

XITE is the music television channel with the most popular music videos 24/7

At XITE you are assured of the best artists and the latest music videos every day. Fan of the 90's and 00's? Then tune in for 'Throwback Thursday'! Want to sing along with your favorite songs at the top of your lungs? Then 'Sing-Along Saturday' is for you. XITE has something for every music lover and this linear environment with music videos offers plenty of spot and non-spot options. In addition, the interactive XITE TV app offers the opportunity to watch music videos. Up to 100 theme channels are available and users can stay informed about the latest releases. The core target is people aged between 25 and 39

TV

Monthly reach ¹	3,164,000
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Audience Profile

Men	49%
Women	51%
6-15 years	3%
16-24 years	7%
25-34 years	20%
35-44 years	8%
45-54 years	23%
55-64 years	12%
65+ years	27%


