

The programme focuses on blockbuster films

4+ is Switzerland's film channel. The varied schedule consists of current cinema blockbusters, top German comedies, superhero films from the Marvel and DC Comics universes, action films and fantasy adventure films. In addition to the biggest and latest cinema releases, 4+ also airs popular film classics.

The core target is people aged between 20 and 49.

TV

Monthly reach ¹	2,257,425
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Audience Profile

Men	57%
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Women	42%
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6-15 years	2%
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16-24 years	3%
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25-34 years	15%
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35-44 years	18%
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45-54 years	32%
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55-64 years	21%
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65+ years	9%
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¹Mediapulse TV Data (Instar Analytics), 2024. 4+ is published in Switzerland.