, WARNERTV COMEDY, WARNERTV FILM, WARNERTV SERIE

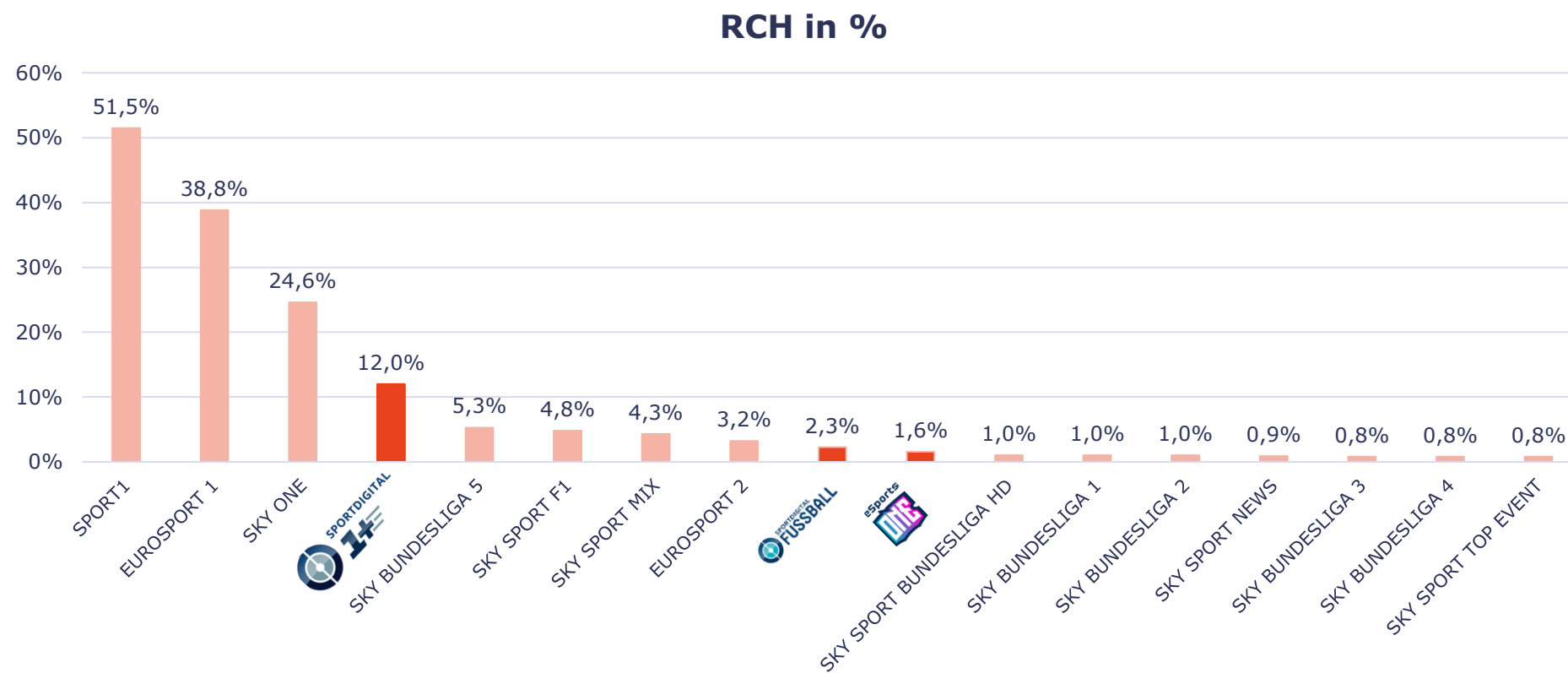
# Our channels keep viewers hooked

Average time spent



Source: AEOS, time-based analysis, January 1, 2026 - March 31, 2026, ATS, 5 Sec, RTLZWEI, RTL CRIME HD, WARNERTV SERIE, HISTORY, WELT, WARNERTV FILM, EUROSPOORT 1, AXN Black, AXN White, RTL Living, SUPER RTL, COMEDY CENTRAL, SILVERLINE, SPORTDIGITAL FUSSBALL, N24 Doku, Bibel TV, SKY SPORT 1, eSportsONE HD, Sportdigital1+ HD, MTV

# Sportdigital 1+ the fourth-largest sports channel





goldvertise

**Channel portfolio  
Entertainment**

# Entertainment



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.



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

Pay TV

### Facts and figures



**Gender**

40%

60%



**Core target group**

A 25-49 years



**Distribution**

Cable

IPTV



waipu.tv

MAGENTATV

prime video

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	150,00 €
01 p.m. – 05 p.m.	165,00 €
05 p.m. – 08 p.m.	195,00 €
08 p.m. – 11 p.m.	300,00 €
11 p.m. – 01 a.m.	225,00 €
01 a.m. – 06 a.m.	105,00 €

### AEOS Insights\*

Reach in %: 25%

Share in %: 0,34%

Average Time Spent: 00:40:06

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

Pay TV

### Facts and figures



**Gender**

65%

35%



**Core target group**

F 30-59 years



**Distribution**

Cable

IPTV



PYUR



NetCologne

MAGENTATV

waipu.tv

prime video

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	135,00 €
01 p.m. – 05 p.m.	150,00 €
05 p.m. – 08 p.m.	180,00 €
08 p.m. – 11 p.m.	330,00 €
11 p.m. – 01 a.m.	255,00 €
01 a.m. – 06 a.m.	105,00 €

### AEOS Insights\*

Reach in %: 4%

Share in %: 0,07%

Average Time Spent: 00:40:58

# Kinowelt TV

**The best movies in the comfort of your home!**

- From Oscar® winners and cult directors to genre blockbusters, KinoweltTV offers quality cinema on television.
- This includes film premieres, director and theme series, family entertainment, romance, action, horror, and the in-house TV magazine Cinegeek.



# Kinowelt TV

## Structure and prices

### Pay TV

#### Facts and figures



#### Gender

40%

60%



#### Core target group

A 30-59 years



#### Distribution

Cable

IPTV



#### Pay TV customers

>2 M subscribers

#### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	150,00 €
08 p.m. – 11 p.m.	300,00 €
11 p.m. – 01 a.m.	180,00 €
01 a.m. – 06 a.m.	90,00 €

#### AEOS Insights\*

Reach in %: 28%

Share in %: 0,3%

Average Time Spent: 00:22:03

Reach  
champion  
in the  
Goldvertise  
portfolio!



# 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.

A photograph of a crime scene. In the foreground, a red crime scene tape with the words 'CRIME SCENE DO NOT CROSS' in bold black letters is stretched across the frame. In the background, two men in dark clothing are standing and talking. The scene is dimly lit with a warm, orange glow, suggesting an indoor setting at night or in a low-light environment.

CRIME SCENE DO NOT CROSS



# Top Serien

## Structure and prices

Free TV

### Facts and figures



#### Gender

35%

65%



#### Core target group

M 18-35 years



#### Distribution

IPTV

joyn

MAGENTATV

SAMSUNG  
TV Plus

Rakuten TV

ZATTOD

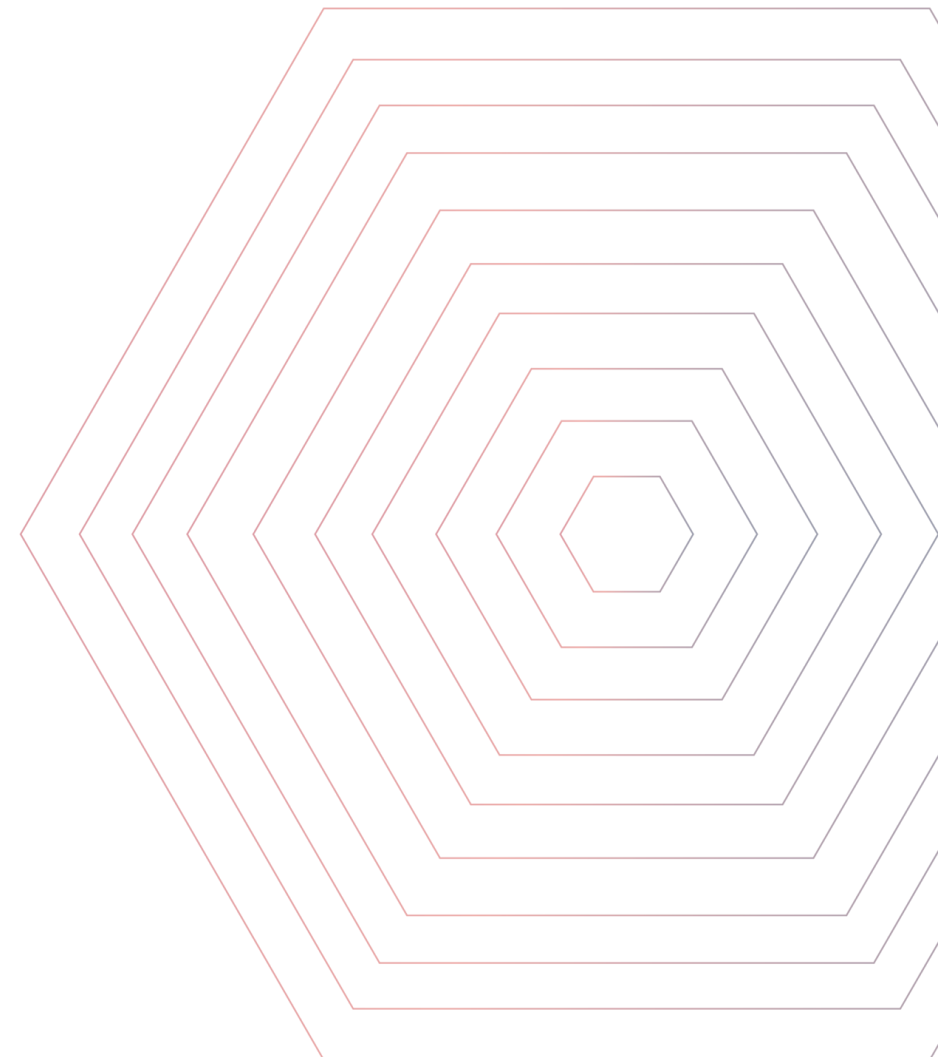
waipu tv

#### Technical reach

&gt;7 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	150,00 €
11 p.m. – 01 a.m.	150,00 €
01 a.m. – 06 a.m.	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

Free TV

### Facts and figures



#### Gender

66%

34%



#### Core target group

F 30-59 years



#### Distribution

Satellite

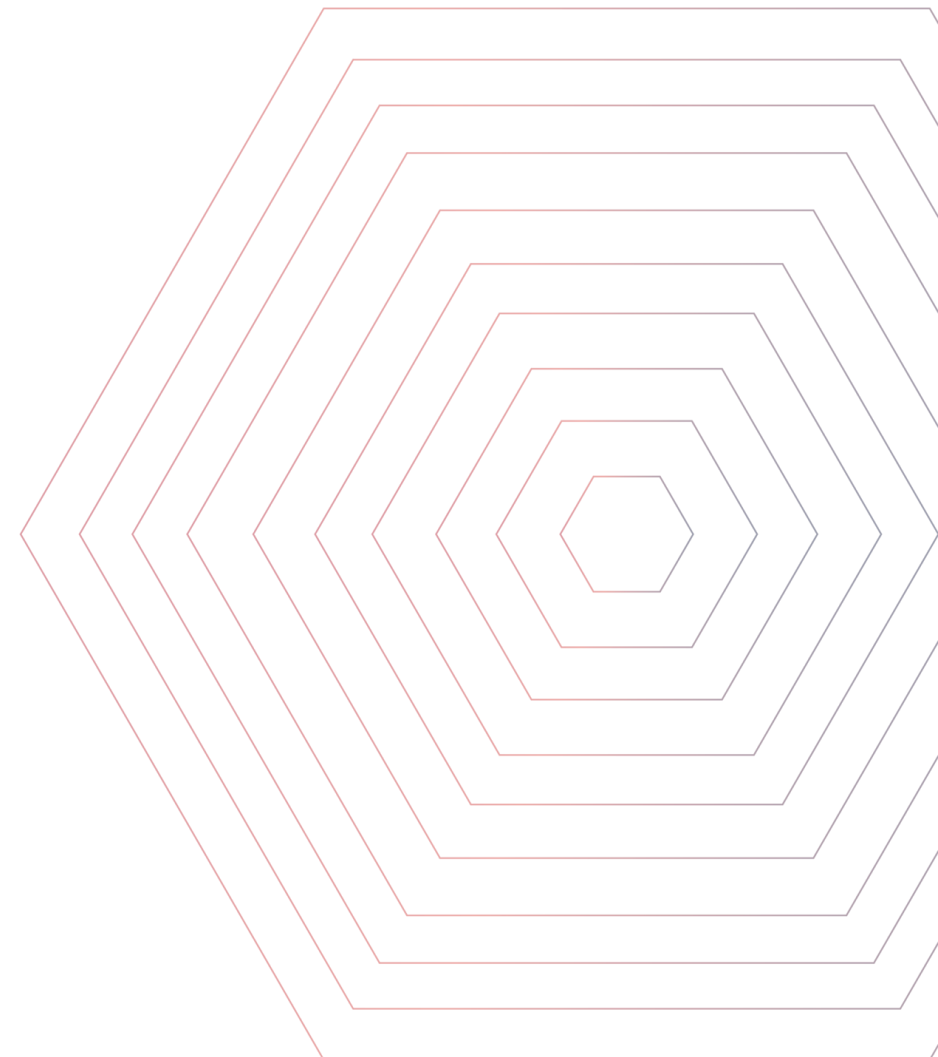


#### Technical reach

&gt;16 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	135,00 €
01 p.m. – 05 p.m.	150,00 €
05 p.m. – 08 p.m.	180,00 €
08 p.m. – 11 p.m.	255,00 €
11 p.m. – 01 a.m.	180,00 €
01 a.m. – 06 a.m.	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 programm focuses on classic crime categories such as gangster thrillers, crime classics and police thrillers.





# CRIME TIME

## Structure and prices

Free TV

### Facts and figures



#### Gender

57%

43%



#### Core target group

A 50-69 years



#### Distribution

Satellite

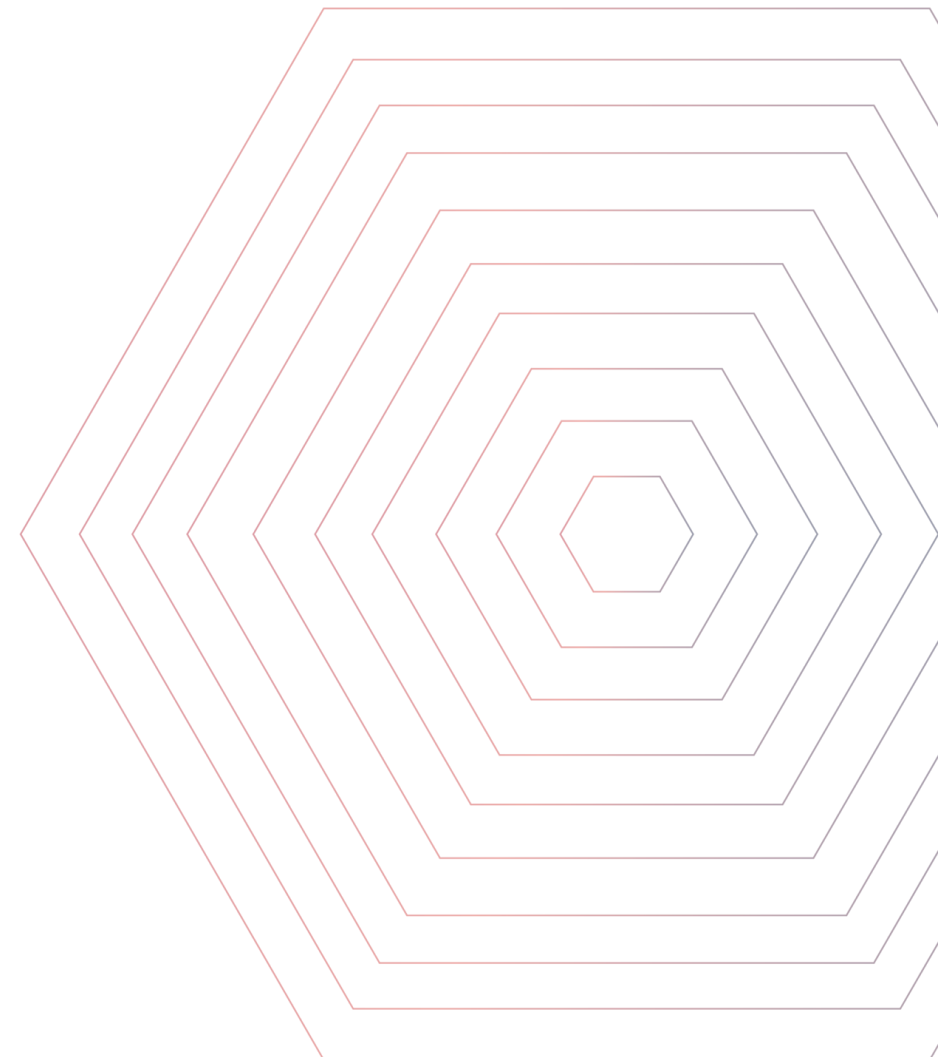


#### Technical reach

&gt;16 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	180,00 €
08 p.m. – 11 p.m.	255,00 €
11 p.m. – 01 a.m.	180,00 €
01 a.m. – 06 a.m.	90,00 €





# Silverline

## The movie channel

- ▶ The movie channel for fans of action/crime/thriller, horror/mystery, and Asian films.
- ▶ Over 100 exclusive film premieres per year, exclusive premieres, exciting theme nights, and film series as program highlights.



