

POSITIONING



The channel for cooking enthusiasts

JUST COOKING is a German-language linearly structured on-demand channel with modernly produced cooking shows, documentaries and broadcasts about food and cooking.

A so far not yet existing channel, which closes a gap in the German market.

PROGRAM



Top actual, dynamic and up to date

JUST COOKING bundles professionally produced programs from different providers, supplemented by fresh content from Content Creators. The offer is flanked by high-quality in-house productions and a comprehensive recipe database.

TARGET GROUP



A lively target group
F 25-50 years

The target group is 14-59 years with a focus on women 25-50 and householders 30-49. They are characterized by various attributes: enjoy life, are cosmopolitan, active & body-conscious, Internet belongs to everyday life, with modern lifestyle. High affinity for "cooking", "eating" & "feeling good".

PERFORMANCE



Freely receivable ...

... as FTA via satellite and via Samsung/ TV Plus, freevee, waipu.tv, Rakuten, Zattoo, Dailyme, joyn.de, joyn.at, LG, Philips, TCL, Xiaomi, Zeasn and as FAST Channel soon on other relevant platforms.

www.justcooking.tv, IG