



DAS ERSTE AS PERFORMANCE GUARANTOR

DAS ERSTE OFFERS PREDICTABLE, STABLE COVERAGE

With its balanced mix of information, fictional entertainment and interesting documentaries, Das Erste has been offering a reliable planning factor in the afternoon between 2 and 6 p.m. for years. In particular, the target group of household managers - regardless of whether they are 69 or 29 years of age - can be reached with an average market share of 12.5%.

The pre-prime continues to “shine” as a reliable planning factor. The quiz formats on the 6 p.m. broadcasting slot achieve top reach figures again and again, and the weeklies airing afterwards – from “Großstadtrevier” on Monday or “Die jungen Ärzte” on Thursday - have established at a noteworthy level. Regardless of whether household managers or demographic target groups such as adults 20-59 years – Das Erste with its pre-prime is a real planning factor across all target groups.

FRAGMENTATION OF MEDIA USAGE

Das Erste directs against the market trend

Even if the fragmentation of media use is increasing due to the growing selection of end devices and broadcasters, Das Erste has not suffered any disadvantage over the past two years. Contrary to the market trend, the development of Das Erste shows gains in ad block reach as well as benefits on CPMs and CPGs. Therefore you still can reach high-quality target groups with a secure reach level at fair prices at Das Erste.