



# We love to celebrate women 40+

#happiness formula for the 40+

**Music** German hits & nostalgia

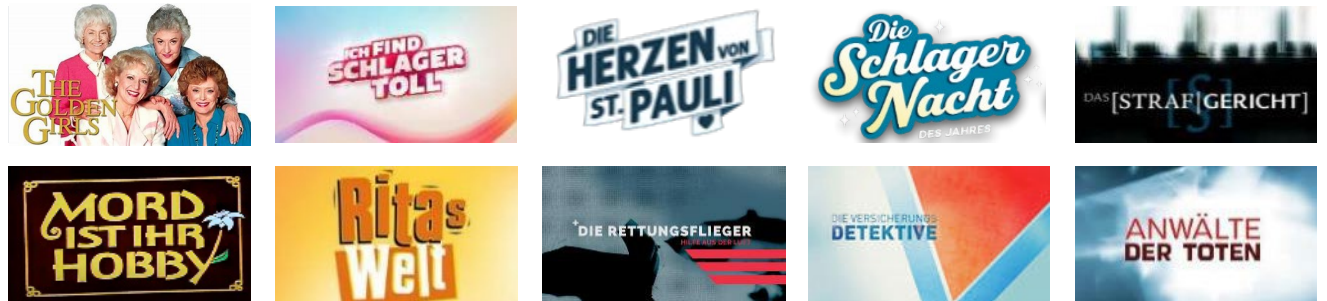
Every day stories - right into the heart of the target group

**Sitcoms** **Factual**

Emotional entertainment + extraordinary women

**Fiction**

We love all moments that are part of life



JAN – JUL 2,2% MS (A 14-59) | JAN – JUL 3,6% MS (F 40-64)

**R T L UP**

Quelle: AGF/GfK, videoSCOPE, Marktstandard: TV, DATA Alliance, eigene Berechnungen, Basis: Dt.-sprachige Bev., 01.01.-31.07.2023, Mo.-So., 03.00-03.00 Uhr, MA in %, E 14-59, F 40-64