

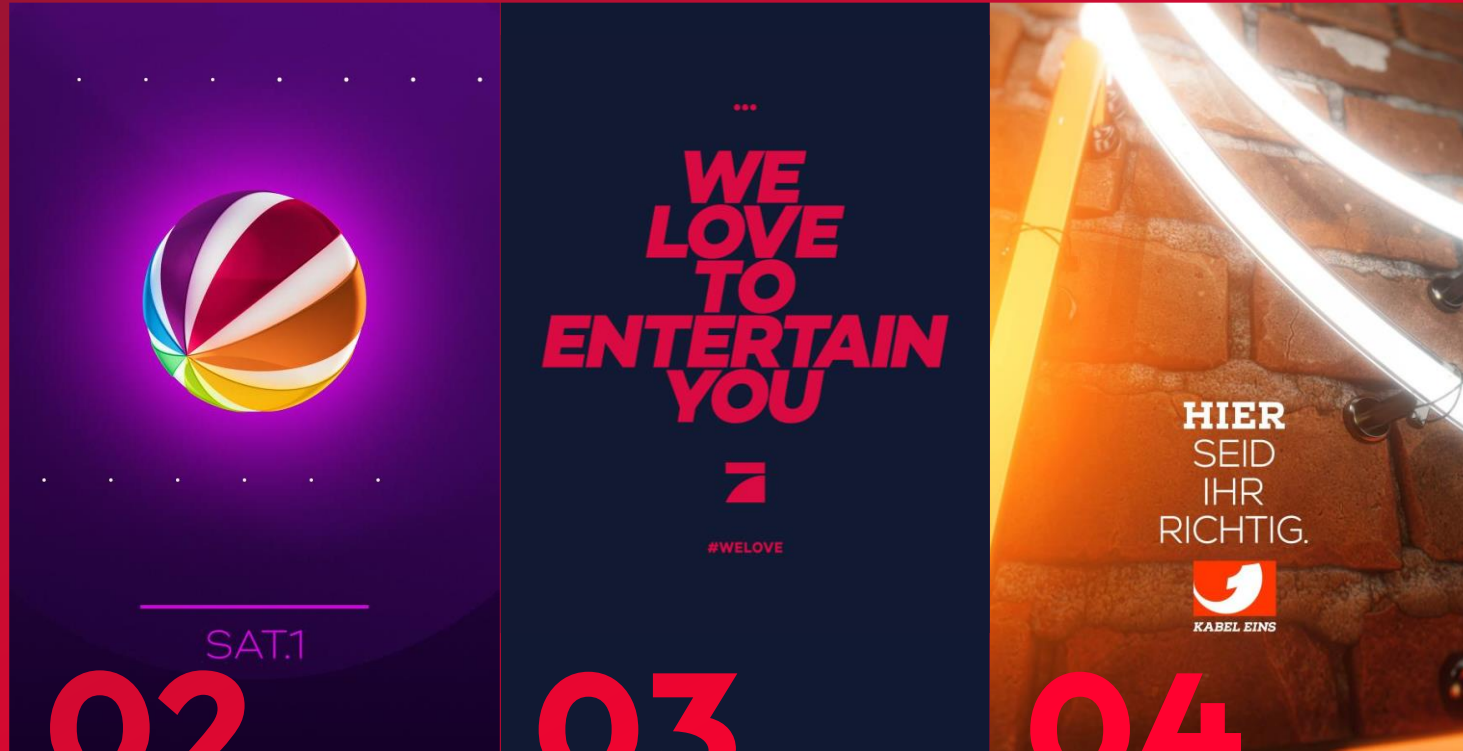
ENTERTAINment GUIDE

SAT.1, ProSieben & Kabel Eins

joyn



ENTERTAINMENT FOR EVERYONE



SAT.1

PROSIEBEN

KABEL EINS

OUR STRATEGIC PILLARS 2025

LINEAR & DIGITAL

- Platform-agnostic content development & smart windowing
- Expansion of the entertainment offering through licensed content and embedding

01

TARGET GROUP FOCUS

- Consistent audience focus
- Clear focus of all channels on complementary target groups
- Expansion of the offer for older target groups within E20-59
- New approaches for young target groups

02

RELEVANCE

- Talk of Town formats with socially relevant content
- Higher investment in strong local content and flagships
- Own news editorial team and expansion of factual content

03

CLOSENESS

- Consistent focus on audience-oriented expectations and needs
- Consolidation of familiar formats and days
- Shift from US series to local in SAT.1 & ProSieben Prime Time

04



MODERN FAMILY ENTERTAINMENT FROM THE HEART



„SAT.1 is the program for all of us
focusing on women over 40 and modern
family entertainment from the Heart. We
offer reliable and credible entertainment
that works both in linear and digital way.“

MARC RASMUS, DIRECTOR GENERAL SAT.1



THERE IS STILL A LOT TO SEE



TARGET GROUP: E 14-59 YRS.

CORE: 20-59 YRS.

[ADDRESSING IN PARTICULAR F 40+ YRS.]