# Silverline

## Structure and prices

Pay TV

### 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 slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	150,00 €
11 p.m. – 01 a.m.	150,00 €
01 a.m. – 06 a.m.	105,00 €

### AEOS Insights\*

**Reach in %:** 5%

**Share in %:** 0,05%

**Average Time Spent:** 00:23:37



# 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.

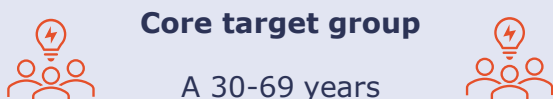


# ANIXE HD Serie

## Structure and prices

Free TV

### Facts and figures



#### Distribution

Cable Satellite IPTV



#### Technical reach

>25 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	225,00 €
11 p.m. – 01 a.m.	180,00 €
01 a.m. – 06 a.m.	75,00 €

### AEOS Insights\*

Reach in %: 11%

Share in %: 0,01%

Average Time Spent: 00:04:47



# 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

Free TV

### Facts and figures



#### Distribution

Cable Satellite IPTV



#### Technical reach

>30 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	165,00 €
08 p.m. – 11 p.m.	405,00 €
11 p.m. – 01 a.m.	345,00 €
01 a.m. – 06 a.m.	105,00 €

### AEOS Insights\*

**Reach in %:** 6%

**Share in %:** 0,01%

**Average Time Spent:** 00:04:36



# 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

### Pay TV

#### Facts and figures



#### Distribution

Cable

Satellite

IPTV



**Pay TV costumers**

~4.3 M subscribers

#### Price per spot 30 sec\*

Time slot	Gross price per slot
06 a.m. – 09 a.m.	180,00 €
09 a.m. – 01 p.m.	240,00 €
01 p.m. – 05 p.m.	240,00 €
05 p.m. – 08 p.m.	270,00 €
08 p.m. – 11 p.m.	300,00 €
11 p.m. – 01 a.m.	210,00 €
01 a.m. – 06 a.m.	120,00 €

#### AEOS Insights\*

**Reach in %:** 8%

**Share in %:** 0,18%

**Average Time Spent:** 00:40:06



# 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.



# Sat.1 emotions

## Structure and prices

Pay TV

### Facts and figures



#### Families

70% live with partner  
3x people in the household



#### Core target group

F 20-49 years



#### Distribution

Cable

Satellite

IPTV



#### Pay TV customers

~3.7 M subscribers

### Price per spot 30 sec\*

Time slot	Gross price per slot
06 a.m. – 09 a.m.	180,00 €
09 a.m. – 01 p.m.	240,00 €
01 p.m. – 05 p.m.	240,00 €
05 p.m. – 08 p.m.	270,00 €
08 p.m. – 11 p.m.	300,00 €
11 p.m. – 01 a.m.	210,00 €
01 a.m. – 06 a.m.	120,00 €

### AEOS Insights\*

Reach in %: 15%

Share in %: 0,11%

Average Time Spent: 00:24:03



# 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

### Pay TV

#### Facts and figures



#### Distribution

Cable

Satellite

IPTV



#### Pay TV customers

~4.3 M subscribers

#### Price per spot 30 sec\*

Time slot	Gross price per slot
06 a.m. – 09 a.m.	180,00 €
09 a.m. – 01 p.m.	240,00 €
01 p.m. – 05 p.m.	240,00 €
05 p.m. – 08 p.m.	270,00 €
08 p.m. – 11 p.m.	300,00 €
11 p.m. – 01 a.m.	210,00 €
01 a.m. – 06 a.m.	120,00 €

#### AEOS Insights\*

**Reach in %:** 20%

**Share in %:** 0,14%

**Average Time Spent:** 00:23:03



# 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.



goldvertise



# RiC

## Structure and prices

Free TV

### Facts and figures



#### Gender

55%

45%



#### Core target group

3-13 years



#### Distribution

Cable

Satellite

IPTV



wilhelm.tel



ZATTOO

waipu.tv

MAGENTATV

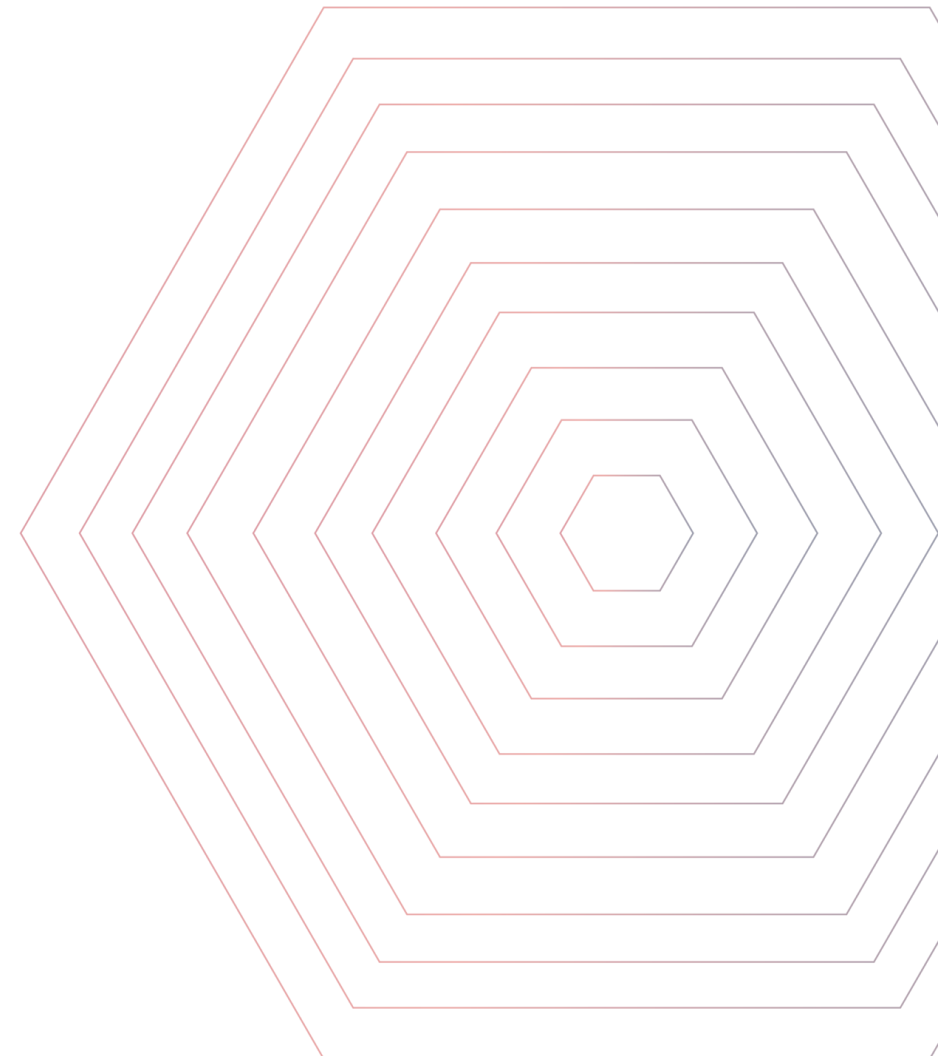
prime video

#### Technical reach

>30 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 08 a.m.	500,00 €
01 p.m. – 05 p.m.	300,00 €
05 p.m. – 08 p.m.	500,00 €





goldvertise

**Channel portfolio**  
**Travel & Enjoyment**

# Travel & Enjoyment

9  
channels

Documen-  
-taries  
and  
Reports

Free  
und  
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.



Bon *Gusto*

just  
COOKING

xplore

MARCO POLO TV

wetter.com

GO travel

travelxp

SYLT1  
DAS SYLTER FERNSEHEN



# JUST COOKING

**For all cooking enthusiasts**

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



# JUST COOKING

## Structure and prices

Free TV

### Facts and figures



#### Gender

70%

30%



#### Core target group

F 25-50 years



#### Distribution

Satellite

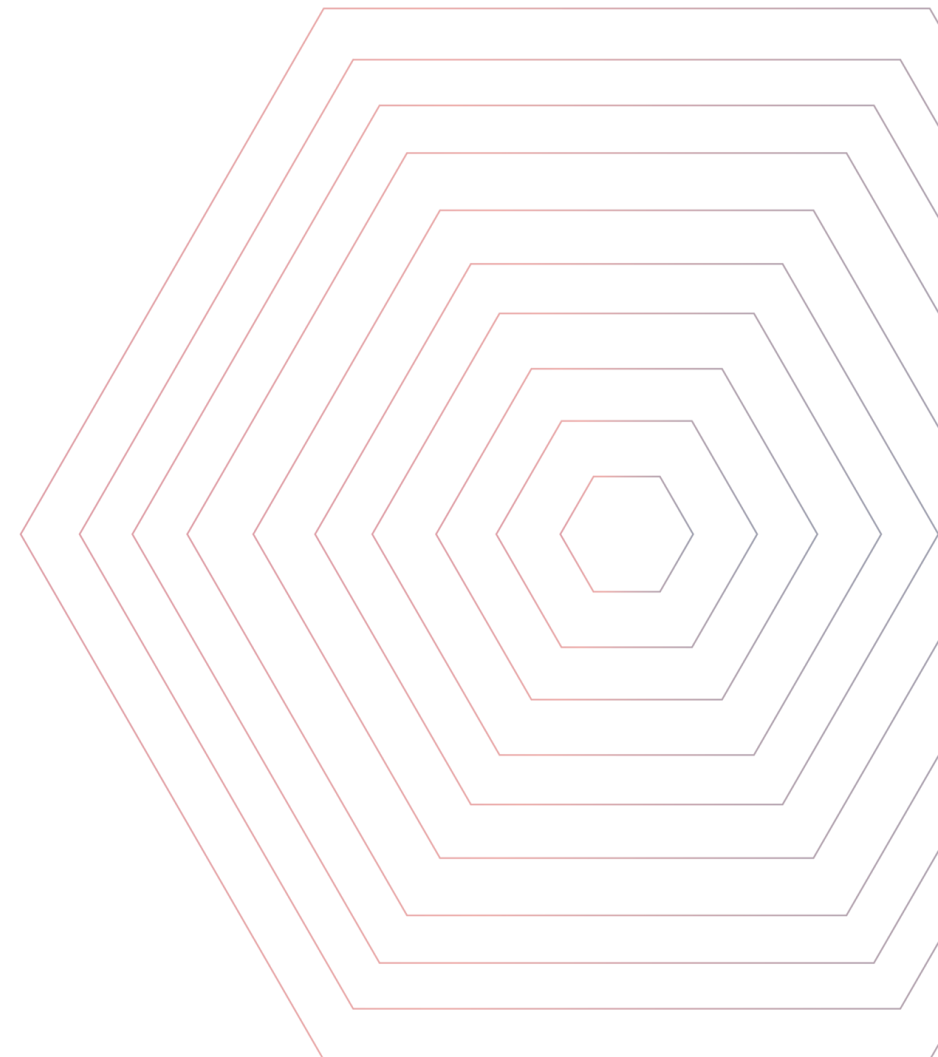


#### Technical reach

&gt;16 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	150,00 €
08 p.m. – 11 p.m.	180,00 €
11 p.m. – 01 a.m.	135,00 €
01 a.m. – 06 a.m.	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

### Pay TV

#### Facts and figures



##### Gender

65%

35%



##### Core target group

F 35-59 years



##### Distribution

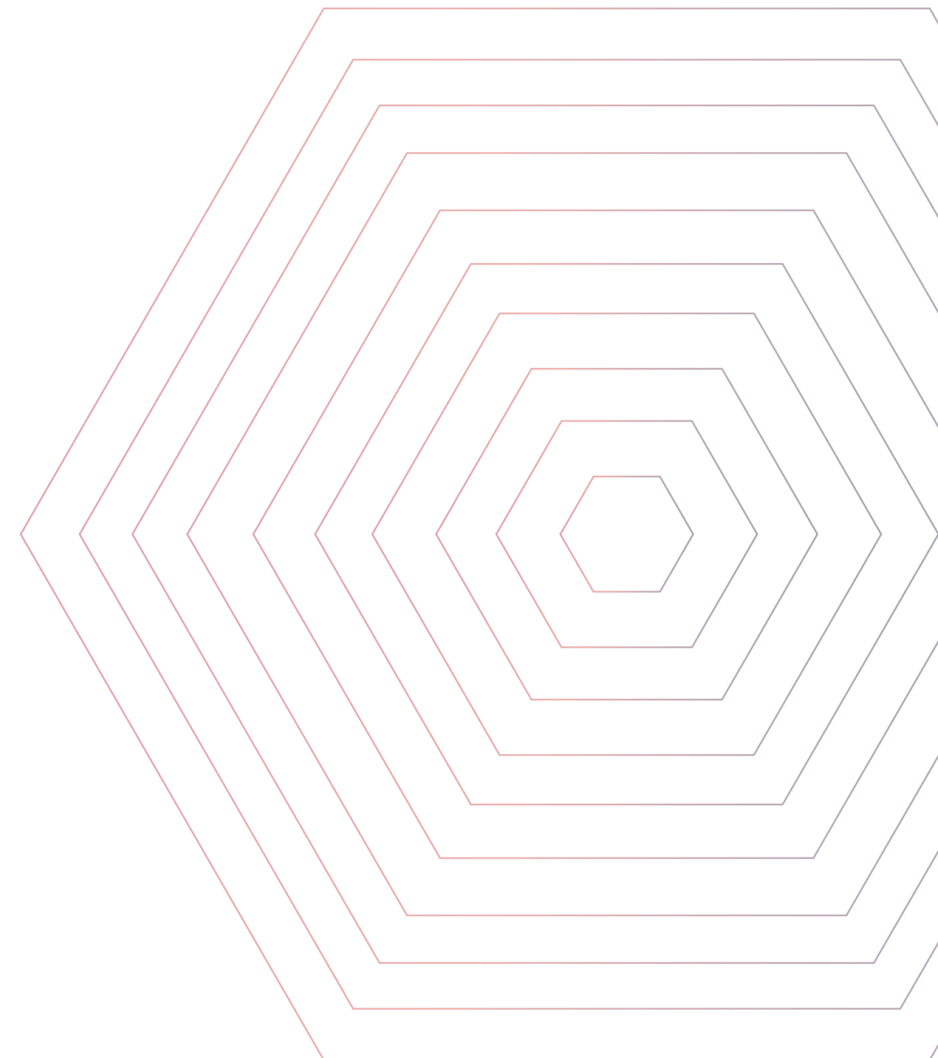
IPTV

##### Pay TV customers

~2.5 M subscribers

#### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	135,00 €
09 a.m. – 01 p.m.	150,00 €
01 p.m. – 05 p.m.	150,00 €
05 p.m. – 08 p.m.	180,00 €
08 p.m. – 11 p.m.	195,00 €
11 p.m. – 01 a.m.	150,00 €
01 a.m. – 06 a.m.	120,00 €





