

VOXUP offers a multi-faceted feel-good entertainment programme and expands the popular VOX universe. Popular VOX brands from the areas of living, animals and camping celebrate a reunion, supplemented by new in-house productions centred around VOX's popular theme worlds and featuring typical VOX characters. There will also be popular VOX series classics and high-quality US fiction series with free TV premieres as a quality niche on TV. Primetime offers an extended showcase of popular current show highlights.

VOXUP offers programmes complementary to VOX with a VOX target group fit: two programmes that reach their fans with high-quality VOX environments. And we bring them together again in the advertising market. This creates more reach and high-quality contact opportunities with **one booking**.

VOX UP is published in Germany.

The logo for VOX up, featuring the word 'VOX' in a bold, black, sans-serif font with a red sphere in the center of the 'O', followed by 'up' in a red, lowercase, sans-serif font.