

Strong programme mix for men on German free-to-air television

The channel for real men



- No. 1 among men with 2.4% MS
- Core target group: men aged 30–49
- Broad range of male-oriented content, from sport and fiction to factual entertainment



Source: AGF Video Research, AGF SCOPE, market standard: moving images, convention, own calculations, 1 January to 31 December 2025, Monday to Sunday, 3 a.m. to 3 a.m., MS in %, M 14-59, various channels, final weighting.