# 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

Free TV

### Facts and figures

**Gender**

50%

50%

**Core target group**

A 20-49 years

**Distribution**

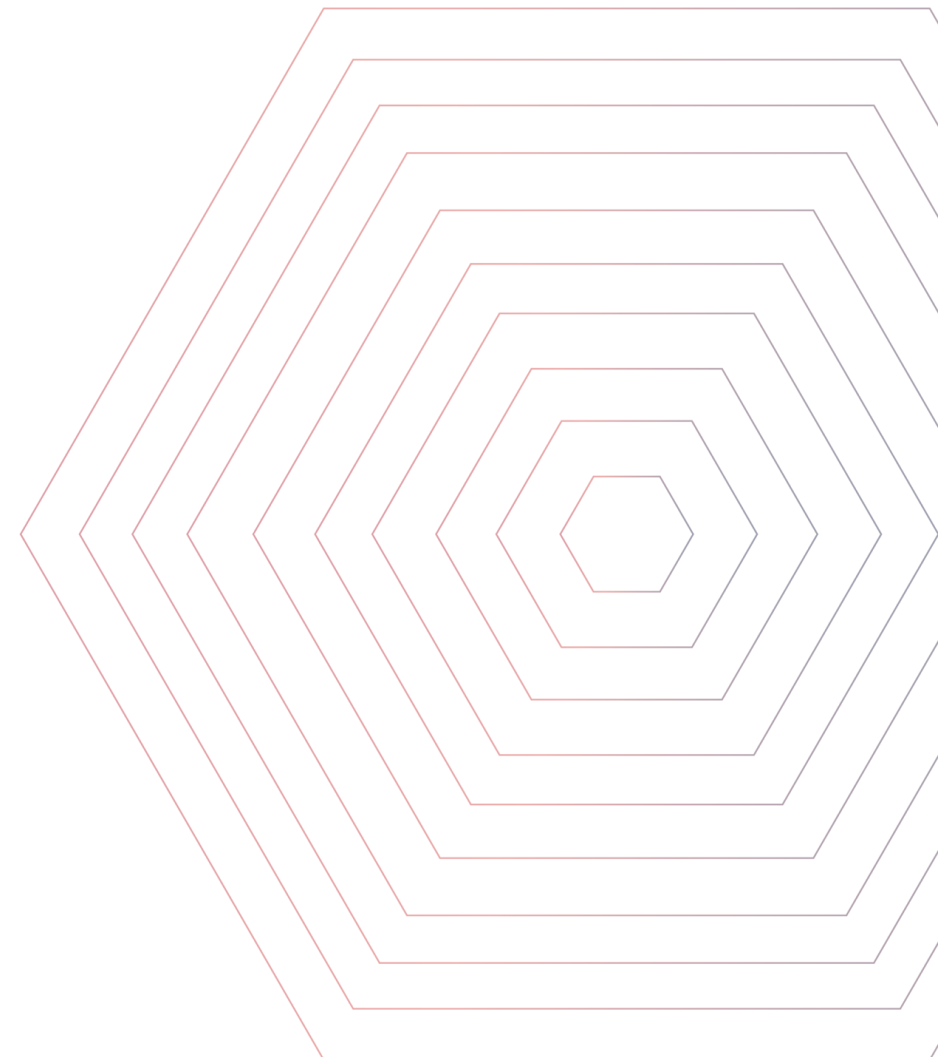
Satellite

**Technical reach**

&gt;16 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	150,00 €
08 p.m. – 11 p.m.	180,00 €
11 p.m. – 01 a.m.	135,00 €
01 a.m. – 06 a.m.	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

Free TV

### Facts and figures



#### Gender

40%

60%



#### Core target group

A 20-49 years



#### Distribution

Satellite

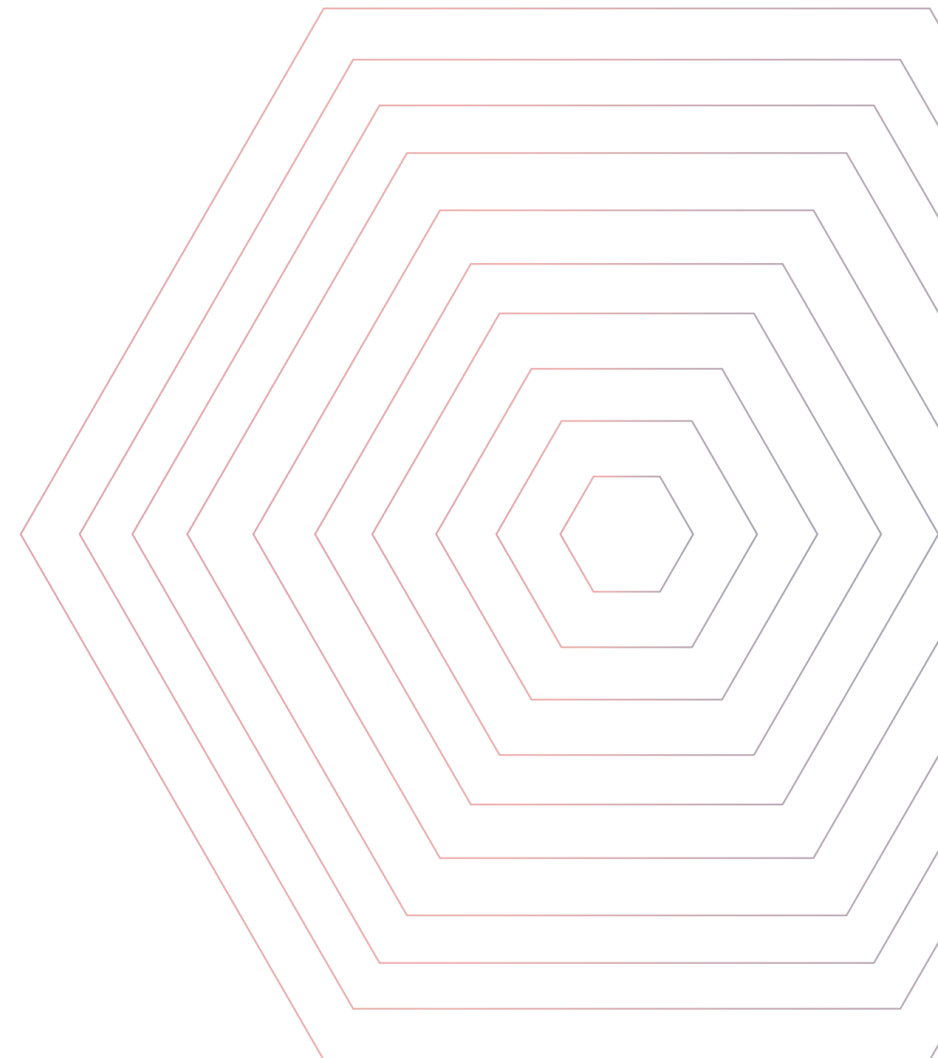


#### Technical reach

&gt;16 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	150,00 €
08 p.m. – 11 p.m.	180,00 €
11 p.m. – 01 a.m.	135,00 €
01 a.m. – 06 a.m.	105,00 €



MARCO  POLO TV

# 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

Free TV

### Facts and figures



#### Gender

57%

43%



#### Core target group

A 20-59 years



#### Distribution

Cable

IPTV



waipu.tv

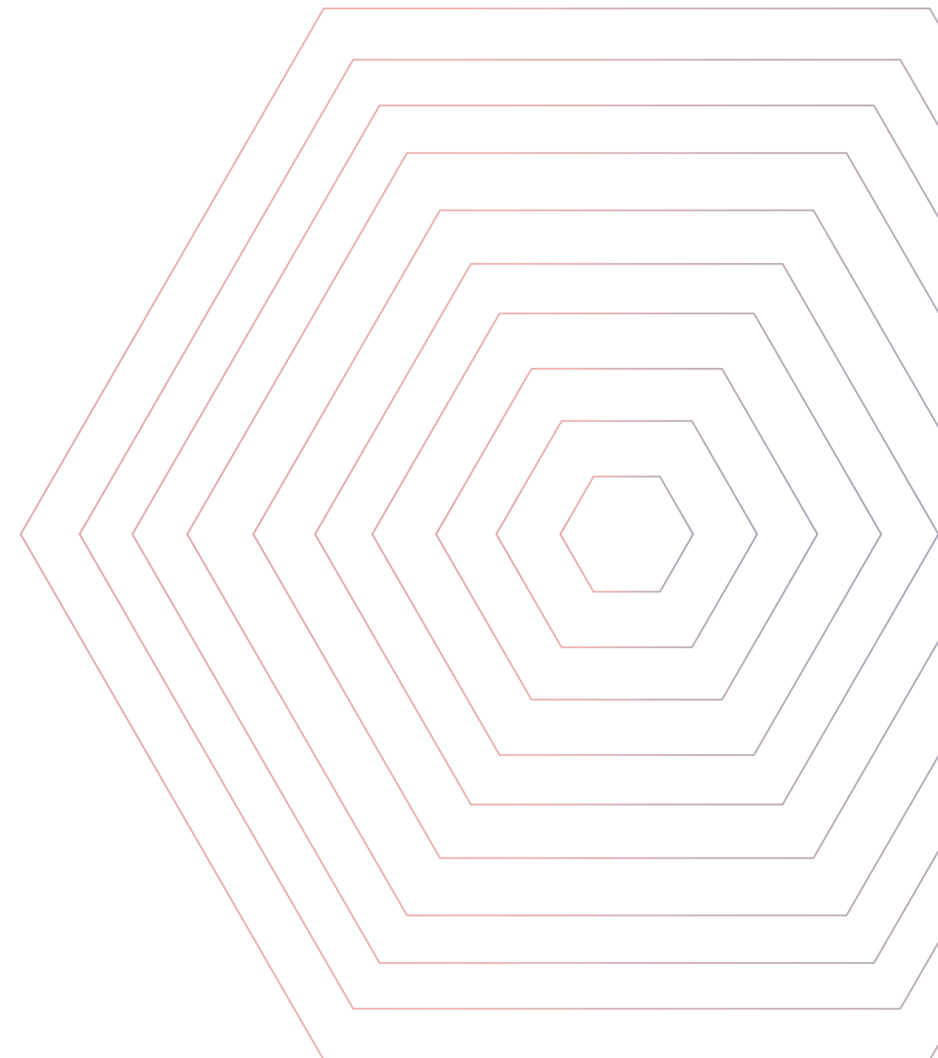


#### Technical reach

&gt;10 M TV households\*

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	135,00 €
09 a.m. – 01 p.m.	150,00 €
01 p.m. – 05 p.m.	150,00 €
05 p.m. – 08 p.m.	165,00 €
08 p.m. – 11 p.m.	180,00 €
11 p.m. – 01 a.m.	165,00 €
01 a.m. – 06 a.m.	120,00 €



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

Free TV

### Facts and figures



#### Gender

45%

55%



#### Core target group

A 20-49 years



#### Distribution

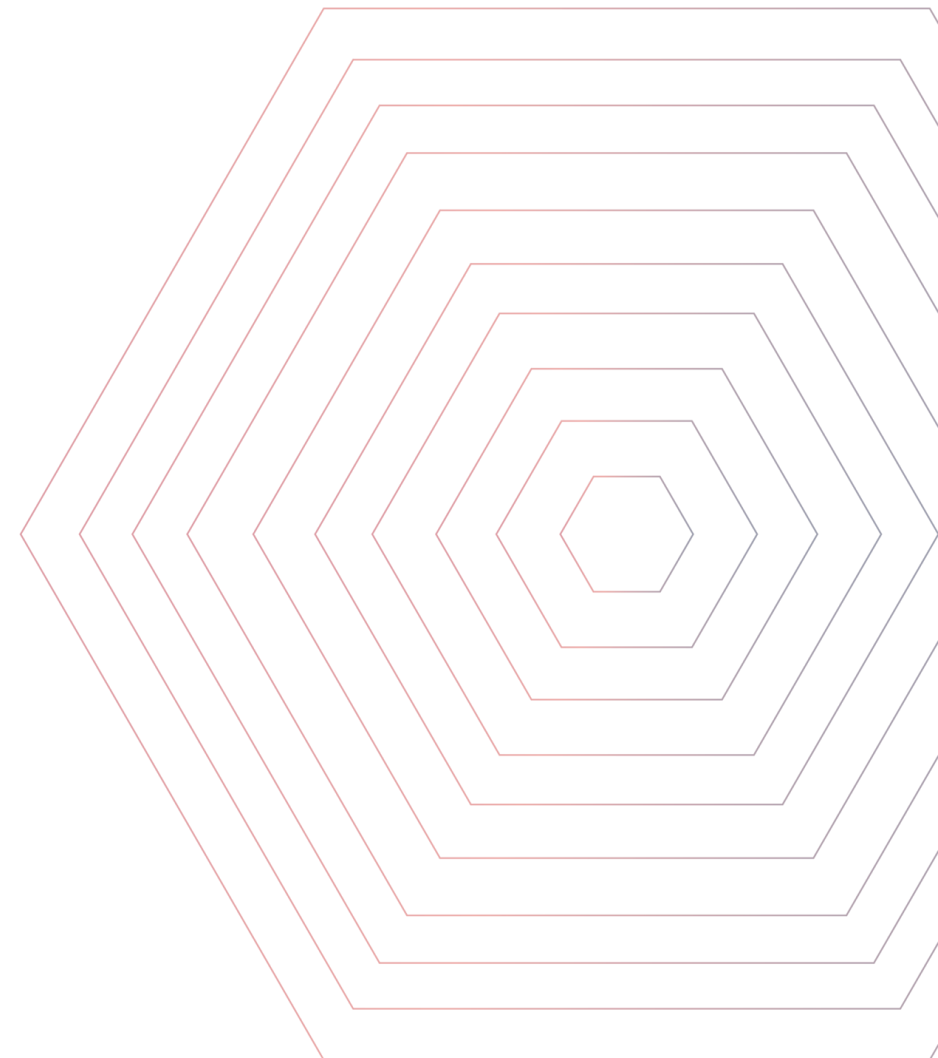
IPTV

#### Technical reach

~5 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	135,00 €
09 a.m. – 01 p.m.	150,00 €
01 p.m. – 05 p.m.	165,00 €
05 p.m. – 08 p.m.	195,00 €
08 p.m. – 11 p.m.	255,00 €
11 p.m. – 01 a.m.	195,00 €
01 a.m. – 06 a.m.	135,00 €



**travelxp<sup>4K</sup>**

# travelxp 4K

## World's leading travel channel

- Extensively researched documentaries, exciting insights into a wide variety of cultures and locations from more than 40 countries!
- travelxp 4K is the world's first travel channel to broadcast its programs in Ultra HD and High Dynamic Range (HDR).



# travelxp 4K

## Structure and prices

Free TV

### Facts and figures



#### Gender

45%

55%



#### Core target group

A 20-49 years



#### Distribution

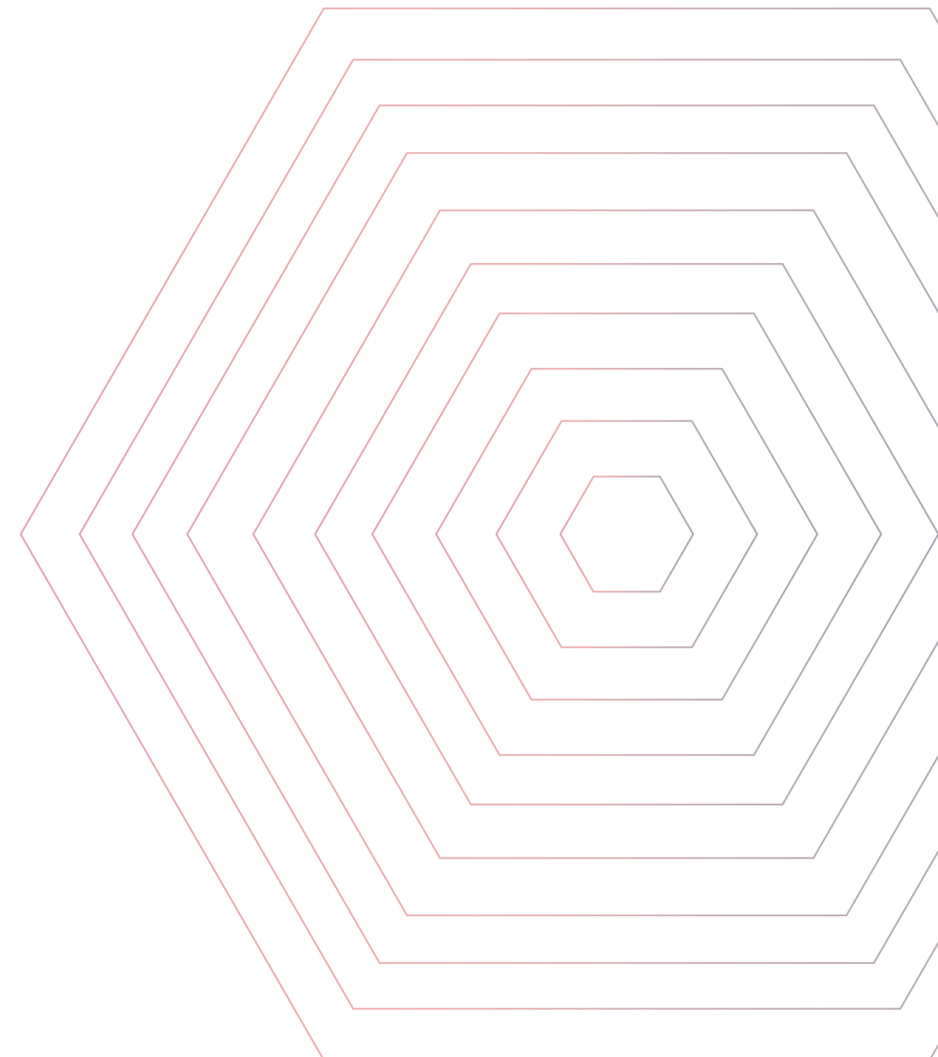
IPTV

#### Technical reach

~5 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	135,00 €
01 p.m. – 05 p.m.	150,00 €
05 p.m. – 08 p.m.	180,00 €
08 p.m. – 11 p.m.	240,00 €
11 p.m. – 01 a.m.	180,00 €
01 a.m. – 06 a.m.	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