We do family television

High-reach, diverse environments for everyone, with an adult female appeal; both linear and digital, 24/7, everywhere, always

We offer diversity, clarity & reliability

Continuity, orientation, added value and inspiration as well as innovation, from journalistic and informative, factual and reality to big shows, events, sport & escapism: SAT.1 entertainment in all its facets

We rely on strong brands, well-known ambassadors and focus on the diverse needs of our viewers

Uncompromising credibility, seriousness, attractiveness and relevance for everyday life

We act at eye level with our viewers

Always empathetic, respectful & reliable

STRATEGIC FOCUS

SAT.1 IS A RELIABLE COMPANION FOR OUR VIEWERS



Grid Clarity & Establishment of new Prime Time Brands

Each prime time is a consistent linear program and experience promise with strong program highlights



Calming & Strengthening

With well-known and familiar program brands and "faces", a homogeneous and reliable ramp is established in prime time [including expansion of German series]



Expansion & Establishment of Factual Entertainment & Reality

New strong brands for maximum viewer proximity and identification



Broad positioning with a focus on F40+/E40+

Targeting the market's target groups with the highest reach, viewing time and households



OBJECTIVE:

SAT.1 needs to grow especially in E40+ & become a reliable partner for viewers and advertisers

SAT.1 AS A STRONG BROADCASTER FOR 40 YEARS



97 %

Brand awareness
(E 18-59)³

51,8 MIO.

Monthly net reach
(Z 3+)¹

6,2 % MA

In-house productions in the
PT*
(HHF 20-59)¹

Ø 4,4 MIO.

daily viewers PT
(E 14+)¹

HHF 20-59

47,6 %

Weekly net reach
(HHF 20-59)¹

4,9 MIO.

watch SAT.1 every day
(HHF 20-59)⁶

41 MIN.

Daily use
(HHF 20-59)⁶

Digital reach

2,06 BN.

Video Views p. a. on
digitalen channels in 2. HY²

34,2 MIO.

subscribers on Facebook,
Instagram & TikTok⁵

4,45 BN.

Organic Impressions p. a. on
Facebook, Instagram & TikTok⁴

*Mo-Fr, LTM 01.03.2024 – 28.02.2025

1) Source: AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, Marktstandard: TV, 01.03.2024 – 28.02.2025, Daten endgültig gewichtet | Seven.One Media - Media Insights & Analytics | 2) Video Views: 01.06.2024 – 31.12.2024; Source: Digital DWH (Joyn, Glomex, YouTube (DE + COM)) | 3) Marken-Bekanntheit: Basis: n = 2978 / 18-59 Jahre / Repräsentativ Source: Delphi Research / Seven.One Entertainment Group / Q3 2024 / Markentracking | 4) Source: Emplifi. 01.03.2024 – 28.02.2025 (Facebook Feed, Instagram Feed, Instagram Stories, Reels, TikTok) // 5) Source Emplifi, Stand: 25.03.2025, Social-Media Kanäle inkl. Formatkanäle | 6) Source: AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, Marktstandard: TV, 01.01.2025 - 28.02.2025 Daten endgültig gewichtet | Seven.One Media - Media Insights & Analytics

SAT.1 FLAGSHIPS



Fr / 20:15

Ø 3,6 MIO

Viewers (Z3+) per
Eps reached on
SAT.1

-
**Largest
entertainment
account in Europe
& 9th place
worldwide**

TOP: 9,6 %

E14-59J



Fr / 20:15

Ø 8,9 % MA

For viewers
E 14-49 LTM

-
**Talk of Nation &
wide reach- on all
platforms!**

TOP: 11,1 %

E14-59J

the taste

Wed / 20:15

~ 10,5 MIO

Viewers
(Z3+ LTM)
had contact
(at least 1 minute)
with „The Taste“

-
**Unique concept with
loyal and affluent
customers**

TOP: 8,4 %

E14-59J

das GRÖSSE
BACKEN

Wed / 20:15

Ø 3,55 MIO

Viewers (Z3+) per
Eps reached on
SAT.1

-
**2024: Top ratings
&
reach in prime
time**

TOP: 9,4 %

E14-59J

Das große
Backen –
Die Profis
starting 2025
during PT

das GRÖSSE
PROMIBACKEN

Wed / 20:15

Ø 9,6 % MA

For viewers E
14-59 LTM

-
**Large reach also at
Easter: Easter
special with 4.3
million viewers on
SAT.1**

TOP: 10,8 %

E14-59J

Successfully
established:
Thursday
Primetime

1%
DAS
QUIZ
WIE CLEVER IST
DEUTSCHLAND?

Thu / 20:15

~ 12,1 MIO

viewers (E14-59 LTM)
had contact
(at least 1 minute)
with „Das 1% Quiz“

-
**With interactive
play along option
in the Joyn app**

TOP: 9,4 %

E14-59J

SAT.1 FLAGSHIPS



NOW
DAILY!



Mon-Fri / 05:30 - 10:00
Sat&Sun / 09:00 - 12:00

Ø 13,7 % MA

(E 14-59 LTM) make
the format the
market leader in the
morning

Germany's most
popular mornin
show!

