

The channel for kids - and family's favorite

With SUPER RTL you can reach everyone! The whole family is captivated here: whether preschoolers, teenagers, young adults or parents. In daytime, SUPER RTL has maintained market leadership among children for years. Primetime remains an important optimization slot for adult and Head of Household campaigns. Women continue to be increasingly in focus as a target group. Strong fiction and outstanding feature film highlights are important program components.

*age category 6-15-year-olds includes 0-6-year-olds

TV

Monthly reach ¹	1,620,570
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Audience Profile

Men	51%
Women	48%
6-15 years	34%
16-24 years	3%
25-34 years	7%
35-44 years	23%
45-54 years	7%
55-64 years	17%
65+ years	9%



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