Pay TV

### Facts and figures



#### Gender

60%

40%



#### Core target group

A 20-65 years



#### Distribution

IPTV



Samsung SMART TV

amazon fireTV

Roku



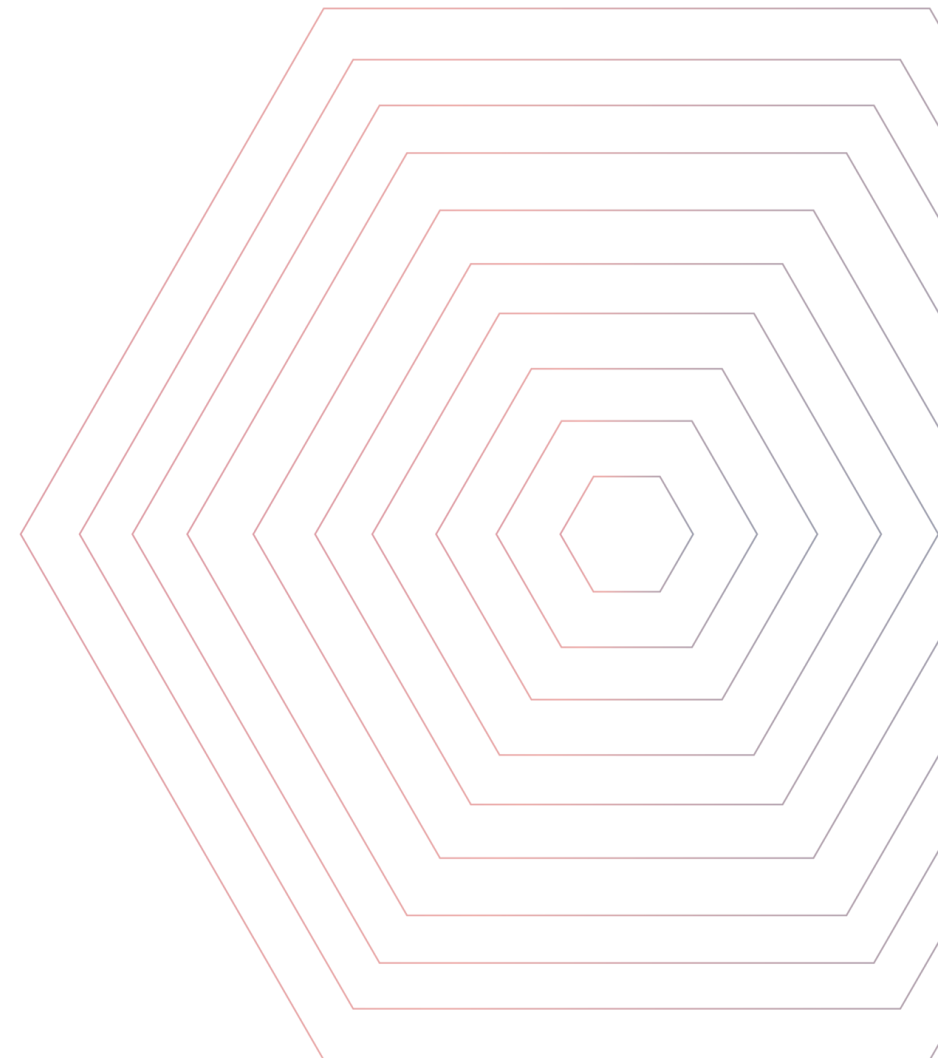
androidtv

chromecast

Enjoy on  
LG Smart TV

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	120,00 €
08 p.m. – 11 p.m.	135,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	105,00 €



**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.

**SYLT1**  
DAS SYLTER FERNSEHEN



# SYLT1

## Structure and prices

Free TV

### Facts and figures



#### Gender

69%

31%



#### Core target group

F 35-65 years



#### Distribution

Swisscom, Magenta TV, Rehning network,  
Digital cable network Vodafone, Sylt,  
Flensburg,  
Kiel, Hamburg, southern Germany  
Livestream on PC, Tablet or Smartphone

#### Technical reach

~12 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	90,00 €
01 p.m. – 05 p.m.	105,00 €
05 p.m. – 08 p.m.	105,00 €
08 p.m. – 11 p.m.	105,00 €
11 p.m. – 01 a.m.	90,00 €
01 a.m. – 06 a.m.	75,00 €

### AEOS Insights\*

Reach in %: 1%

Share in %: 0,001%

Average Time Spent: 00:03:05

[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

Pay TV

### Facts and figures



#### Gender

40%

60%



#### Core target group



A 30-64 years



#### Distribution

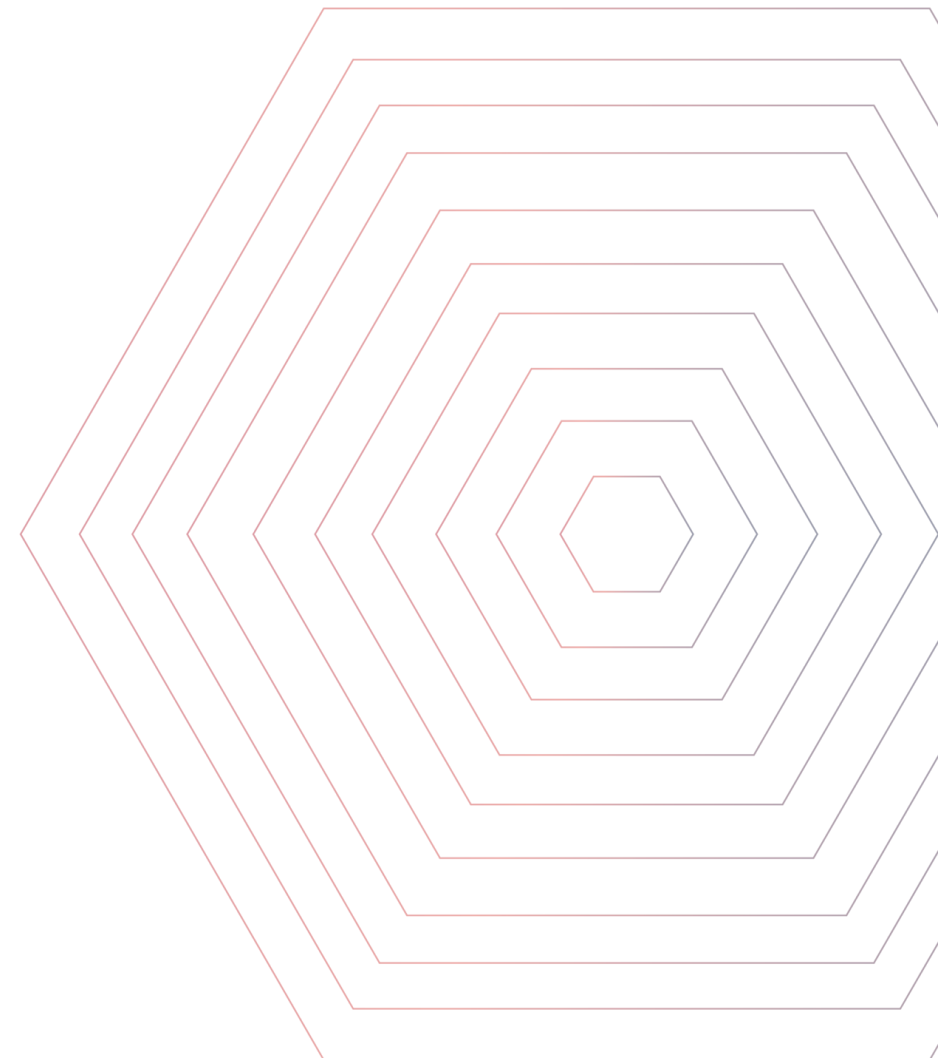
Cable

IPTV



### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	150,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	90,00 €





goldvertise

# Channel portfolio Sports & Action

# Sport & Action



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 is the first linear 24/7 channel offering the best from the world of eSports. With over 1,000 live hours annually, the channel features exciting tournaments like ESL Pro League, Dota 2, League of Legends, and CS:GO – plus exclusive behind-the-scenes insights into the scene.

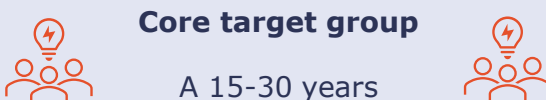


# eSports ONE

## Structure and prices

Pay TV

### Facts and figures



### Distribution

Cable Satellite IPTV



### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	120,00 €
08 p.m. – 11 p.m.	135,00 €
11 p.m. – 01 a.m.	105,00 €
01 a.m. – 06 a.m.	90,00 €

### AEOS Insights\*

Reach in %: 2%

Share in %: 0,004%

Average Time Spent: 00:16:17



# Höhen- rausch

**Challenge, action,  
adrenaline!**

- Experience the thrill of altitude as top athletes and extreme sports enthusiasts conquer new challenges.
- From the deepest valleys to the highest peaks, we accompany skiers, bikers, climbers, and many more on their adventurous journeys.



# Höhenrausch

## Structure and prices

Free TV

### Facts and figures



#### Gender

38%

62%



#### Core target group

A 20-50 years



#### Distribution

Satellite

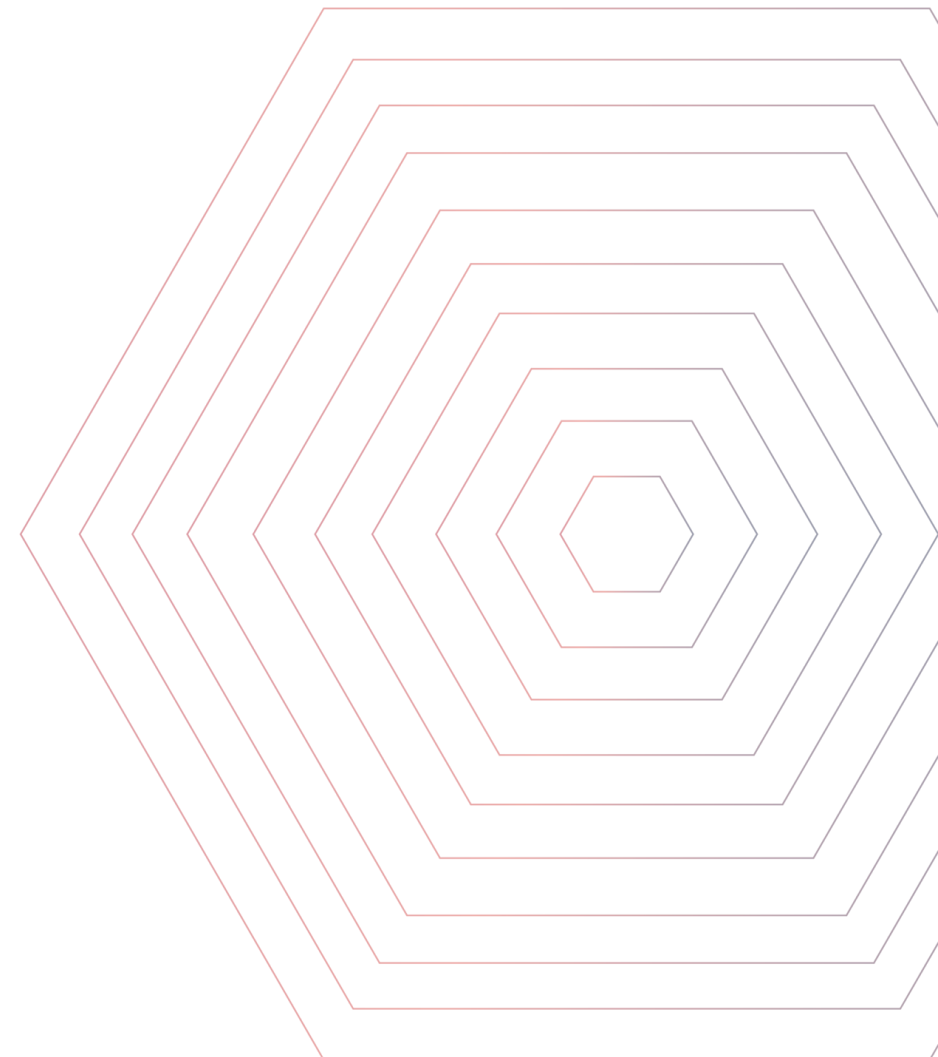


#### Technical reach

&gt;16 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	135,00 €
01 p.m. – 05 p.m.	165,00 €
05 p.m. – 08 p.m.	180,00 €
08 p.m. – 11 p.m.	330,00 €
11 p.m. – 01 a.m.	255,00 €
01 a.m. – 06 a.m.	105,00 €





# Sportdigital EDGE

## Walking on the Edge

- ▶ The 24/7 channel for action, fun, outdoor and team sports – featuring ski racing, motocross, skateboarding, triathlon, kitesurfing, padel and trail running. Top events such as the Golden Trail World Series, Jet Ski World Series and Freeride World Tour – LIVE and in highlights.



# Sportdigital EDGE

## Structure and prices

Pay TV

### Facts and figures



**Gender**

37%

63%



**Core target group**

A 16-29 years



**Distribution**

Satellite

IPTV



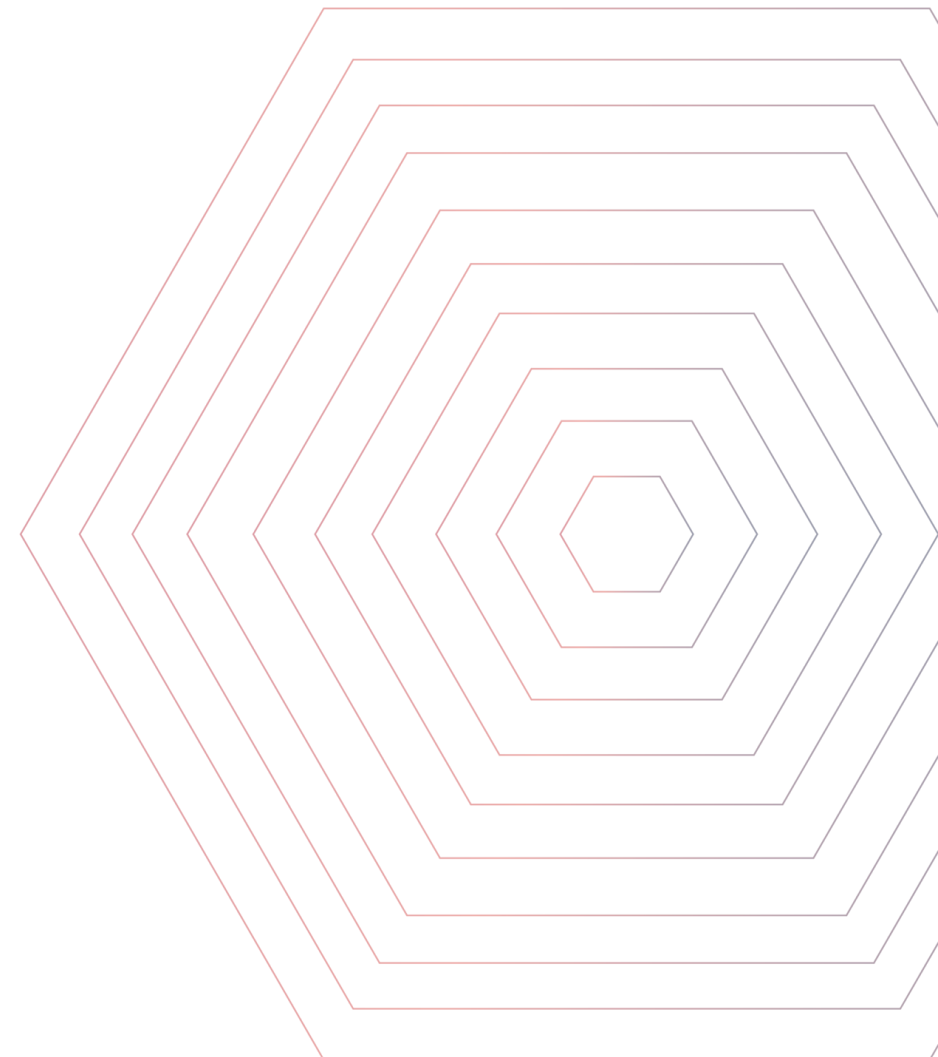
sport1extra

sky

waipu.tv

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	120,00 €
08 p.m. – 11 p.m.	135,00 €
11 p.m. – 01 a.m.	105,00 €
01 a.m. – 06 a.m.	90,00 €





# Sportdigital 1+

Das Plus an Sport.

- ▶ Sportdigital1+ offers around 2,000 live hours of top international sports: US sports, top football with the best women's league and the Champions League from Asia & South America, plus first-class basketball, ice hockey, and exciting international rugby competitions.