TOP: 19,2 %

E14-59J



Mon-Fri / 19:00

~ 16,1 MIO

Viewers (Z3+ LTM) had
contact (at least 1
minute) with „Die
Landarztpraxis“

Very successfull
German fiction

Coming soon:
„Die Spreewaldklinik“
& „Frieda“

TOP: 7,6 %

E14-59J

Original:
Hochzeit auf
den zweiten
Blick



Wed / 20:15

Ø 6,7 % MA

For viewers
E 14-59 LTM

The most
spectacular
and unique social
experiment in prime
time

TOP: 8,1 %

E14-59J



Mon-Sun / 20:15 &
22:15

Ø 10,2 % MA

For viewers
E 14-59 LTM

Must-see event
mit impact and
talk-of-town
character

TOP: 16,9 %

E14-59J



Sun / 18:55

Ø 1,2 MIO

Viewers (E 14-59)
per Eps reached on
SAT.1

Consistently high
range and
performance in the
So Access

TOP: 10,8 %

E14-59J

Exclusive:
U21 EM



regularly / 20:15

~ 26,0 MIO

Total viewers
Z3+ LTM

Strong performance
meets 360° brand
experience

TOP: 24,6

E14-59J

SAT.1 GRID AT A GLANCE



		MON	TUE	WED	THU	FRI	SAT	SUN
DAYTIME		SAT.1 FRÜHSTÜCKSFERNSEHEN					SAT.1 FFS ON SATURDAY	SAT.1 FFS ON SUNDAY
		SCRIPTED DOKU (u. a. Lebensretter hautnah, Lenßen hilft, Notruf)					SCRIPTED DOKU [WH & RR]	SHOW / REALITY [WH]
		GERMAN SERIES					SERIES [WH] SHOW / REALITY [WH & RR]	MOVIE [WH]
	SAT.1 NACHRICHTEN							REALITY/FACTUAL ENTERTAINMENT EA
ACCESS		Factual Entertainment	US-Series [Licence]	Food & Light Entertainment	Quiz & Light Entertainment	Show & Event	Movie [Licence]	
		PURE LIFE & REAL EMOTIONS	SUPER SERIES TUESDAY	ENTERTAINMENT WITH TASTE	THE LITTLE FRIDAY	BIG FAMILY ENTERTAINMENT	FAMILY FILM / SUNDAY MOVIE	

Hinweis: Vereinfachte, schematische Darstellung; Änderungen vorbehalten.

HIGHLIGHTS – TIMELINE 2025



	April	May	June	Q3/2025
MON	Promis unter Palmen The Biggest Loser Finale Spielfilm Amore unter Palmen	ran Fussball	Factual NN Spiegel TV - Reportage	Villa der Versuchung Factual NN Spiegel TV - Reportage
TUE	Criminal Minds Navy CIS The Irrational	ran Fussball	Navy CIS The Irrational	Serie NN
WED	Das große Promibacken inkl. Osterspezial Promis backen privat	Der SAT.1 Fertiggerichte Check Top Ten!...	!!! DGB – die Profis Hochzeit auf den zweiten Blick	ran Fussball Show NN Das große Backen Top Ten!...
THU	Das 1% Quiz The Floor	ran Fussball	Das große Allgemeinwissensquiz ran Fussball	Hast Du Töne? Das 1% Quiz Hits! Hits! Hits!
FRI	The Voice Kids Die besten Comedians Deutschlands	ran Fussball	Show NN 99 - Wer schlägt sie alle?	ran Fussball !!! ran Fussball TVOG
SO Access	The Biggest Loser Julia Leischik sucht: Bitte melde dich			
Daily Access	Lenßen hilft / Lenßen übernimmt Die Landarztpraxis – Staffel 3			Frieda mit Feuer und Flamme Die Spreewaldklinik



NEU:
Der SAT.1
Fertiggerichte
Check!

**1%
DAS
QUIZ**
WIE CLEVER IST
DEUTSCHLAND?

**[THE
FLOOR]**

**HAST DU
TÖNE?**

**DAS GROSSE
ALLGEMEIN
WISSENS
QUIZ**

**VILLA
DER
VERSUCHUNG**

**AMORE
UNTER
PALMEN**

ran FUSSBALL

**DIE BESTEN
COMEDIANS
DEUTSCHLANDS**

**99
WER
SCHLÄGT SIE
ALLE?**

Frieda
MIT FEUER UND FLAMME

**DIE
LANDARZT
PRAXIS**

**DIE
SPREEWALD
KLINIK**

UPCOMING HIGHLIGHTS

FOOD HIGHLIGHTS

the taste

**das GROSSE
BACKEN**

**das GROSSE
ROMIBACKEN**

**das GROSSE BACKEN
DIE PROFIS**

OUR SAT.1 FACES



Ayliva, Clueso, Stefanie Kloß
und Wincent Weiss



Jochen Schropp und Marlene
Lufen



Matthias Opdenhövel



Jörg Pilawa



Bärbel Schäfer



Bettina Schliephake-
Burchardt, Enie van de
Meiklokjes, Christian Hümb's



Tim Raue, Steffen Henssler, Elif
Oskan, Alexander Herrmann



Markus Ernst, Beate Quinn,
Dr. Sandra Köhldorfer



Unsere FFS Moderator:innen



Julia Leischik



Paul Ronzheimer



Panagiota Petridou, Florian
„Schmiso“ Schmidt-Sommerfeld



Mieke Schymura, Karsten Speck,
Muriel Baumeister, Daniel
Buder, Sina Valeska Jung, Isabel
Hinz, Richard Ciuchendea



Kai Schumann, Caroline Frier
und Oliver Franck



Ingo Lenßen

...

