

Entertainment for young adults

The favourite DTT channel for young adults. It offers a wide range of programmes including reality shows (Love Island), films, exclusive magazines, sporting events and comedy shows.

The channel has a very strong offering of prime-time access programmes for young adults aged 25 to 34.

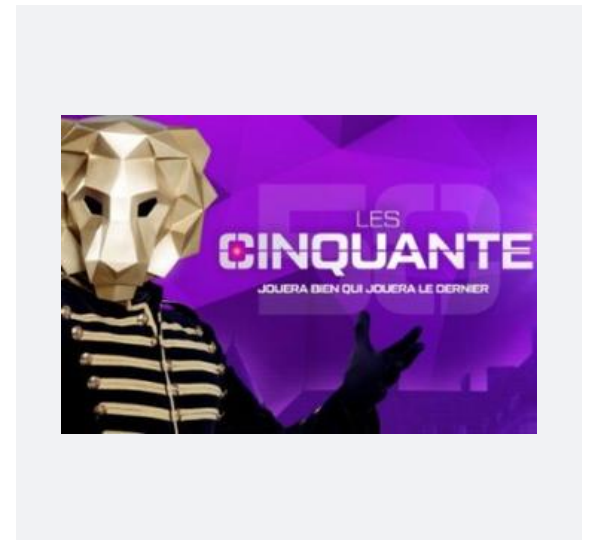
(Age clusters: 3-14; 15-29; 30-39; 40-49; 50-59; 60-69; 70+)

TV

Monthly reach ¹	478,245
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Audience Profile

Men	45%
Women	54%
6-15 years	3%
16-24 years	6%
25-34 years	10%
35-44 years	23%
45-54 years	21%
55-64 years	21%
65+ years	15%



¹Mediapulse TV Data (Instar Analytics), 2024. W9 is published in Switzerland.