# Sportdigital1+

## Structure and prices

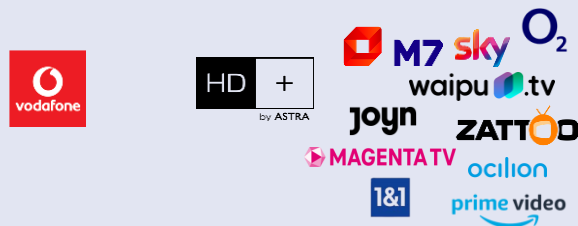
Pay TV

### Facts and figures



#### Distribution

Cable      Satellite      IPTV



### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	165,00 €
08 p.m. – 11 p.m.	165,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	105,00 €

### AEOS Insights\*

**Reach in %:** 12%

**Share in %:** 0,04%

**Average Time Spent:** 00:12:46

**just.fishing**

# Just.fishing

**For passionate fishermen**

- ▶ Just.fishing is Germany's leading fishing channel. It brings the latest fishing expertise and the fascination of nature right into your living room.
- ▶ Exciting, entertaining, and informative, with a wide range of subgenres such as cooking, travel, sustainability, and the outdoors.





# Just.fishing

## Structure and prices



### Facts and figures



**Gender**  
15% 85%



### Core target group

M 35-59 years



### Distribution

Satellite

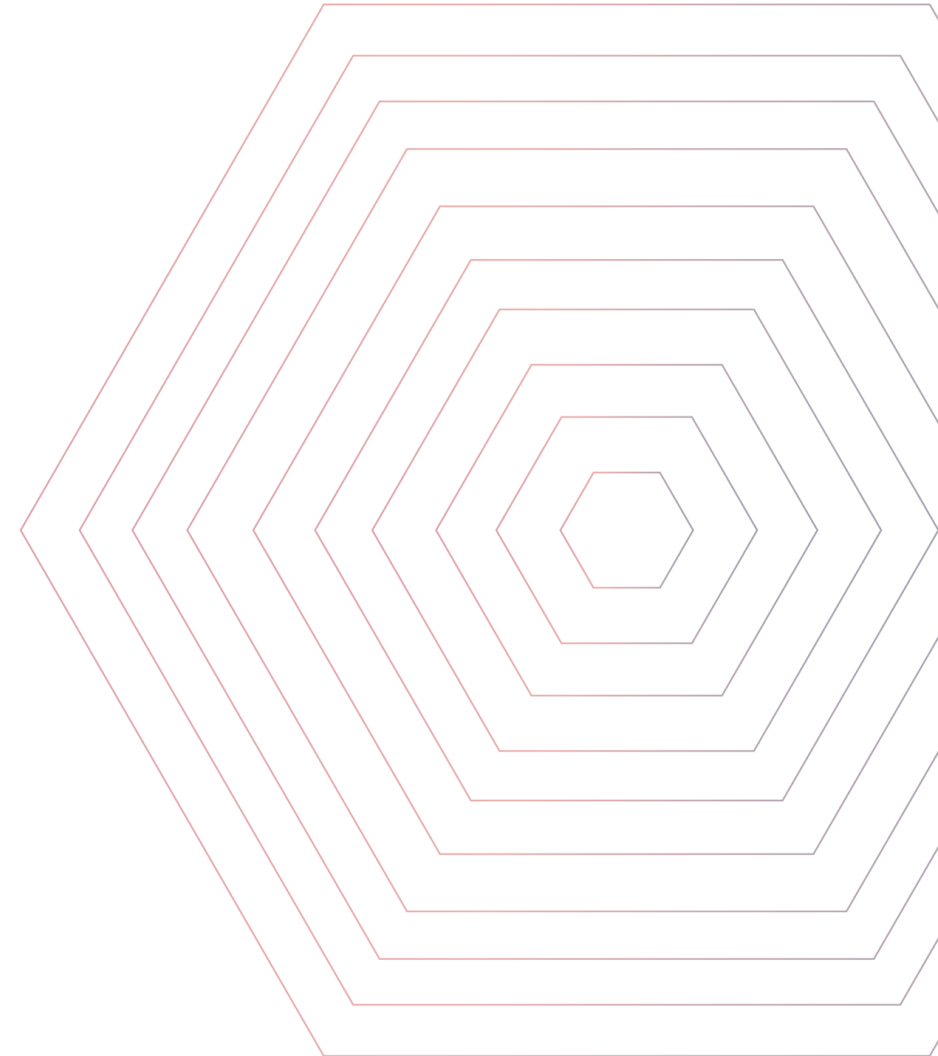


### Technical reach

>16 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	180,00 €
11 p.m. – 01 a.m.	135,00 €
01 a.m. – 06 a.m.	105,00 €





# ClipMy- Horse.TV

## The equestrian sports channel

- ▶ ClipMyHorse.TV is a 24/7 pay-TV channel dedicated entirely to equestrian sports.
- ▶ The channel offers an exciting program with many live broadcasts on sports, breeding, academy, and entertainment.



# ClipMyHorse.TV

## Structure and prices

Free TV

### Facts and figures



#### Gender

59%

41%



#### Core target group

A 18+ years



#### Distribution

Satellite

IPTV

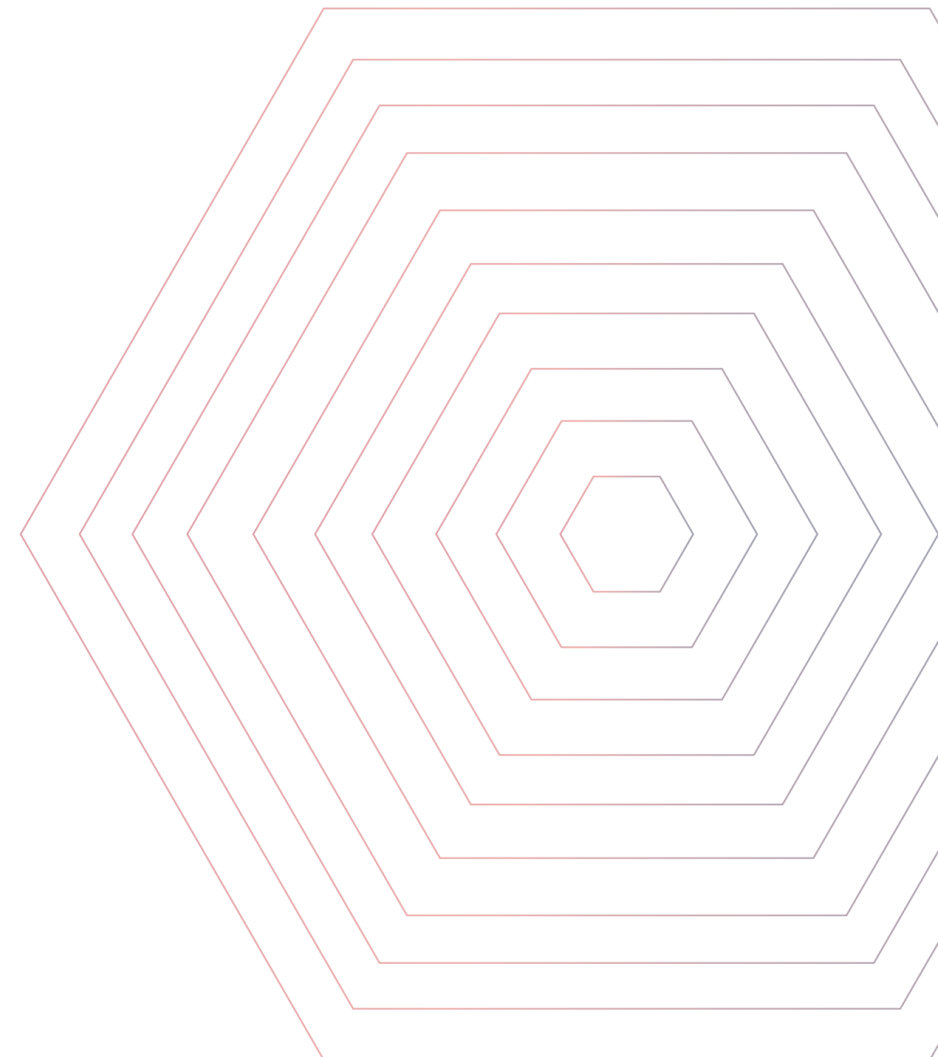
HD +

sky

trend Sports

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	105,00 €
05 p.m. – 08 p.m.	120,00 €
08 p.m. – 11 p.m.	120,00 €
11 p.m. – 01 a.m.	90,00 €
01 a.m. – 06 a.m.	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!



# Sportdigital Fussball

## Structure and prices

Pay TV

### Facts and figures



#### Distribution



#### Pay TV customers

~3 M subscribers

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	165,00 €
08 p.m. – 11 p.m.	165,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	105,00 €

### AEOS Insights\*

Reach in %: 2%

Share in %: 0,02%

Average Time Spent: 00:24:48



# Auto Motor und Sport Channel

## Television with lots of horsepower

- ▶ The channel presents the entire spectrum of automotive fascination 24/7!
- ▶ Whether it's test tracks, workshops, or new technology, you'll find everything related to cars here.



# Auto Motor und Sport Channel

## Structure and prices

### Facts and figures



#### Gender

20%

80%



#### Core target group

M 20-59 years



#### Distribution

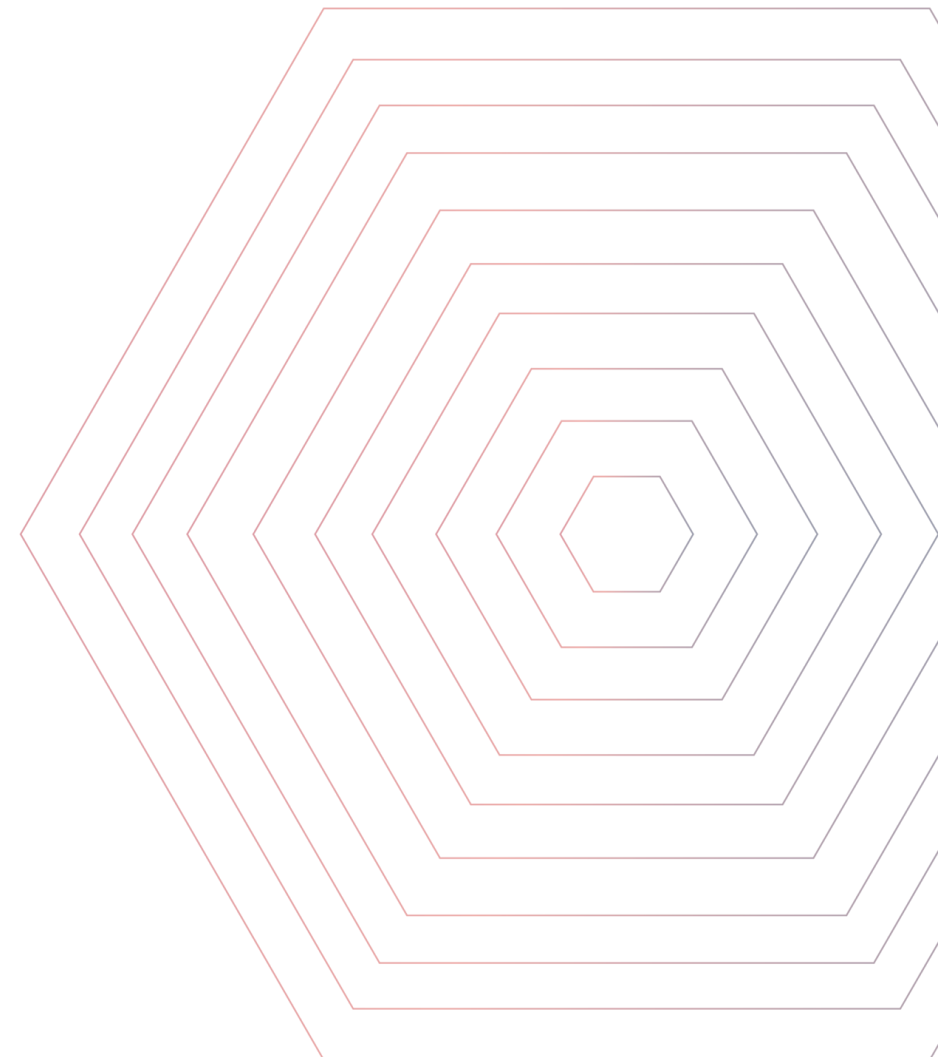
Cable

IPTV




### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	150,00 €
01 p.m. – 05 p.m.	165,00 €
05 p.m. – 08 p.m.	195,00 €
08 p.m. – 11 p.m.	225,00 €
11 p.m. – 01 a.m.	195,00 €
01 a.m. – 06 a.m.	105,00 €



**MORE  
THAN  
SPORTS TV**

# More than Sports TV

**Sport and entertainment in a new dimension!**

- ▶ From niche sport to international events. Top rugby events LIVE and exclusive, European League of Football, eSports, and much more!
- ▶ The program is complemented by high-quality reports and magazines.



# More than Sports TV

## Structure and prices

Free TV

### Facts and figures



#### Gender

35%

65%



#### Core target group

M 14-49 years



#### Distribution

IPTV

MAGENTA TV

SAMSUNG TV Plus

ZATTOO

amazon fireTV

WATCH IT!

freenet TV

waipu .tv

dailyme tv

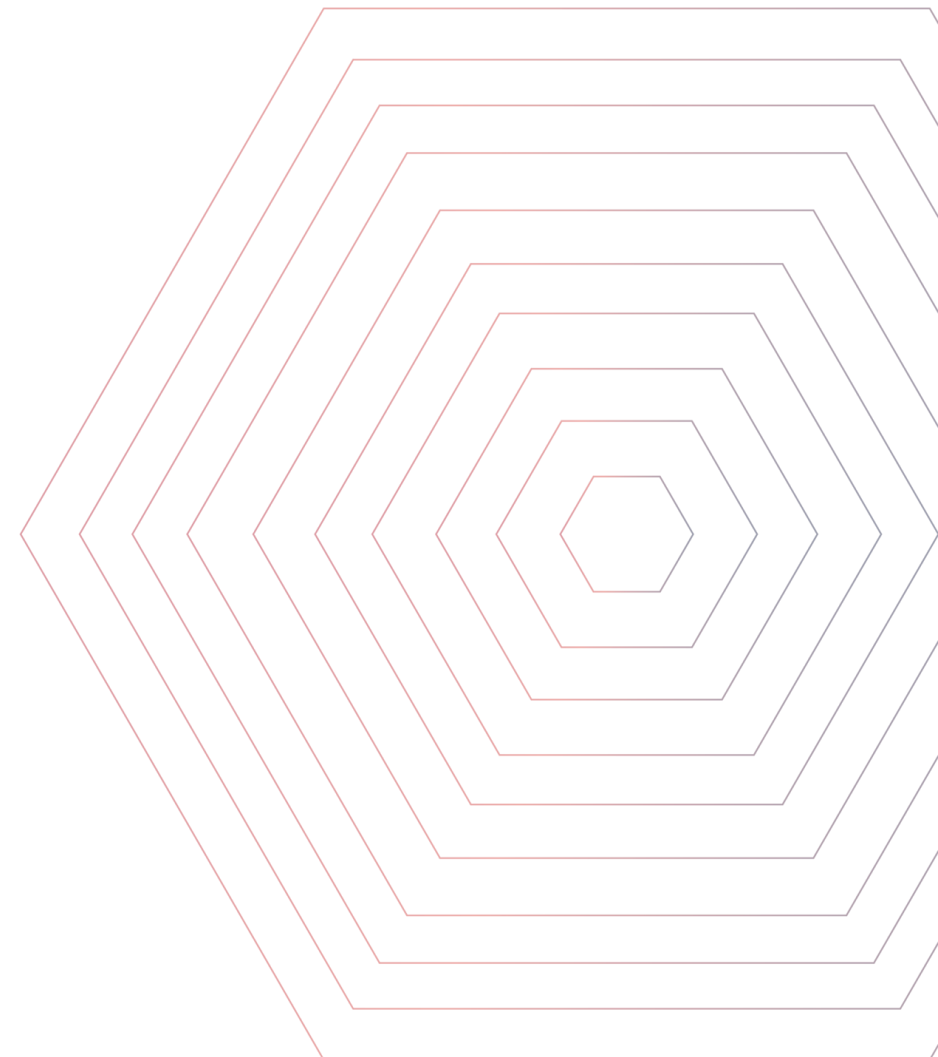
WATCH4

#### Technical reach

>7 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
02 p.m. – 03 p.m.	180,00 €
03 p.m. – 05 p.m.	360,00 €
05 p.m. – 08 p.m.	450,00 €
08 p.m. – 11 p.m.	570,00 €
11 p.m. – 01 a.m.	360,00 €





# Motor- vision.TV

## TV for motorsport fans

- ▶ Motorvision is one of the leading media brands for motorsport fans, bikers, and car enthusiasts.
- ▶ The channel presents the world of automobiles and shows driving reports, features, and motorsport content.



