

POSITIONING



PROGRAM



TARGET GROUP



PERFORMANCE



Gute Laune TV –
The name says it all

24/7 The greatest German-language music from five decades! Current artist portraits, interviews, video premieres, live concerts, events and lots of background information.

Web, FB & Instagram, YouTube Channel



Stars at the heart of the
program

Varied mix of the biggest Schlager hits, current Pop-Schlager, New German Wave, folk and popular music, evergreens and earworms from the 60s to today.

Large uniques music archive complete the program



Schlager fans in the
spotlight

Women and men aged 35 and over with a high affinity for

- Fashion
- Travel
- Health



Around 540,000
subscription households

45,000 very active social media fans on FB & IG
YouTube channel with approx. 5,000 subscribers
Available via Amazon Prime Video, waipu.tv, Salt (M7), 1&1, Alchemie/watchit, Cliq Digital, HD Austria, Magenta Austria, Liwest, Sunrise UPC, YouTube Primetime. www.gutelautv.de,