**WE
LOVE
TO
ENTERTAIN
YOU**



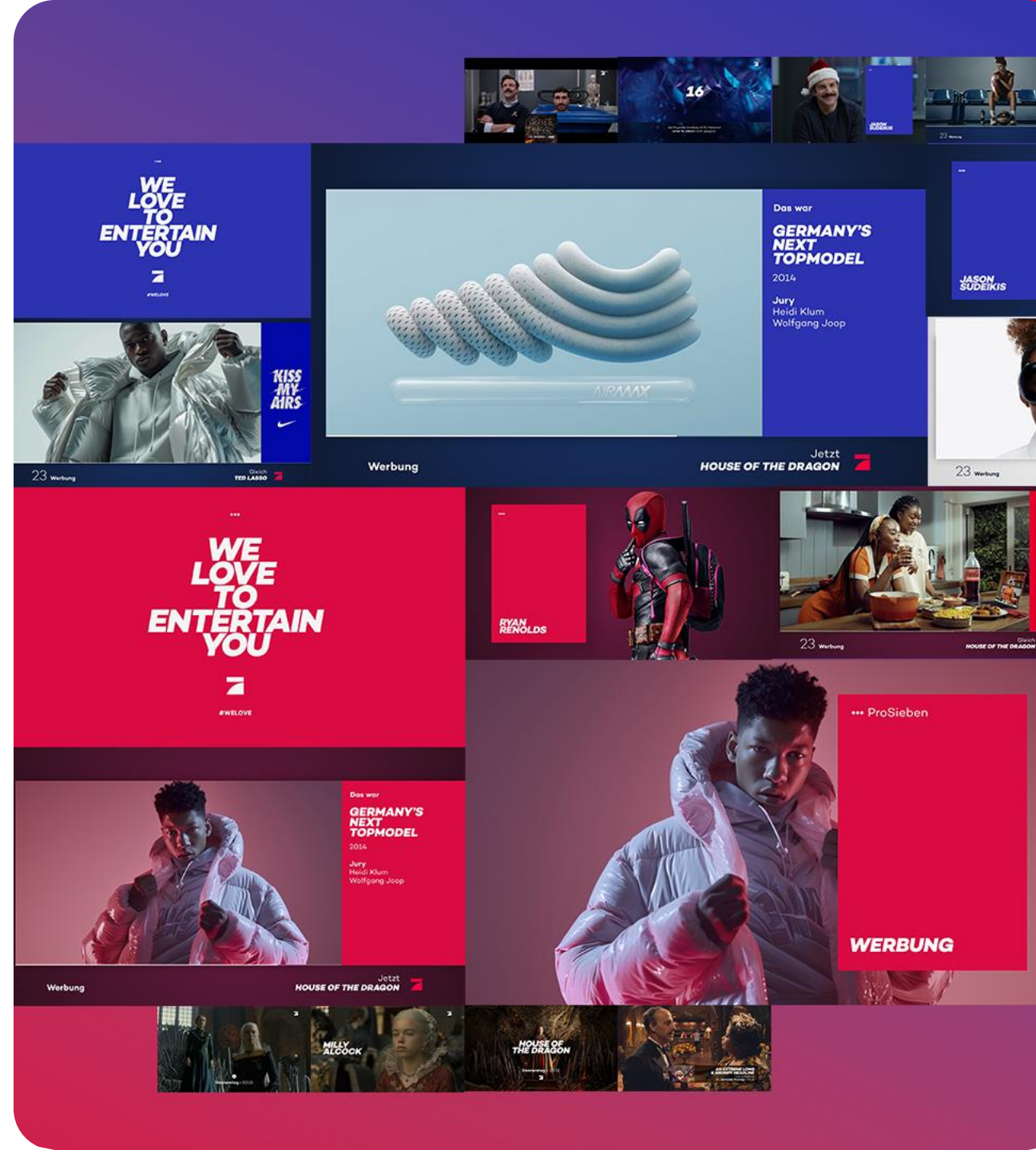
#WELOVE

MISSION STATEMENT

PROSieben IS NEXT LEVEL
ENTERTAINMENT.

We spark change. We are loud.
We lead the way with courage and flexibility.
We move the masses.
We are The Master of Mainstream.

