

## The US fiction-lover channel

Aimed at a younger audience, COOL is a refreshing and dynamic TV channel featuring successful series and blockbusters.

The core target is people aged between 18 and 35.

### TV

Monthly reach <sup>1</sup>	4,080,007
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### Audience Profile

Men	63%
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Women	37%
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4-12 years	2%
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13-29 years	6%
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30-39 years	10%
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40-49 years	21%
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50-59 years	19%
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60+ years	42%
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