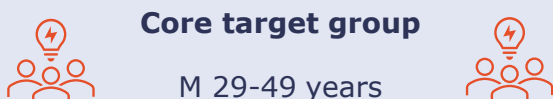
# KING OF THE ROADS

# Motorvision.TV

## Structure and prices

Pay TV

### Facts and figures



**Distribution**

Cable



IPTV

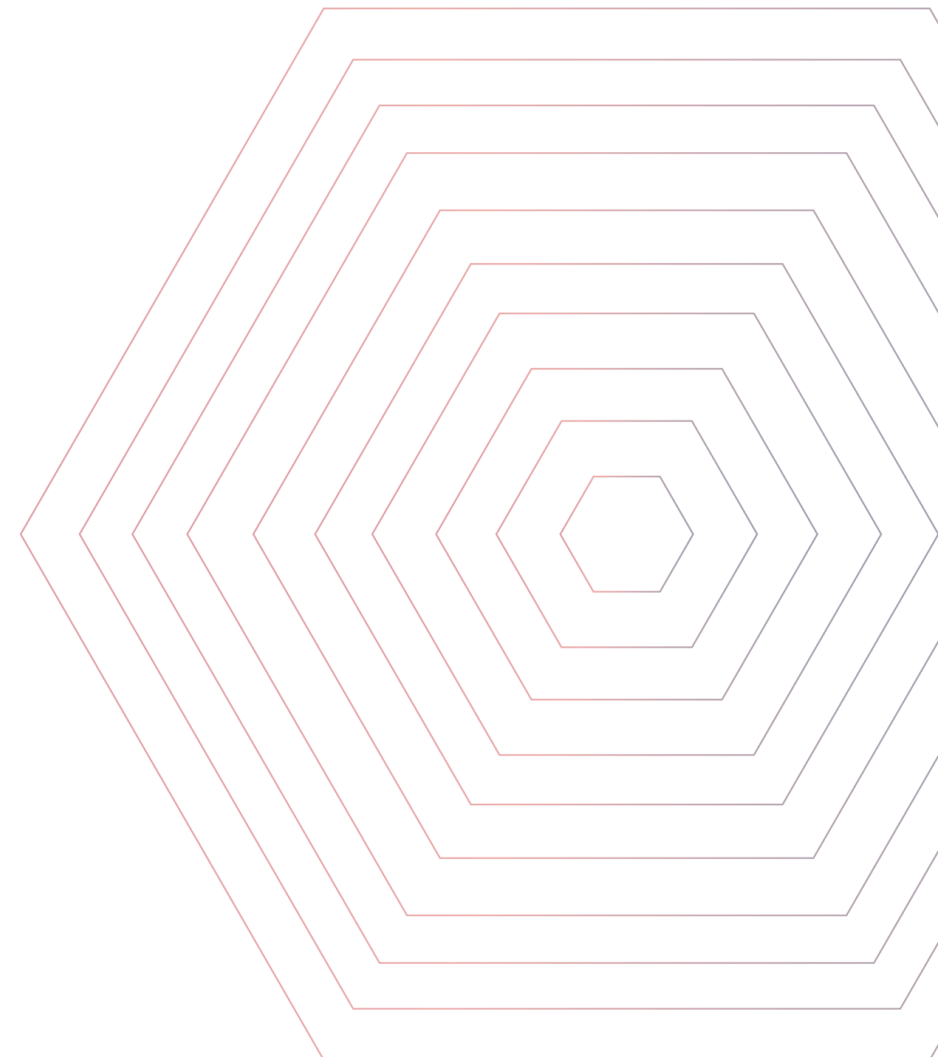


**Pay TV customers**

~4.2 M subscribers

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	66,00 €
09 a.m. – 01 p.m.	90,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	360,00 €
08 p.m. – 11 p.m.	450,00 €
11 p.m. – 01 a.m.	300,00 €
01 a.m. – 06 a.m.	66,00 €





goldvertise

# Channel portfolio Guide & Knowledge

# Ratgeber & Wissen



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!



Curiosity  
CHANNEL

SPIEGEL  
GESCHICHTE

\*bibelTV

HopeTV

euro  
news.  
deutsch

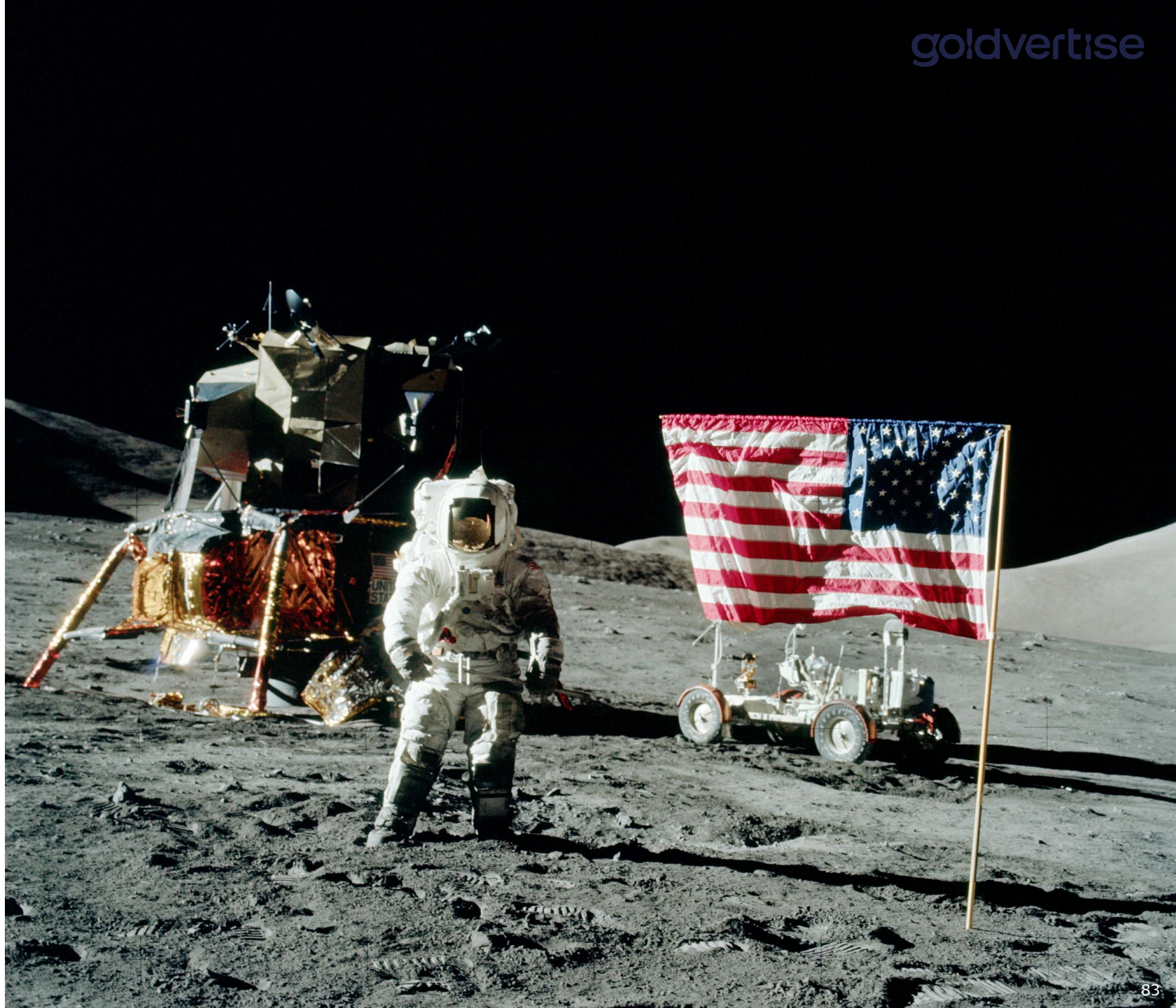
NOW  
NEWS OF THE WORLD

**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

### Pay TV

#### Facts and figures



#### Gender

35%

65%



#### Core target group

A 20-45 years



#### Distribution

IPTV

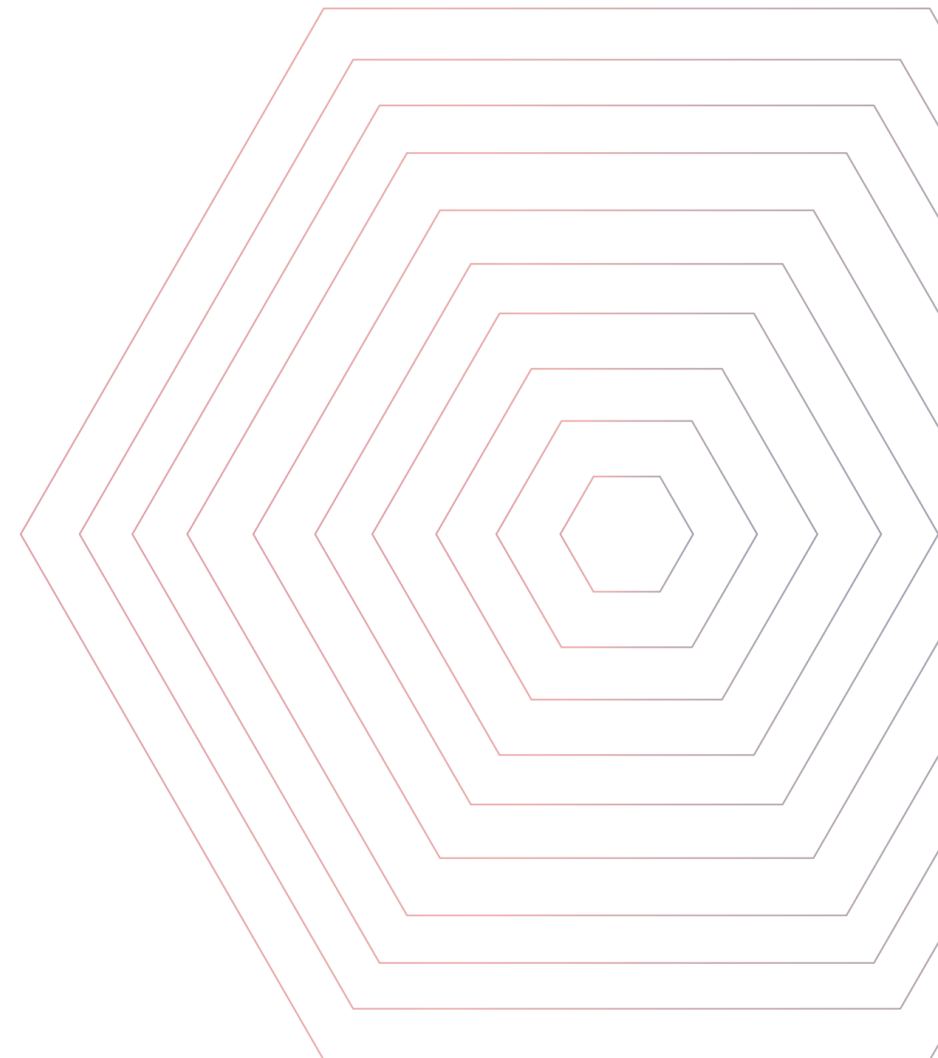


#### Pay TV customers

~1 M subscribers\*

#### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	165,00 €
01 p.m. – 05 p.m.	180,00 €
05 p.m. – 08 p.m.	210,00 €
08 p.m. – 11 p.m.	300,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	60,00 €





# Euronews. deutsch

**Fact-based, trustworthy  
news straight from the  
heart of Europe**

- ▶ Live TV & breaking news covering politics, the environment, travel, culture, and much more.
- ▶ In-depth analysis to help you understand the stories behind the headlines.
- ▶ Unmatched reach, as the No. 1 international news TV channel connecting you to Europe and beyond.



# WIR SIND EUROPA

**INTERNATIONALE NACHRICHTEN  
UND INSPIRIERENDE GESCHICHTEN.**



# Euronews.deutsch

## Structure and prices

Free TV

### Facts and figures



#### Gender

45%

55%



#### Core target group

A 30-59 years



#### Distribution

Cable

IPTV



#### Technical reach

~16.5 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	120,00 €
08 p.m. – 11 p.m.	150,00 €
11 p.m. – 01 a.m.	135,00 €
01 a.m. – 06 a.m.	105,00 €

### AEOS Insights\*

Reach in %: 10%

Share in %: 0,012%

Average Time Spent: 00:06:06

**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

### Pay TV

#### Facts and figures



#### Gender

40%

60%



#### Core target group

A 20-49 years



#### Distribution

IPTV

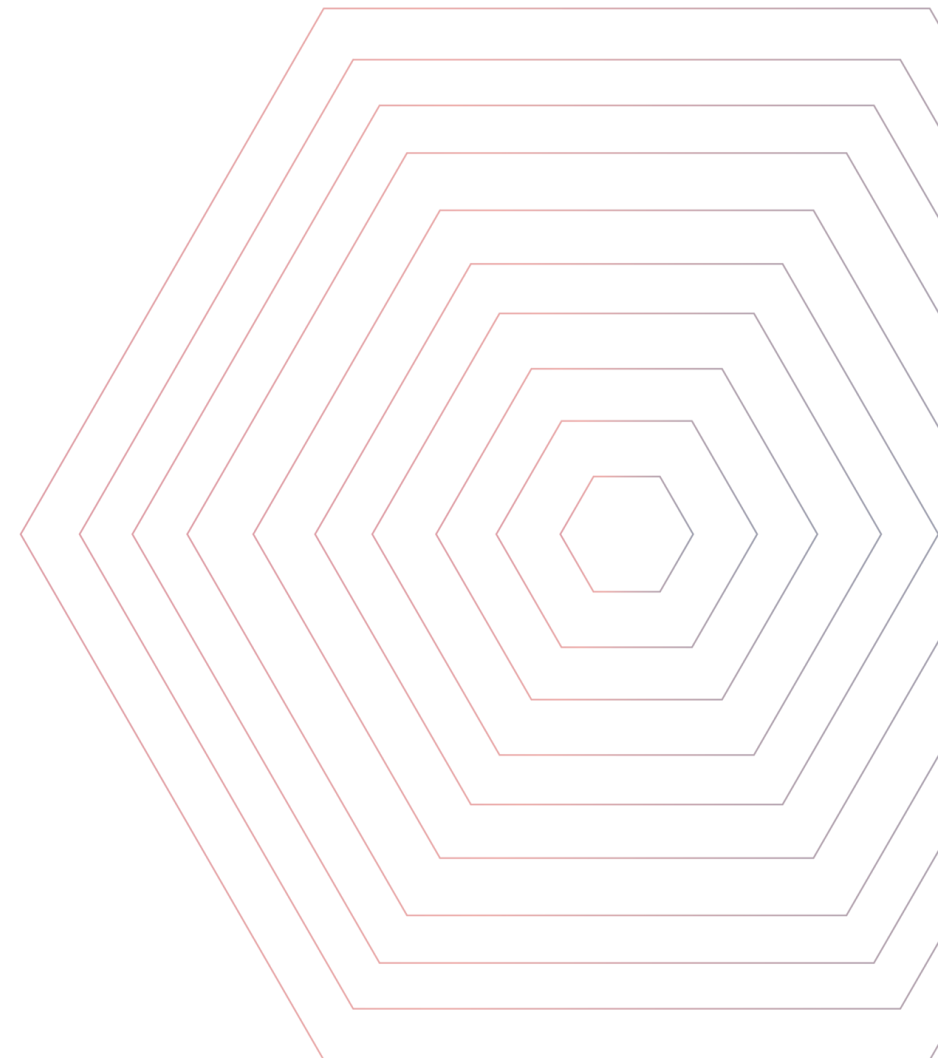


#### Pay TV customers

~1 M subscribers\*

#### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	180,00 €
01 p.m. – 05 p.m.	195,00 €
05 p.m. – 08 p.m.	210,00 €
08 p.m. – 11 p.m.	300,00 €
11 p.m. – 01 a.m.	135,00 €
01 a.m. – 06 a.m.	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 prices

Free TV

### Facts and figures



#### Distribution

Cable

Satellite

IPTV



freenet TV

#### Technical reach

>30 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	135,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	150,00 €
08 p.m. – 11 p.m.	195,00 €
11 p.m. – 01 a.m.	75,00 €
01 a.m. – 06 a.m.	75,00 €

### AEOS Insights\*

Reach in %: 6%

Share in %: 0,004%

Average Time Spent: 00:04:41



# 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.



# Bibel TV

## Structure and prices

Free TV

### Facts and figures



#### Gender

51%

49%



#### Core target group

A 40-69 years



#### Distribution

Cable

Satellite

IPTV



#### Technical reach

~30 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	195,00 €
09 a.m. – 01 p.m.	225,00 €
01 p.m. – 05 p.m.	315,00 €
05 p.m. – 08 p.m.	420,00 €
08 p.m. – 11 p.m.	600,00 €
11 p.m. – 01 a.m.	465,00 €
01 a.m. – 06 a.m.	120,00 €

