The happy end experience

Diverse genre mix

Proven series classics
with long-running potential

Sympathetic – Plannable – Economical

#campaignoptimizer#headofhouseholdseducer

2,0% MS I house hold leaders 14-59 – 2,3% I F 14-59 – 2,0% I A 14-59

Quelle: AGF/GfK, videoSCOPE, Marktstandard: TV, RTL Data, eigene Berechnungen, Basis: Dt.-sprachige Bev., 01.01. – 31.07.2023, Mo.-So., 20.00-01.00 Uhr, MA in %, HHF 14-59, F 14-59, E 14-59

Where children find fun and entertainment

Kids first

High esteem among parents

Child-friendly entertainment

Colourful – Educational – Safe

Animation in cinema quality

Knowledge mediator

#netreachengine#clearNo.1IntheChildrensMarket

20,3% MS I K 3-13 – 22,3% I Girls 3-13 – 18,4% I Boys 3-13 – 4,3% I HHLwkids

Quelle: AGF/GfK, videoSCOPE, Marktstandard: TV, RTL Data, eigene Berechnungen, Basis: Dt.-sprachige Bev., 01.01.– 31.07.2023, Mo.-So., 06.00-20.15 Uhr, MA in %, K3-13, Mä 3-13, J 3-13, HHFmK