

Action, adventure and hands-on work: this is the DMAX lifestyle

No other channel captures the world of real men quite like DMAX, featuring authentic personalities, extraordinary lifestyles, and everyday heroes.

Launched in 2006 as the first free-to-air channel of Warner Bros. Discovery worldwide, DMAX has since evolved into Germany's leading third-generation channel. Its unique programming spans genres such as adventure, motor, jobs, entertainment, lifestyle and knowledge, offering a diverse range of high-quality non-fiction content produced both locally and internationally.

DMAX reaches 46 million households via cable, satellite, and modern distribution platforms such as IPTV. With over 1.3 million Facebook fans and a steadily growing number of page impressions on DMAX.de, the channel also maintains a strong and growing digital presence.

TV

Monthly reach ¹	194,000
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Audience Profile

Men	65%
Women	35%
6-15 years	2%
16-24 years	2%
25-34 years	7%
35-44 years	20%
45-54 years	18%
55-64 years	28%
65+ years	23%



¹AGTT TELETTEST 2.0, 5/24-4/25. DMAX is published in Austria.