



## Top-class entertainment with its own Swiss quality productions

3+ presents programmes such as "bauer, ledig, sucht...", "der bachelor", "die bachelorette", "sing meinen song", "höhle der löwen", "masterchef", "first dates" and "abenteuerlustig", as well as captivating documentaries. 3+ also broadcasts high-level sport live and broadcasts exclusively and unencrypted on german-speaking Swiss TV, such as UEFA champions league matches.

The core target group are women aged between 15-49 years.

### TV

Monthly reach <sup>1</sup>	2,780,093
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### Audience Profile

Men	50%
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Women	50%
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6-15 years	3%
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16-24 years	4%
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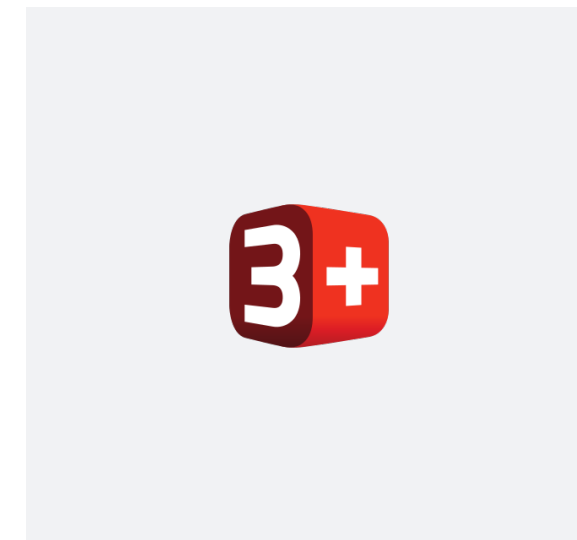
25-34 years	14%
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35-44 years	15%
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45-54 years	22%
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55-64 years	20%
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65+ years	22%
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<sup>1</sup>Mediapulse TV Data (Instar Analytics), 2024. 3+ is published in Switzerland.