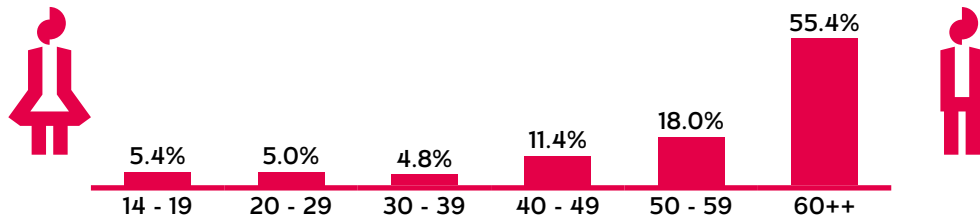


TV Star

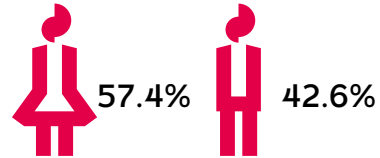
Reach & Readership



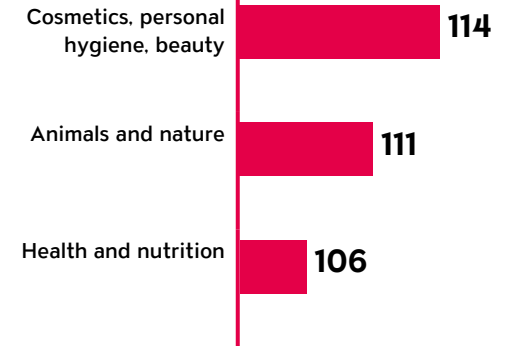
Age



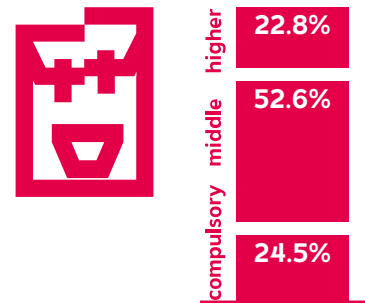
Gender



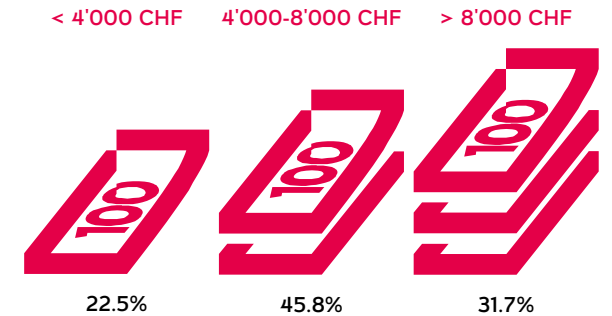
Affinity



Education



Income



Source: MACH Basic 2018-2 / Basis: German-speaking group, 4 805 000 people