

## The adventure playground for men

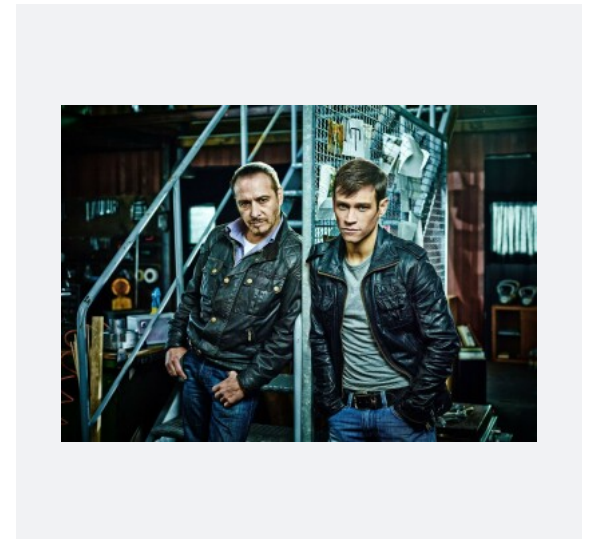
The focus is on three central program pillars: fiction, factual entertainment and sport. NITRO is also continually investing more in its own productions and trying to bring real life to the screen with real guys. But what would NITRO be without live sports? In addition to the 24-HOUR RACES at the Nürburgring and Le Mans, the UEFA EUROPA LEAGUE/UEFA CONFERENCE LEAGUE and the NFL draft are part of NITRO's men-oriented program portfolio. The core target is men aged between 14 and 59.

### TV

|                            |           |
|----------------------------|-----------|
| Monthly reach <sup>1</sup> | 2,333,729 |
|----------------------------|-----------|

### Audience Profile

|             |     |
|-------------|-----|
| Men         | 55% |
| Women       | 45% |
| 6-15 years  | 1%  |
| 16-24 years | 3%  |
| 25-34 years | 6%  |
| 35-44 years | 21% |
| 45-54 years | 19% |
| 55-64 years | 35% |
| 65+ years   | 17% |



<sup>1</sup>AGTT/GfK TELETEST; Evogenius Reporting. NITRO is published in Austria.