

The entertainment all-rounder

Positive entertainment, independent journalism and socially relevant topics. RTL stands for a large variety of programs with strong program brands, many of which are almost as well-known in Germany as the "RTL" brand itself. These include show series such as "Let's dance", "Wer wird Millionär?", "Deutschland sucht den Superstar" as well as real-life formats such as "Bauer sucht Frau" or "Der Bachelor".

RTL stands for first-class journalism and social relevance in RTL's programming.

Absolute sports highlights such as the UEFA Europa League / UEFA Europa Conference League or the international matches of the German national team and, from 2023, the NFL, complete the diverse range of programmes.

Core target group: Adults 14-59

TV

Monthly reach ¹	2,630,490
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Audience Profile

Men	42%
Women	58%
6-15 years	2%
16-24 years	2%
25-34 years	9%
35-44 years	17%
45-54 years	18%
55-64 years	21%
65+ years	31%



¹AGTT/GfK TELETEST; Evogenius Reporting, 2024. RTL is published in Austria.