**And our claim is a promise that we keep –
always and everywhere!**



PROSIEBEN – LOVE BRAND NR. 1 IN GERMAN TV



„**ProSieben** stands for innovative and modern programming like no other channel. Under the motto „**We Love To Entertain You**“, we aim to reliably surprise our audience. Driven by our channel personalities such as Joko & Klaas and Heidi Klum, the channel focuses on strong brands: #GNTM. #WSMDS. #Galileo. #JkLive. #ESGQ. #taff. #TVtotal, #JKvsP7. Only ProSieben offers that.“

Hannes Hiller, DIRECTOR GENERAL ProSieben





WE LOVE TO ENTERTAIN YOU

CORE TARGET GROUP: **ADULTS 14-49 YRS.**

- › **More in-house produced entertainment and infotainment in prime time**
- › Focus on mainstream appeal (ProSieben = for everyone)
- › Return of well-known formats (#GNTM, #WSMDS, #TheMaskedSinger, etc.)
- › Development of new „signature“-formats (e. g. „Fake News – Alles erstunken und erlogen“, „Ein sehr gutes Quiz“)
- › Factual entertainment and public value prime time with Jenke, Thilo Mischke, Linda Zervakis
- › Strong performance of magazines (Galileo, taff)

**Diverse programs:**

Spectacular shows, reality TV, feature reports, documentaries, blockbusters

Multimedia event: television, streaming, web

Strong formats:

#WSMDS, #JKP7, #GNTM and more

High ranges both linear and digital

High ranges:

daily Ø 3,8 Mio. viewers in prime time (E14+)*

around 54 Mio. (E14+) per year in prime time*

*Source: AGF Videoforschung; AGF SCOPE 1.9; Marktstandard: Bewegtbild; 01.03.2024 – 28.02.2025; Daten endgültig gewichtet | Seven.One Media - Media Insights & Analytics

**GNTM 15.02.2024 - 13.06.2024, 16.02.-15.06.2023 Sender: ProSieben und sixx, inkl. WHs © ProSieben; Source: AGF Scope 1.4/Marktstandard: Bewegtbild/Seven.One Media - Media Insights & Analytics

STRATEGIC FOCUS



Reliable surprise

Strengthening established brands through innovation & freshness



Innovation driver

Development & establishment of new program brands & new artists



Brand worlds

Strategic expansion of established brands (e.g. GNTM, JKP7, Galileo) with a digital focus



Push Performance

Further shift from US fiction to local content to strengthen primetime reach (especially Mon PT)

OBJECTIVE:

Surprising,
unique TV moments
and real innovation

MULTICHANNEL LOVE BRAND



97 %

Brand awareness
(E 18-59)²

48,4 MIO.

Monthly net reach in Germany
(Z 3+)¹

ProSieben is the **most popular German private channel** and impresses with its modernity, coolness, self-confidence, reliability, likeability and positivity.

E 14-49

36,1 %

Weekly net reach
(E 14-49)¹

4,6 MIO.

Watch ProSieben every day
(E 14-49)⁶

40 MIN.

Daily use
(E 14-49)⁶

Digital reach

579 MIO.

Video Views p. a. on
digital channels in 2. HY³

27,6 MIO.

Subscribers on Facebook,
Instagram & TikTok⁵

2,36 MRD.

Organic Impressions p. a. on
Facebook, Instagram & TikTok⁴

Source 1) AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, Marktstandard: TV, 01.03.2024 – 28.02.2025, Daten endgültig gewichtet | Seven.One Media - Media Insights & Analytics // 2) Source: Delphi Research / Seven.One Entertainment Group / Q3 2024 / Markentracking / Basis: n = 2.123 / 18-59 Jahre / Repräsentativ // 3) Video Views: 01.06.2024 – 31.12.2024; Source: Digital DWH (Joyn, Glomex, YouTube (DE + COM) // 4) Source: Emplifi. 01.03.2024 – 28.02.2025 (Facebook Feed, Instagram Feed, Instagram Storys, Reels, TikTok) // 5) Source Emplifi, Stand: 25.03.2025, Social-Media Kanäle inkl. Formatkanäle | 6) Source: AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, Marktstandard: TV, 01.01.2025 – 28.02.2025 Daten endgültig gewichtet | Seven.One Media - Media Insights & Analytics

PROSIEBEN PRIME TIME OFFERS TALK OF TOWN FORMATS



from 04.10.
Sat / 20:15

~ 6,2 MIO*

Successfull, high-
reach &
interactive live
show

TOP: 16,7 %

E14-49J



from 25.09.
Thu / 20:15

~ 4,7 MIO*

360 degree brand
with broad target
group appeal

TOP: 11,3 %

E14-49J



since 13.02.
Wed (6x) & Thu /
20:15

~ 9,9 MIO*

Strong TV &
digital reach,
especially
among young
female viewers
(F14-49)

TOP: 25,6 %

E14-49J



since 02.03.
Sun / 20:15

~ 8,5 MIO*

Unique concept
with reliable top
ratings

TOP: 23,9 %

E14-49J



from 09.04.
Wed / 20:15

~ 8,2 MIO*

Attention-grabbing
even beyond the
show with a large
fan community

TOP: 21,0 %

E14-49J



regularly
Sat / 20:15

~ 9,4 MIO*

Live game show
for the whole
family with high
celebrity line-up

TOP: 19,3 %

E14-49J



weekly
Tue / 20:15

~ 9,9 MIO*

Strong brand
with reliable
weekly coverage

TOP: 16,0 %

E14-49J

*Zuschauer:innen E14-49, die mind. 1 Minute Kontakt mit dem Format hatten

Basis: Alle TV-HH DE [deutschsprachig]; Source: AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, Marktstandard: TV, LTM 01.03.2024 – 28.02.2025 | Daten endgültig gewichtet | Seven.One Media – Media Insights & Analytics