### AEOS Insights\*

Reach in %: 10%

Share in %: 0,04%

Average Time Spent: 00:23:07

# 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

Free TV

### Facts and figures



#### Gender

20%

80%



#### Core target group

A 20-59 years



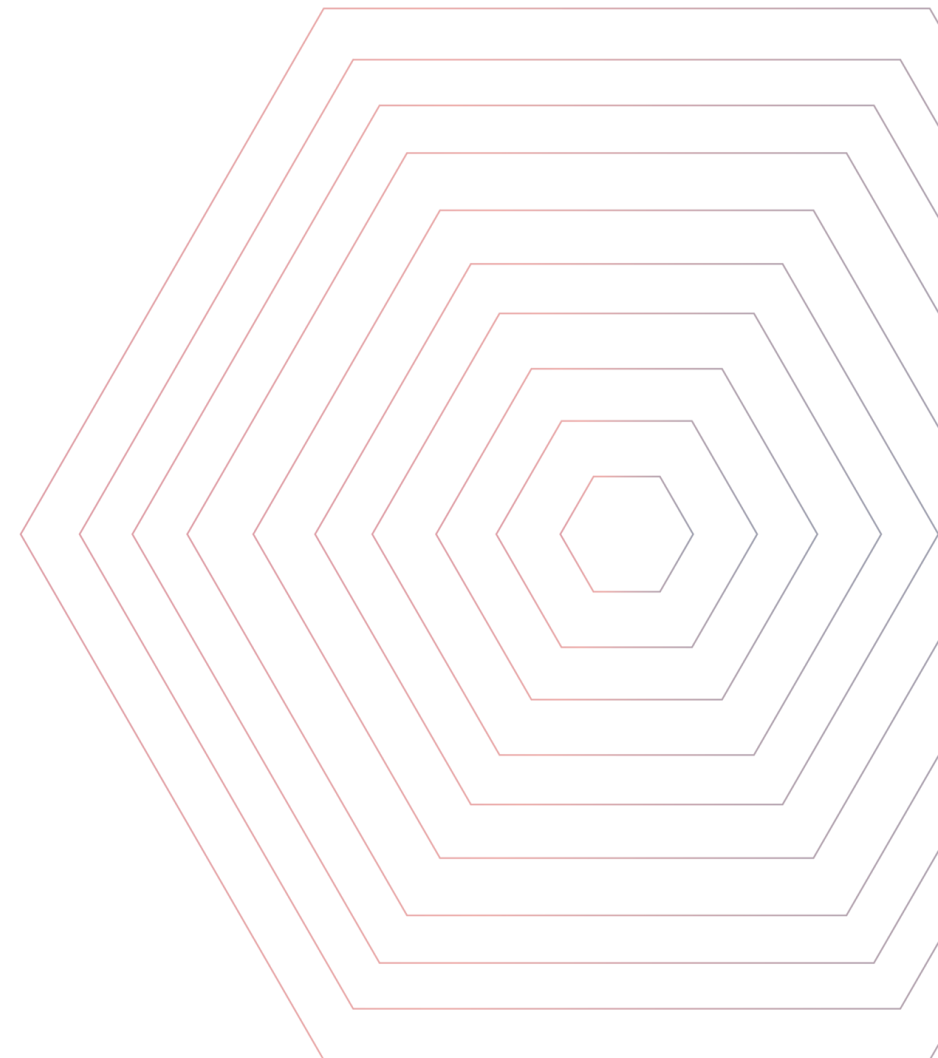
#### Distribution

Satellite



### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	120,00 €
08 p.m. – 11 p.m.	135,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	105,00 €





goldvertise

# Channel portfolio Music

# Musik



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

## 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

Free TV

### Facts and figures



#### Gender

40%

60%



#### Core target group

A 18-54 years



#### Distribution

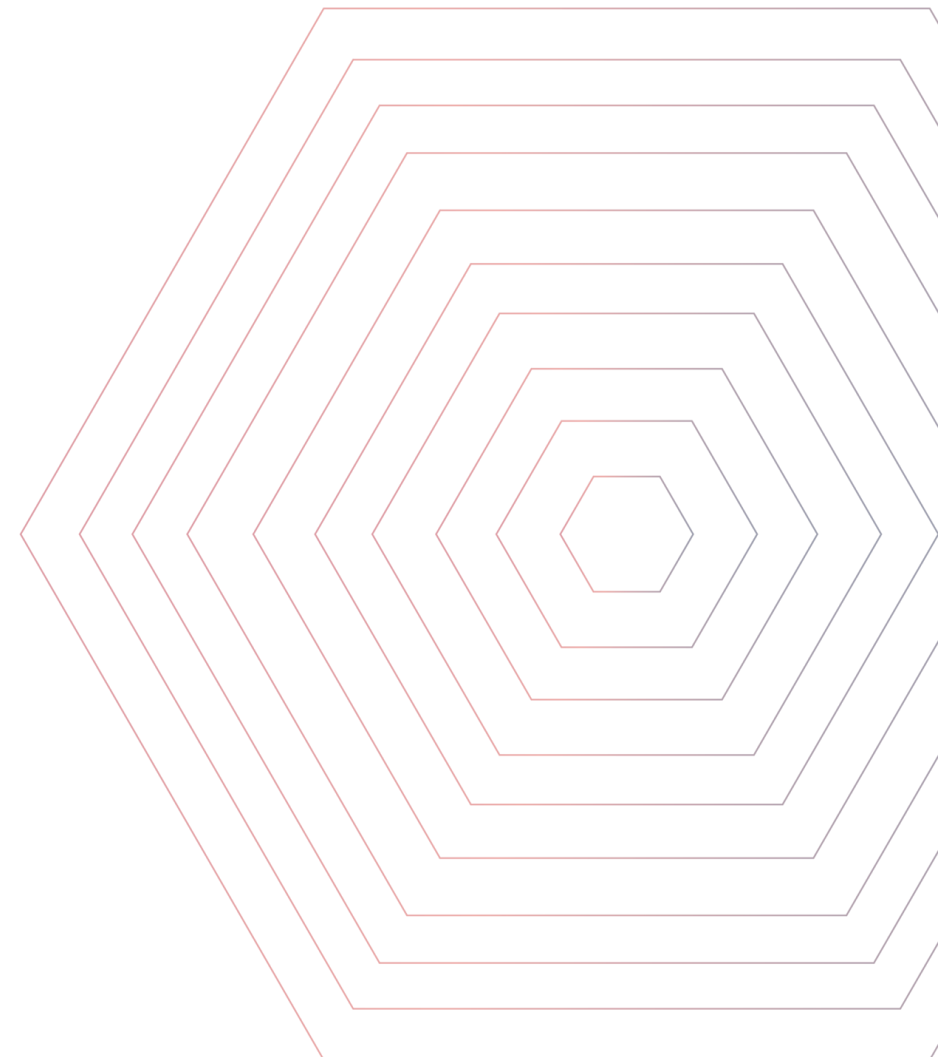
IPTV

#### Technical reach

~5 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	150,00 €
08 p.m. – 11 p.m.	150,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	90,00 €





# Stingray Djazz

## Jazz music at its best

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



# Stingray Djazz

## Structure and prices

Free TV

### Facts and figures



#### Gender

35%

65%



#### Core target group

A 30+ years



#### Distribution

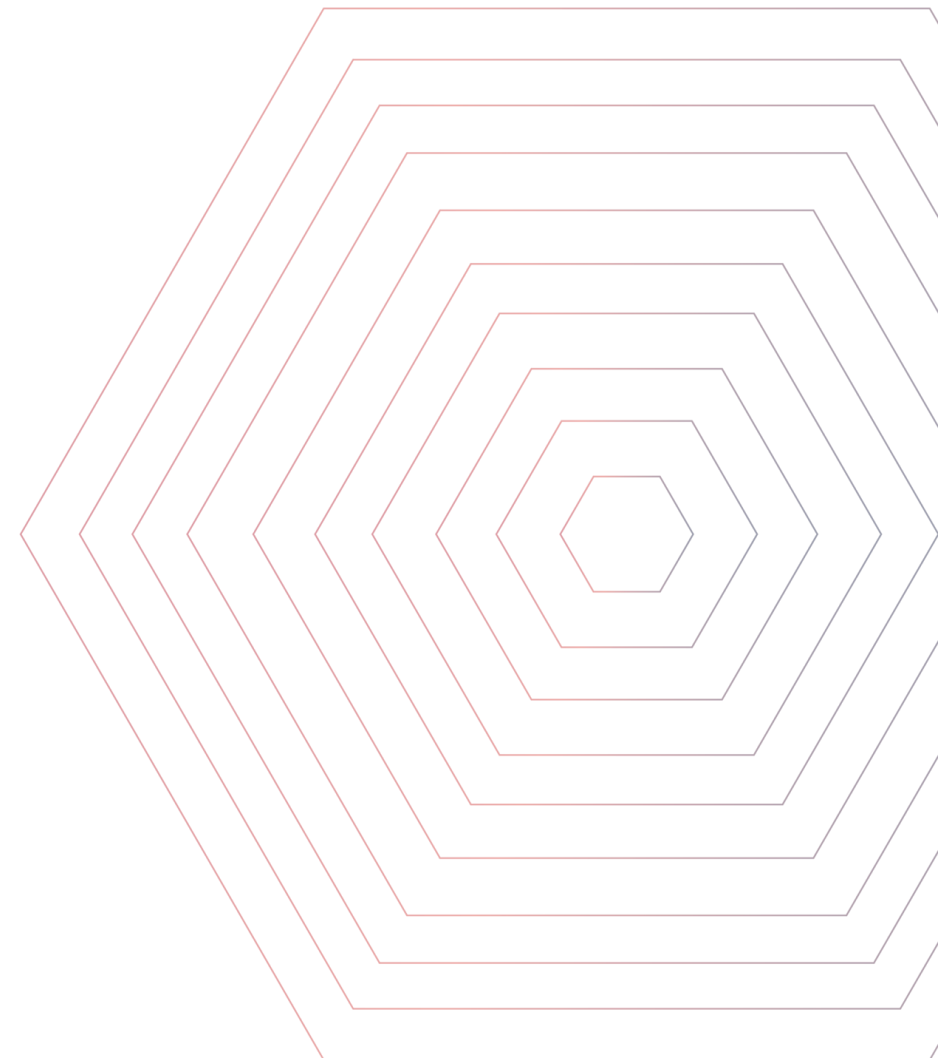
IPTV

#### Technical reach

~5 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	60,00 €
09 a.m. – 01 p.m.	90,00 €
01 p.m. – 05 p.m.	90,00 €
05 p.m. – 08 p.m.	105,00 €
08 p.m. – 11 p.m.	90,00 €
11 p.m. – 01 a.m.	90,00 €
01 a.m. – 06 a.m.	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 or the Orchestre de Paris.



# Stingray Classica

## Structure and prices

Free TV

### Facts and figures



#### Gender

50%

50%



#### Core target group

A 30-59+ years



#### Distribution

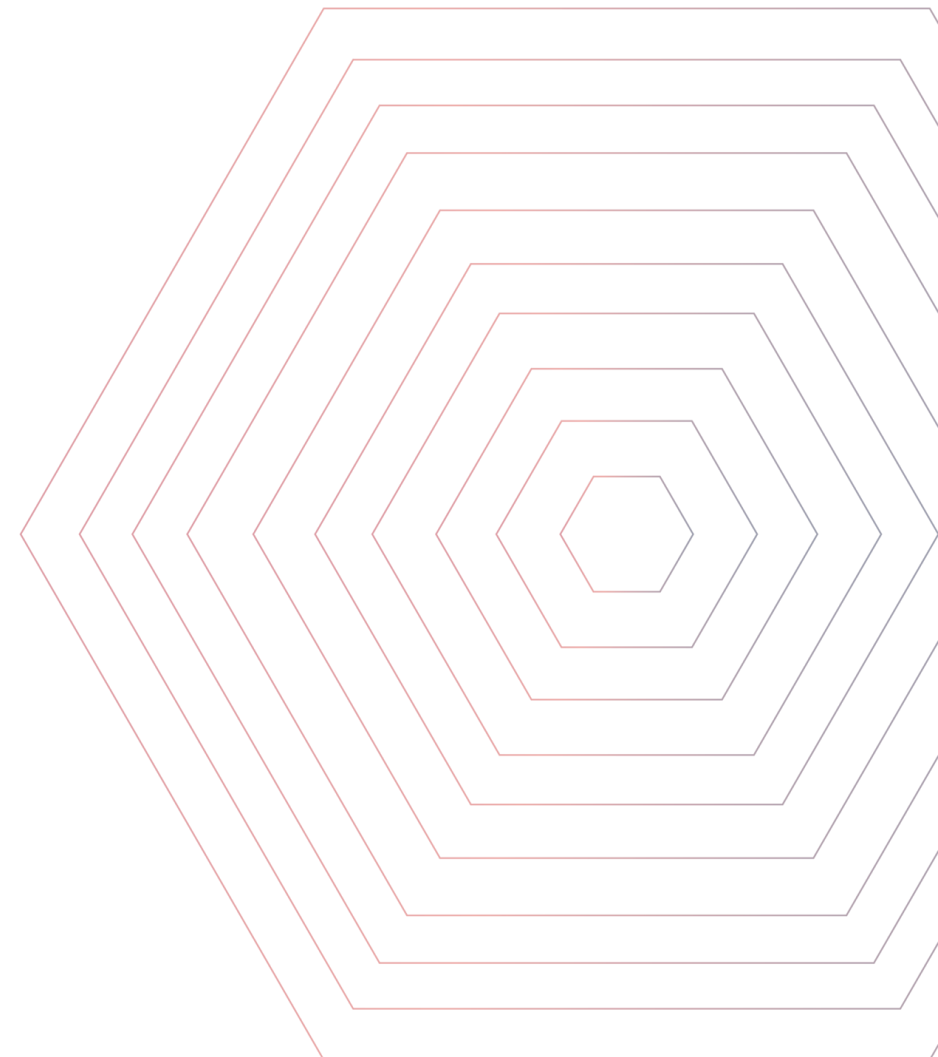
IPTV

#### Technical reach

~5 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	75,00 €
09 a.m. – 01 p.m.	90,00 €
01 p.m. – 05 p.m.	105,00 €
05 p.m. – 08 p.m.	105,00 €
08 p.m. – 11 p.m.	105,00 €
11 p.m. – 01 a.m.	105,00 €
01 a.m. – 06 a.m.	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

Free TV

### Facts and figures



#### Gender

50%

50%



#### Core target group

A 30-69 years



#### Distribution

Satellite

IPTV

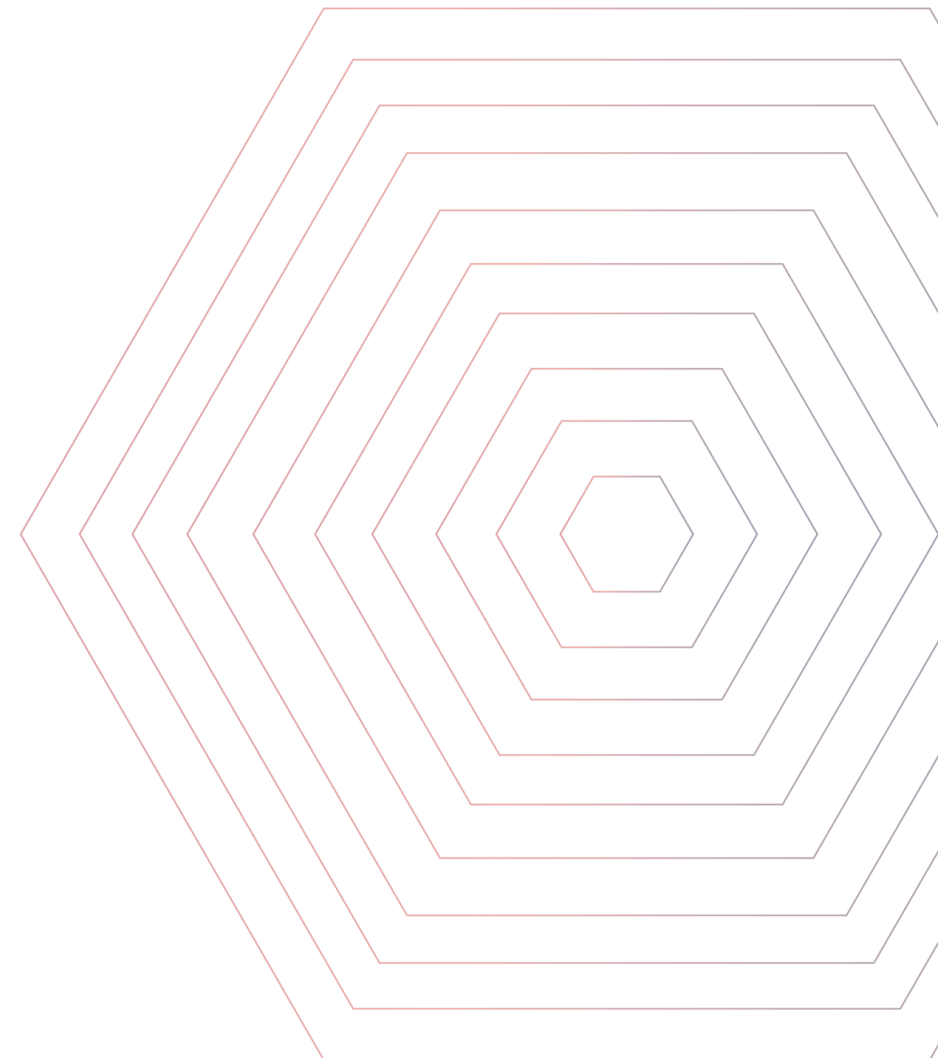


#### Technical reach

&gt;20 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	135,00 €
11 p.m. – 01 a.m.	105,00 €
01 a.m. – 06 a.m.	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

