
Press release



It's a joy to watch again: ProSiebenSat.1 launches SAT.2

Unterföhring, July 15, 2026. Strategic expansion of the entertainment portfolio: ProSiebenSat.1 Group is expanding its programming lineup and launching a new linear channel. This coming winter, the Group will launch the new linear channel SAT.2. As part of the team led by ProSiebenSat.1 Chief Content Officer Henrik Pabst, Ellen Koch is developing the new programming lineup. With this step, the Group will offer 7+1 linear channels in the future: In addition to SAT.1, ProSieben, and Kabel Eins, as well as the target group channels sixx, ProSieben MAXX, SAT.1 GOLD, and Kabel Eins Doku, SAT.2 will become the eighth brand in the channel family starting in 2027. The new entertainment brand SAT.2 is geared toward women and will be available on linear TV, Joyn, and third-party platforms.

Henrik Pabst, Chief Content Officer of the ProSiebenSat.1 Group: "Our clearly positioned target group channels have grown significantly in recent years. With SAT.2, we aim to strategically expand our portfolio and, in particular, offer viewers aged 50 and older a new and additional alternative for their entertainment needs."

Ellen Koch, responsible for all target group channels within the ProSiebenSat.1 Group: "SAT.1 is deeply loved by its audience. With SAT.2, we're creating a perfect, complementary offer. True to the motto 'Wiedersehen macht Freude' (It's a joy to watch again), we'll be showing the best SAT.1 programs from the past two decades – with a clear focus on German fiction. At the same time, we're breaking new ground: Our target audience feels ten years younger and fitter today than they used to and consumes media in an extremely flexible way – whether linearly, via streaming, or for free on third-party platforms like YouTube. Under the SAT.2 brand, we're curating content across all channels so that our audience spends more time watching and less time searching."

Lennart Harendza, Managing Director and Chief Revenue Officer Seven.One Media: "The launch of SAT.2 also sends an important signal to the advertising market: With the combined reach of SAT.1 and SAT.2, we offer advertisers access to a highly attractive target audience. Furthermore, the launch of SAT.2 underscores our approach of consistently focusing on ad-supported content."

Background:

The target group channels sixx, SAT.1 GOLD, ProSieben MAXX, and Kabel Eins Doku are enjoying great success: In the first half of the year, they collectively achieved a 6.3% market share (viewers aged 14-59) – an increase of 0.3 percentage points compared to the previous year.

In 2025, the channels already grew by +0.6 percentage points compared to 2024, reaching a 6.0% market share (viewers aged 14-59). Overall, the channels reach more than 62 million people month after month (net reach).

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