

The family channel

6ter is an educational and entertaining channel. It offers series, documentaries, children's programmes, cooking shows and sitcoms.

It mainly targets women aged 25-49, with or without children.

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

TV

Monthly reach ¹	311,519
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Audience Profile

Men	44%
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Women	55%
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6-15 years	3%
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16-24 years	3%
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25-34 years	13%
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35-44 years	23%
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45-54 years	24%
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55-64 years	19%
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65+ years	15%
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¹Médiametrie, Restit TV, January to December 2024. 6TER is published in Switzerland.