The Masked Singer Top 06.04.2024 | The Voice of Germany Top: 26.09.2024 | GNTM Top: 21.03.2024 | Wer stiehlt mir die Show Top: 08.09.2024 | Joko & Klaas gegen ProSieben Top: 30.04.2024 | Schlag den Star Top: 13.07.2024 | TV Total Top: 13.03.2024 | Basis: E14-49, LTM 01.03.2024 – 28.02.2025

PROSIEBEN GRID AT A GLANCE



	MON	TUE	WED	THU	FRI	SAT	SUN
DAYTIME	US-SERIEN					GALILEO KIDS	GALILEO TRIPLET
						DIE SIMPSONS	SHOW / REALITY [WH]
ACCESS	TAFF					US-SERIES	TAFF WEEKEND
	DIE SIMPSONS					DIE SIMPSONS	GALILEO STORIES
	GALILEO						GALILEO X-PLORER
PRIMETIME	US-HITS SEHEN	LACHEND SEHEN	UNTERHALTUNG SEHEN	TRÄUME SEHEN	HELD:INNEN SEHEN	ENTERTAINMENT SEHEN	BIG SUNDAY SEHEN
	US-series	Comedy	Show	Reality /Show	movie	movie	movie/Show

Hinweis: Vereinfachte, schematische Darstellung; Änderungen vorbehalten.

HIGHLIGHTS – TIMELINE 2025



PROSIEBEN HIGHLIGHTS*



Beauty
AND THE
NERD

GERMANY'S
NEXT
TOPMODEL
by Heidi Klum



SCHLAG
DEN
STAR

WER
STIEHLT
MIR
DIE
SHOW



EIN SEHR
GUTES QUIZ
(MIT HOHER GEWINNSUMME)

WER
isses?

JENKE.

UPCOMING HIGHLIGHTS

ALL YEAR

taff

Galileo



OUR PROSIEBEN FACES



Heidi Klum



Michael Marx und Karolin Kandler



Steven Gätjen



Unsere Taff Moderator:innen



Linda Zervakis



Thilo Mischke



Joko & Klaas



Jenke von Wilmsdorff



Sebastian Pufpaff



Unsere Galileo Moderator:innen



Chris Tall



Matthias Opdenhövel

HIER
SEID
IHR
RICHTIG.



KABEL EINS





KABEL EINS: YOU'VE COME TO THE RIGHT PLACE!

„**Kabel Eins** stands for authentic, self-produced factual entertainment and genuine cult feature films. This way, we appeal to a broad target group every day and offer reliable predictability for our partners and customers.“

Felix von Mengden, DIRECTOR GENERAL Kabel Eins



KABEL EINS: THIS IS WHAT IT LOOKS !



CORE TARGET GROUP: ADULTS 14-59 YRS.

Kabel Eins: You've come to the right place!

- › Clear positioning and reliable environment
- › Channel for fans of cult fiction and relevant factual entertainment like „Roadtrip Amerika“, „Achtung Abzocke“ or „Abenteuer Leben“
- › Practical, positive and always with added value
- › Broadcaster for the centre of society: balanced ratio of women to men (50:50)
- › Attractive environments for campaigns and exclusive content partnerships
- › Efficient: lowest CPM in all relevant target groups among the major private broadcasters



Clear positioning in prime time
as a factual entertainment channel and
the best movies of all time!

Range:

- › 68 % of viewers (Z3+) and 14-59-year-olds in prime time annually
- › Over 48.2 million viewers (E 14+) per year prime time (daily average 2.9 million)*

Successful and relevant factual entertainment:

- › with familiar programme brands and new formats
- › Ø 2,0 million viewers (Z3+) on in-house production evenings (Thu & Sun)

Long-standing popularity:

- › Over 25 years: "The best films of all time" and "Action Heroes"
- › Feature films (03-03): 53,6 million viewers (Z3+)
- › 20:15 Feature film: Ø 2,6 million viewers (Z3+)

Seasonal highlights:

- › Exceptional themed events with customized marketing opportunities

Basis: Marktstandard TV | LTM: 01.01.2024-31.12.2024 Source: AGF in Zusammenarbeit mit GfK / AGF SCOPE / P7S1 Entertainment BI

*Source: AGF Videoforschung; AGF SCOPE 1.5; Marktstandard: Bewegtbild; 01.03.2024 – 28.02.2025, Seven.One Media - Media Insights & Analytics

STRATEGIC FOCUS

KABEL EINS: YOU'VE COME TO THE RIGHT PLACE!



Reliability

Clear positioning and long-term planning



Factual Entertainment

Expansion of existing factual premium brands and establishment of new formats in primetime with high relevance



More Local

Expansion of the in-house produced True Crime program in Friday primetime



Eve anchor

Stable access performance thanks to targeted refresh of inventory formats



Fiction

Stable access performance thanks to targeted refresh of inventory formats



KABEL EINS: THIS IS WHAT IT LOOKS!



96 %

Brand awareness
(E 18-59)²

53,1 %

Monthly net reach in Germany
(E 14-59)¹

Kabel Eins has been the channel for cult fiction fans
for over 30 years
and is the number one for relevant and credible factual
entertainment

E 14-59

33,7 %

Weekly net reach
(E 14-59)¹

5,5 MIO.

