

VOX embraces you with pure *joie de vivre*

The oasis of well-being on German television



- Diversity – Attitude – Inspiration
- True to life with a feel-good factor
- A dependable everyday companion
- Familiar identification area
- Charismatic protagonists
- Storytelling with the utmost precision
- Passionate, touching, humorous, authentic, respectful



6.4% MS | A 14-59

7.3% MS | F 30-59

11.2% MS | F 20-29