

POSITIONING

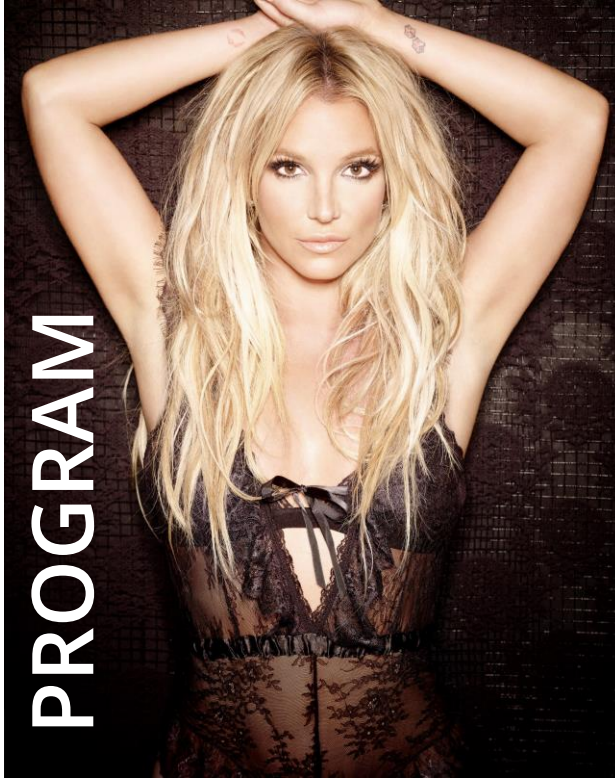


Legendary music
from two decades

DELUXE FLASHBACK: A musical journey through time with the best sound from four decades and a focus on the 90s to the 2000s.

All the cult hits on one station, bringing back music memories.

PROGRAM



Throwback mixed
colorful and diverse

For many, the 90s were the hottest decade in music history.

The audience can expect a musical journey into the most innovative 20 years of music, in a perfectly tuned mix!

TARGET GROUP



Music that everyone still
listens to today

The lifestyle and fashion of the two decades is back and with it the music.

The target group is broadly diversified from 18-54 years. They are generally interested in music, enjoy life, active & body-conscious, social media-savvy, traditional to modern,

PERFORMANCE



Free available ...

... as an FTA channel via satellite as well as via waiipu.tv, Zattoo, Cliq Digital and soon as FAST Channel via other relevant platforms.

Continuous expansion of program and distribution.