

Feel-good channel for women and families

Always brand safe!



- **No. 1 in terms of cost-effective CPM in the target group of household managers aged 14–59**
- Target group: Households aged 14–59 / Households with children
- Wide mix of genres with a clear target audience focus including films and series



Source: AGF Video Research, AGF SCOPE, market standard: moving images, convention, own calculations, 1 January to 31 December 2025, Monday to Sunday, 8 p.m.-1 a.m., CPM in EUR, TA 01-30, channels: RTLZWEI, K1, Tele 5, SUPER RTL, HHF 14-59