

# 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



DIE HÖHLE DER  
LÖWEN



/ 6.4% MS | A 14-59 / 7.3% MS | F 30-59 / 11.2% MS | F 20-29

Source: AGF Video Research, AGF SCOPE, market standard: moving images, convention, RTL Data, own calculations, 1 January to 31 December 2025, Monday to Sunday, 3 a.m. to 3 a.m., MS in %, E 14-59, F 30-59, F 20-29