

## The sports & politics channel

With a general emphasize on sports and politics, oe24.TV offers a platform with high news quality - with the best talk programmes in the country.

oe24.TV has established itself in the market with a significant reach: a 2.3% market share (Teletest June 2025).

oe24.TV offers a significantly better CPP/CPM than the market average, both among the general population and within the advertising target group (12–49 years).

### TV

Monthly reach <sup>1</sup>	1,610,522
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### Audience Profile

Men	59%
Women	40%
6-15 years	1%
16-24 years	1%
25-34 years	4%
35-44 years	26%
45-54 years	9%
55-64 years	15%
65+ years	43%




<sup>1</sup>AGTT/GfK TELETEST; Evogenius Reporting; 2025. OE24.TV is published in Austria.