Watch Kabel Eins every day
(E 14-59)⁶

41 MIN.

Daily use
(E 14-59)⁶

Digital Reach

194 MIO.

Video views p. a. on
digital channels in 2. HY³

1,93 MIO.

Subscribers on Facebook,
Instagram & TikTok⁵

160 MIO.

Organic Impressions p. a. on
Facebook, Instagram & TikTok⁴

Source 1) AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, Marktstandard: TV, 01.03.2024 – 28.02.2025; Daten endgültig gewichtet | Seven.One Media - Media Insights & Analytics // 2) Source: Delphi Research / Seven.One Entertainment Group / Q3 2024 / Markentracking / Basis: n = 2.123 / 18-49 Jahre / Repräsentativ // 3) Video Views: 01.06.2024 – 31.12.2024; Source: Digital DWH (Joyn, Glomex, YouTube (DE + COM) // 4) Source: Emplifi. 01.03.2024 – 28.02.2025 (Facebook Feed, Instagram Feed, Instagram Stories, Reels, TikTok) // 5) Source Emplifi, Stand: 25.03.2025, Social-Media Kanäle inkl. Formatkanäle | 6) Source: AGF Videoforschung in Zusammenarbeit mit GfK; VIDEOSCOPE 1.4, Marktstandard: TV, 01.01.2025 – 28.02.2025 Daten endgültig gewichtet | Seven.One Media - Media Insights & Analytics

KABEL EINS OFFERS FACTUAL ENTERTAINMENT



Sun / 20:15

~ 5,7 MIO

Viewers (E14-59, LTM) contact with „Willkommen bei den Reimanns“

Perfect environment for DIY, travel, sports & sustainability with strong performance.

TOP: **4,5 %**

E14-59J

**ROADTRIP
AMERIKA**
3 SPITZENKÖCHE AUF 4 RÄDERN

Thu / 20:15

Ø 4,2 % MA

(E14-59, LTM) make the format a prime-time hit

Delicious and highquality environment with strong performance on TV.

TOP: **5,4 %**

E14-59J

Trucker Babes

Sun / 20:15

~ 6,5 MIO

viewers (E14-59, LTM) had contact (at least 1 minute) with „Trucker Babes“

Proven and reliable range guarantee with cult status.

TOP: **4,7 %**

E14-59J

Rosins
RESTAURANTS

Thu / 20:15

~ 3,8 MIO

viewers (E14-59, LTM) had contact (at least 1 minute) with „Rosins Restaurant“

Frank Rosin as an authentic and well-known TV face stands for a credible advertising environment.

TOP: **4,9 %**

E14-59J

ACHTUNG ABZOCKE

Thu / 20:15

Ø 1,36 MIO

viewers (E14-59) per eps reached on Kabel Eins

Unique mix of investigation, entertainment and added value for the viewer with broad target group address.

TOP: **6,8 %**

E14-59J

**MORLOCK
MOTORS**
BIG DEALS IM WESTERWALD

Thu / 20:15

Ø 6,6 % MA

(E14-59, LTM) make the format a prime time hit

Best Kabel Eins reboot ever!

TOP: **7,9 %**

E14-59J



daily / 17:55

Ø 2,13 MIO

Weekly viewers E 14-59 LTM

Very good digital performance live and in the full episodes.

TOP: **7,8 %**

E14-59J



Mon / 20:15

Adrenalin, testosterone & cool sayings:

**The most action-packed feature films -
Not just for men!**

- › The Dark Knight
- › Men in Black
- › Die Hard – A good day to die
- › Kingsman

Ø 1,2 MIO

E14-59J



Tue / 20:15

Settle down on the couch, lean back and
enjoy:

feature film highlights on Tuesday

- › Ritter aus Leidenschaft
- › Werner
- › Rocky I - V
- › Madagascar

Ø 1,1 MIO

E14-59J



Wed / 20:15

A must-see classic:

The best films of all times

- › The Beach
- › Ready Player One
- › Der Soldat James Ryan
- › Rendezvous mit Joe Black