Free TV

### Facts and figures



#### Gender

40%

60%



#### Core target group

A 30-69 years



#### Distribution

Satellite

Kabel

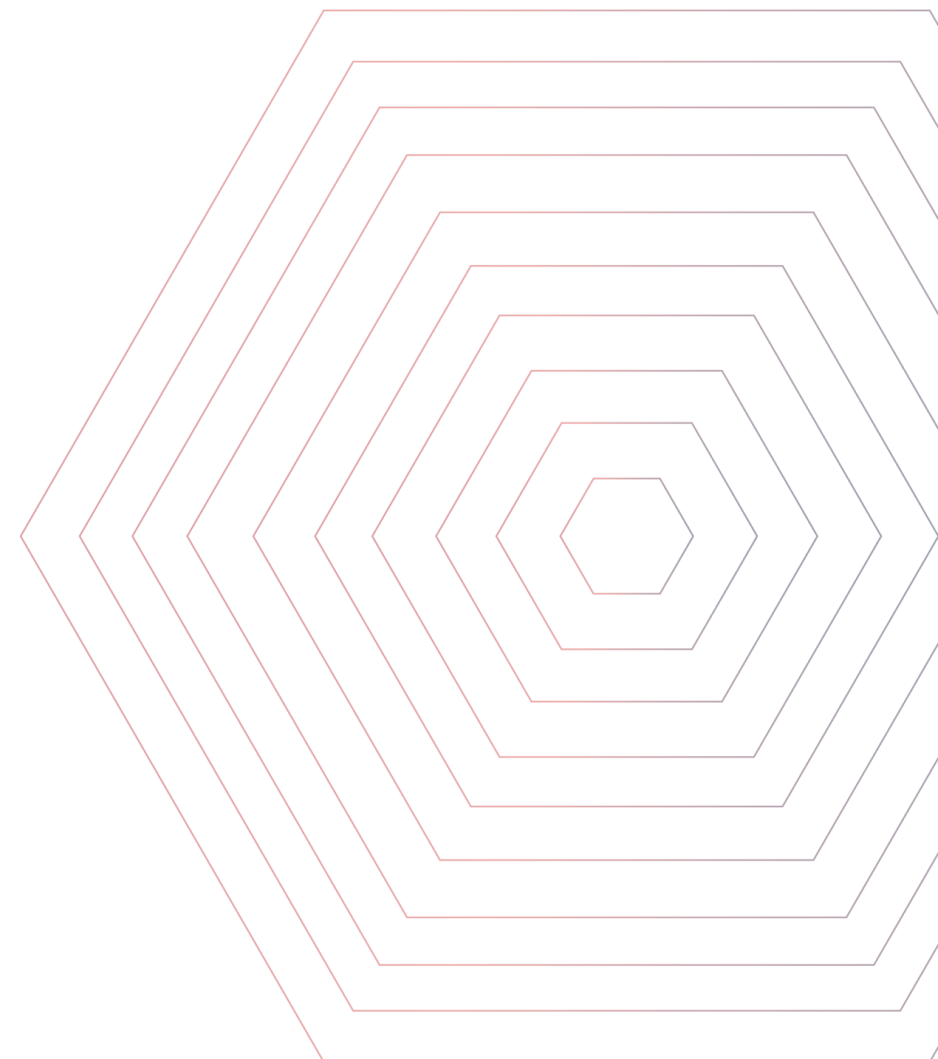


#### Technical reach

~18 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	90,00 €
09 a.m. – 01 p.m.	90,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	165,00 €
08 p.m. – 11 p.m.	270,00 €
11 p.m. – 01 a.m.	150,00 €
01 a.m. – 06 a.m.	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!



# Folx Music Television

## Structure and prices

Free TV

### Facts and figures



#### Gender

60%

40%



#### Core target group

A 30-59 years



#### Distribution

Satellite

IPTV



waipu.tv

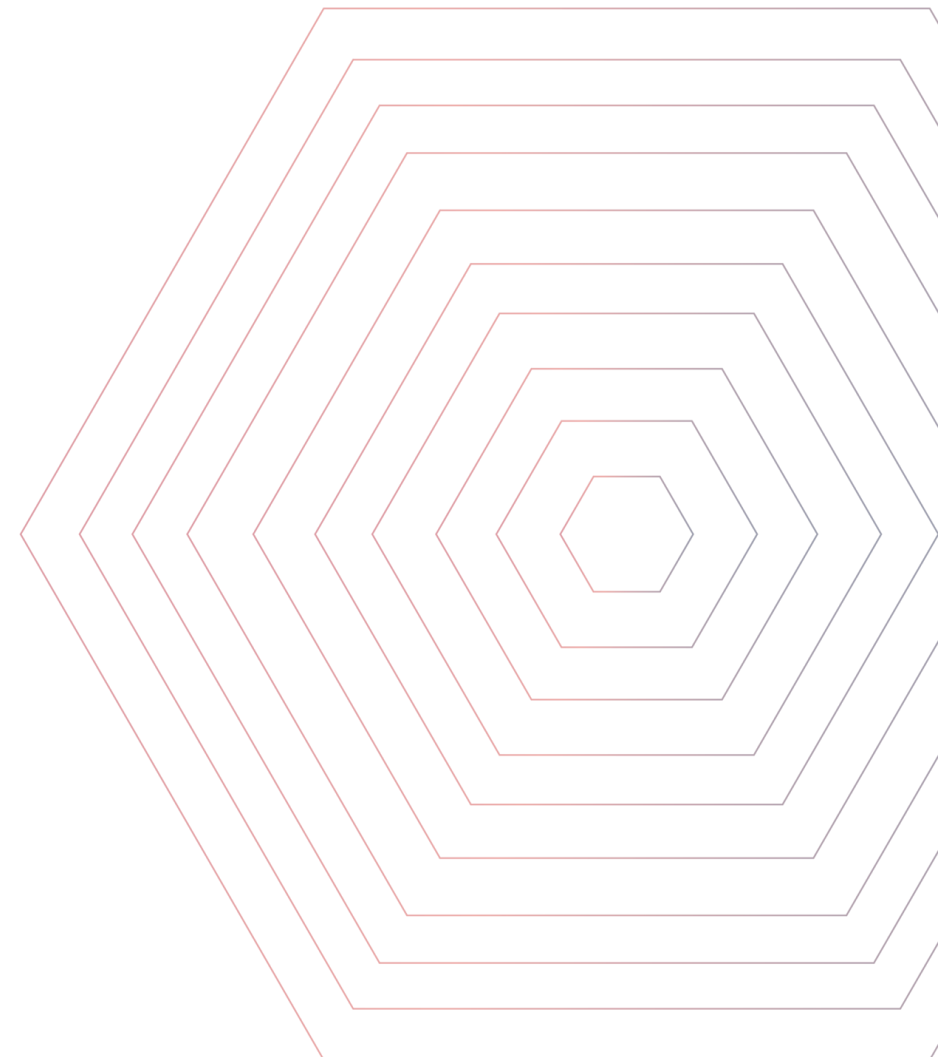


#### Technical reach

&gt;20 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	150,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	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

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

Reggae, Heavy Metal,  
80er/90er

24/7  
Mainstream

Deutschland,  
Österreich,  
Schweiz, USA, GB

SD/HD

# ONE Music Television

## Structure and prices

Free TV

### Facts and figures



#### Gender

50%

50%



#### Core target group

A 15-45 years



#### Distribution

IPTV



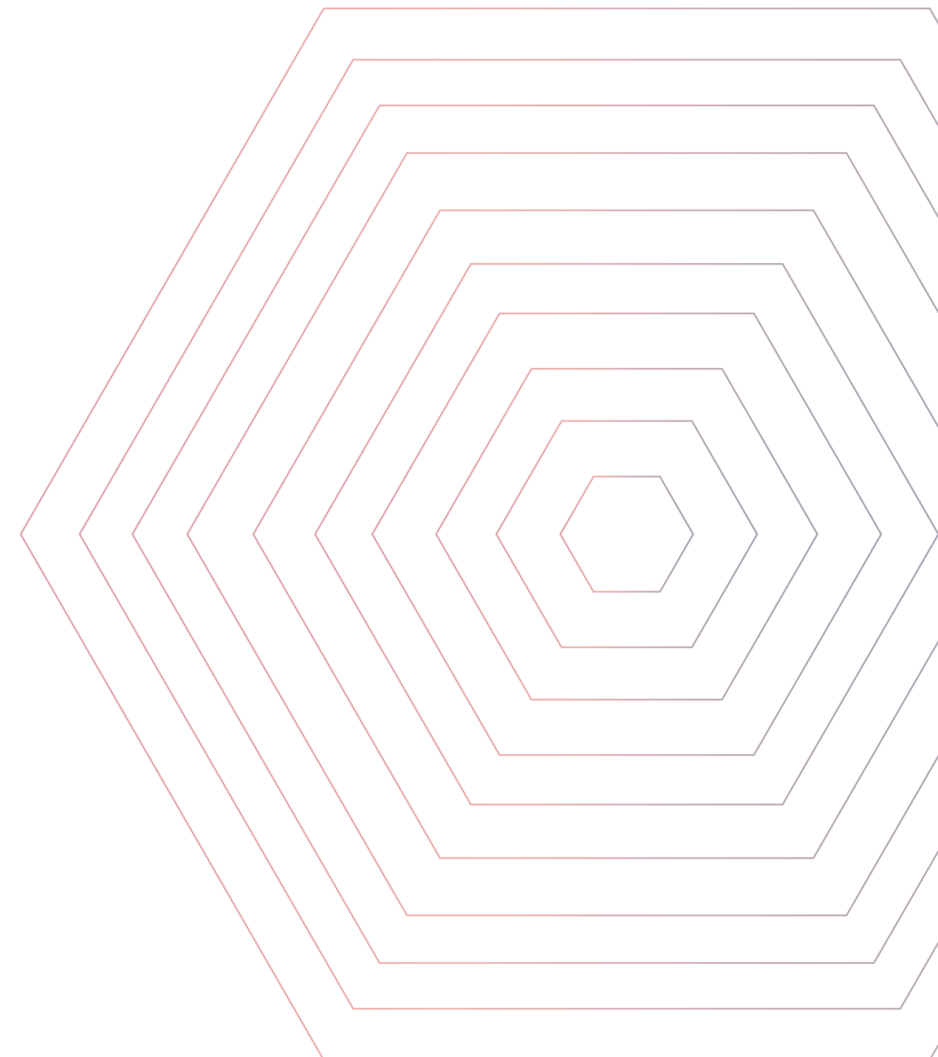


#### Technical reach

&gt;5 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	120,00 €
09 a.m. – 01 p.m.	120,00 €
01 p.m. – 05 p.m.	135,00 €
05 p.m. – 08 p.m.	135,00 €
08 p.m. – 11 p.m.	135,00 €
11 p.m. – 01 a.m.	120,00 €
01 a.m. – 06 a.m.	120,00 €



**ZWEI 2**  
MUSIC TELEVISION

# 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

Free TV

### Facts and figures



#### Gender

50%

50%



#### Core target group

A 40-59 years



#### Distribution

Satellite



IPTV



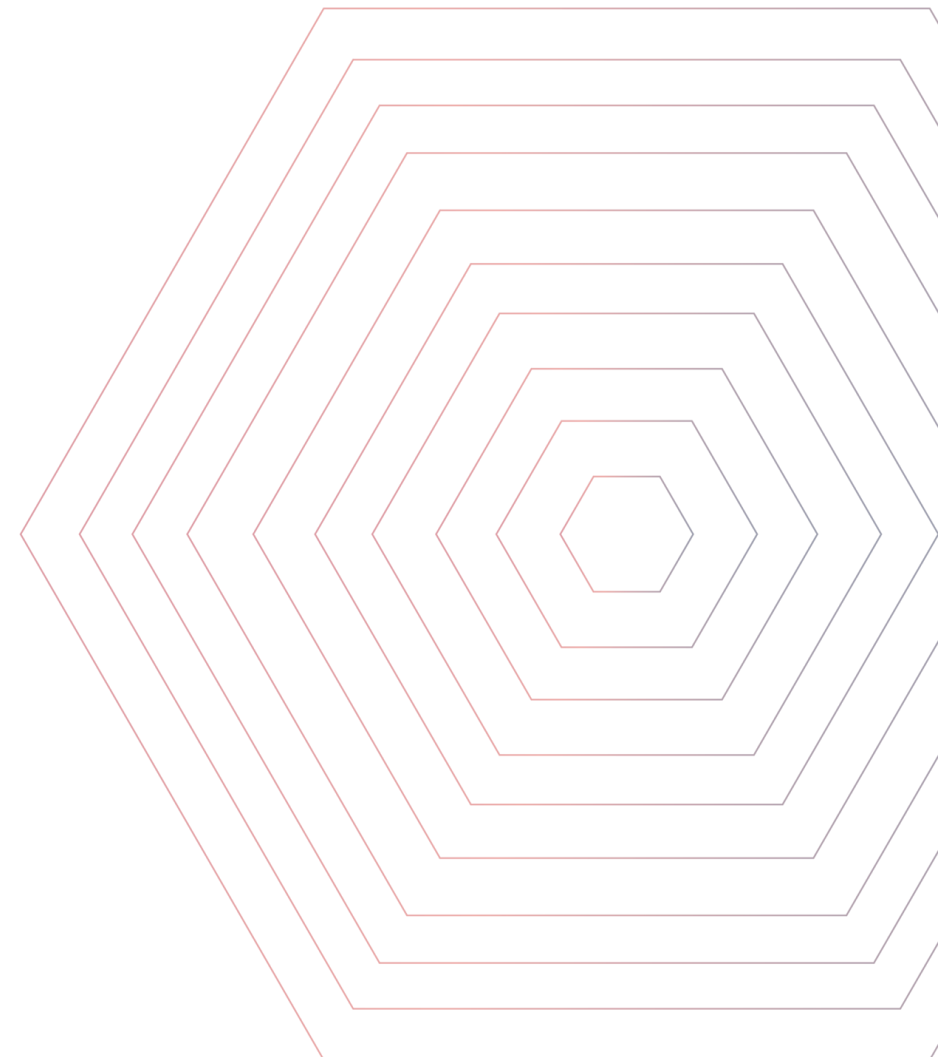
waipu.tv

#### Technical reach

&gt;20 M TV households

### Price per spot 30 sec

Time slot	Gross price per slot
06 a.m. – 09 a.m.	105,00 €
09 a.m. – 01 p.m.	105,00 €
01 p.m. – 05 p.m.	120,00 €
05 p.m. – 08 p.m.	120,00 €
08 p.m. – 11 p.m.	120,00 €
11 p.m. – 01 a.m.	105,00 €
01 a.m. – 06 a.m.	105,00 €





goldvertise

**GTC**



# Excerpt of General terms and conditions

Please note the general terms and conditions of Goldvertise Media GmbH: [Link to GTC](#)

## 13. Withdrawal from the contract

13.1 Goldvertise and the advertising client are entitled, unless the parties agree otherwise in writing, to withdraw from the contract in whole or in part up to 6 calendar weeks (42 calendar days) before the start of distribution, if there is an objective reason. In any case, the withdrawal must be sent in writing - by fax or e-mail - to Goldvertise.

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

13.3 Goldvertise may withdraw from an advertising order at any time if the performance of the service owed by Goldvertise is not possible for reasons of force majeure or if unforeseeable obstacles arise that cannot be overcome by reasonable expenses for which Goldvertise is not responsible, such as program changes and measures or orders of authorities or other government agencies. In addition, Goldvertise may withdraw from the contract up to 10 calendar days before the start of distribution if a competitive situation arises between the advertising client and a partner of the advertising medium. In these cases, claims by the advertising client are excluded. A right of withdrawal does not exist in cases in which Goldvertise has culpably caused the impediment to performance.

13.4 Withdrawal after the expiry of the period of 6 weeks (42 days) prior to distribution requires the consent of Goldvertise. If, by way of exception, Goldvertise agrees to GTC (Advertising Orders) Goldvertise Media GmbH 9 such a request for withdrawal, this will be done against the 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 is carried out in accordance with No. 6 of these GTCs. A claim for cancellation by the advertising client is excluded even if a cancellation fee is paid.

Excerpt from the GTC of Goldvertise Media GmbH: [Link to GTC](#)

## Your contact persons



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# Thank you!