

# The ProSiebenSat.1 Group

## A qualitative TV offer



	ADULTS 14-59 y.o.	Sat.1 - In-house produced entertainment and top international content. "Fascination TV" for the modern family.	
	ADULTS 14-39 y.o.	ProSieben - Hollywood blockbusters and U.S. TV series. Young TV with strong brands.	
	ADULTS 14-49 y.o.	Kabeleins - All time favourites, infotainment & reality TV. Trusted quality brand.	
	WOMEN 14-39 y.o.	Sixx - The perfect mix of TV genres for stylish women. Emotional, confident, lively.	
	WOMEN 40-64 y.o.	Sat.1 Gold - Good as gold: female skewed productions including magazines, movies, serials.	
	MEN 14-39 y.o.	ProSieben Maxx - High-quality entertainment TV offer for a young male target.	
	MEN 40-64 y.o.	Kabeleins Doku - Documentaries and reportages on history, true crime, nature and technology.	

# Online portfolio

Massive reach & unique content power: TV, Special interest, Webstars

<p><b>IN-PAGE NETWORK</b></p>	<p><b>27,6</b> mio</p> <p>MULTISCREEN UNIQUE USERS</p>	<p><b>TV CHANNEL WEBSITES</b></p>	
<p><b>IN-STREAM NETWORK</b></p>	<p><b>30,5</b> mio</p> <p>MULTISCREEN UNIQUE USERS</p>	<p><b>7.1M NETWORK</b></p>	
<p><b>1</b> bn</p> <p>MARKETABLE PRE/MID AD IMPRESSIONS</p>	<p><b>MULTI-CHANNEL NETWORK</b></p>	<p><b>STUDIO71</b></p>	
	<p><b>DIGITAL AUDIO</b></p>	<p><b>FYEO</b></p>	