Ø 1,3 MIO

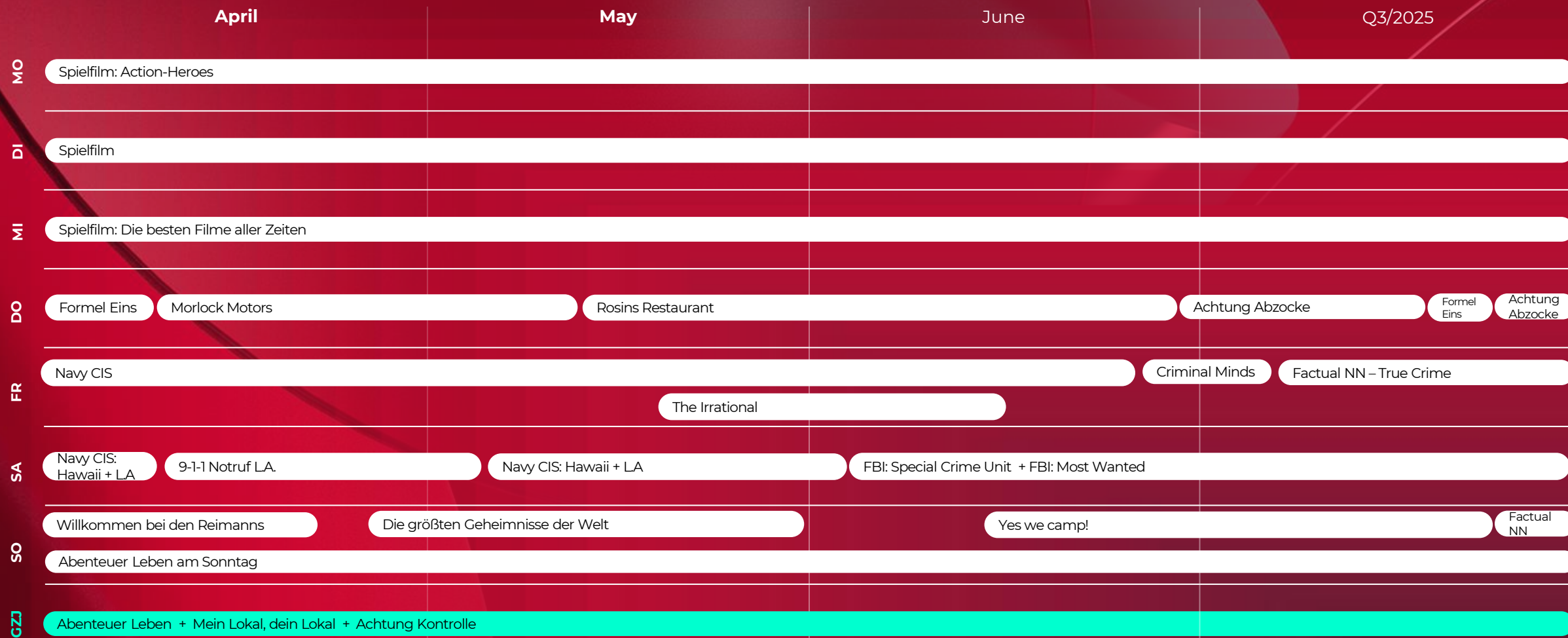
E14-59J

KABEL EINS GRID AT A GLANCE



	MON	Tue	Wed	THU	FRI	SAT	SUN	
DAYTIME	US-SERIES					SERIES	SERIE	
	NEWS						FACTUAL [WH]	
	FACTUAL							
ACCESS	ABENTEUER LEBEN TÄGLICH							MEIN LOKAL, DEIN LOKAL [WH]
	MEIN LOKAL, DEIN LOKAL							
	ACHTUNG KONTROLLE							
PRIMETIME	ACTION HEROES	MOVIE	THE BEST FILMS OF ALL TIMES	FACTUAL ENTERTAINMENT	TRUE CRIME	US-SERIES	FACTUAL DOCUTAINMENT	

HIGHLIGHTS – TIMELINE 2025



BIRTHDAYS

Kevin Costner
70. Birthday

Bruce Willis
70. Birthday

Robert Downey Jr.
60. Birthday

Clint Eastwood
95. Birthday

JAN

FEB

MAR

APR

MAI

JUN

JUL

AUG

SEP

OKT

NOV

DEZ

Tom Cruise
Cinema release Mission Impossible 8

K.O.star

the best western films of
all times

The best PS-films of
all times

the best superhero films
of all times

the best music films of all
times

The best fantasy films of
all times

PPL HIGHLIGHT/EVENT



ACHTUNG ABZOCKE



DIE GRÖSSTEN
GEHEIMNISSE
DER WELT



ACTION
HEROES

DIE BESTEN FILME ALLER ZEITEN



ACHTUNG
KONTROLLE!
WIR KÜMMERN UNS DRUM

UPCOMING HIGHLIGHTS

ALL YEAR

OUR KABEL EINS FACES



Peter Giesel



Die Reimanns



Frank Rosin



Madita van Hülsen



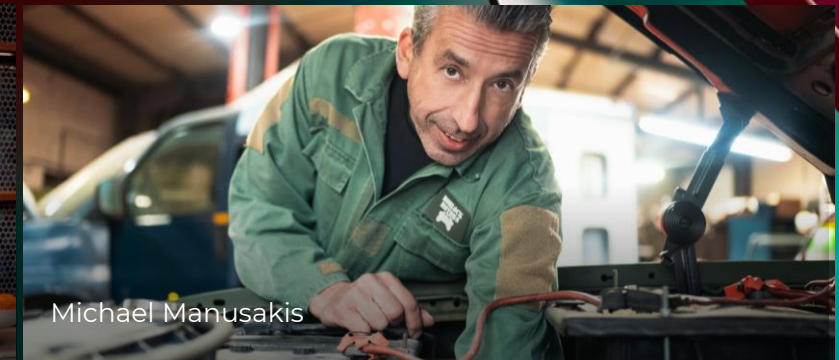
Alexander Kumptner



Tommy Scheel



Christian Henze, Ali Güngörmüs, Robin Pietsch



Michael Manusakis

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