



POSITIONING



## The program brand for hunters and anglers

Leading hunting and fishing channel in the German Pay-TV market  
With Waidwerk, viewers get the latest know-how in hunting and fishing and the fascination of nature directly into their living rooms and onto their mobile devices.

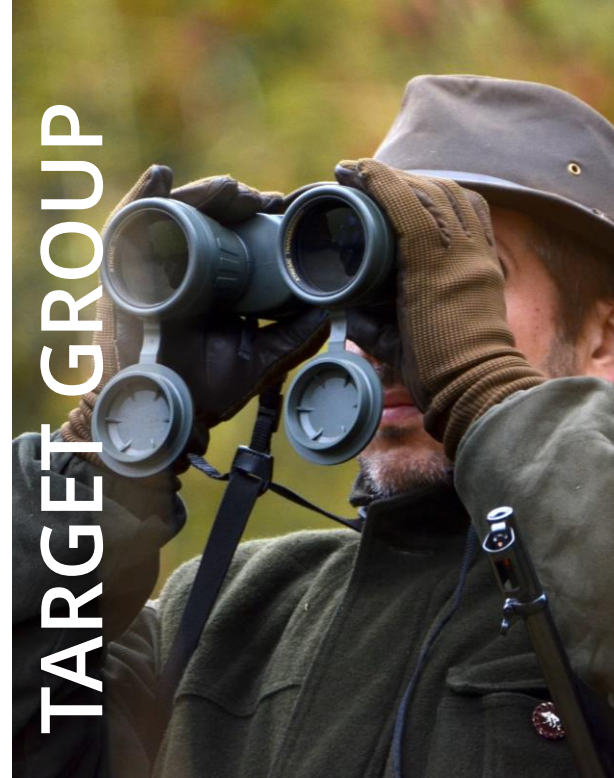


PROGRAM



## Exciting, entertaining and informative

All genres with over 200 different licensors.  
Subgenres such as cooking, travel, animals, outdoor, agriculture & forestry.  
German editorial team with numerous partners (manufacturers, producers, associations).

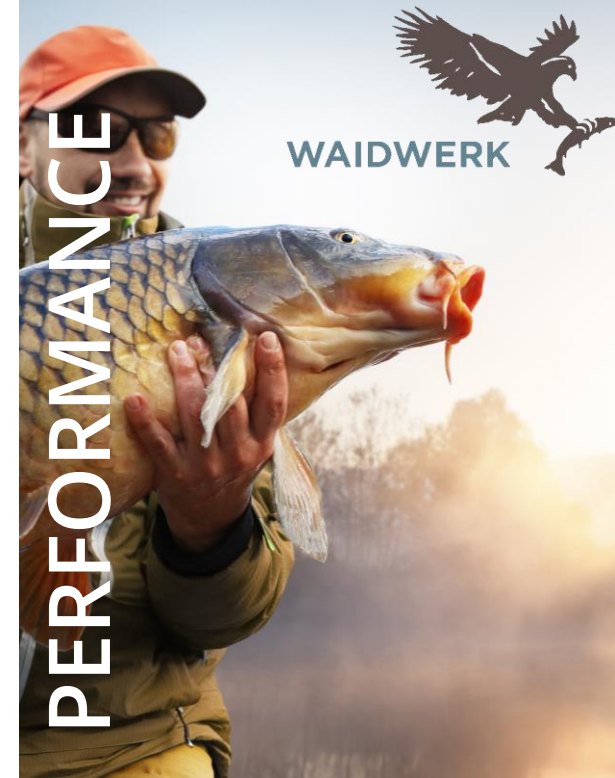


TARGET GROUP



## > 5 million active hunters and fishermen\*

Target group: hunters, fishermen and outdoor enthusiasts  
79% of hunters are male  
Good education & social networking  
Already 3.8 million hobby anglers in D  
94% of anglers are male



PERFORMANCE



## One of the most successful Amazon Channels

Available via Amazon Prime Video, 1&1, Dailyme, waipu.tv, Zattoo, Ocilion, YouTube Primetime Channels. Also on Sky Trend Sports and HD plus.  
[www.waidwerk.tv](http://www.waidwerk.tv)

\*Source: in German-speaking countries