STARPROMOTION × LIEBLINGSSCHLAGER × STIMMUNGSGARTEN TV

Reach dossier

What each type of reach means - clearly separated

Data: August 2026 | Social analysis: 2 Feb / 1 Mar-12 Jun 2026 | Channel screenshots: 23 May-24 Aug 2026

Reach comprises several distinct components. Social views, followers, subscribers and technical TV availability are therefore explained and documented separately, rather than combined into an artificial total audience.

COMPONENT 1

Lieblingsschlager / social media

6,422,064 views

Direct social promotion; the strongest channel accounts for 5,907,229 views.

COMPONENT 2

Stimmungsgarten TV / broadcaster

24h TV + DACH+

Stimmungsgarten TV: television, streaming and technical availability.

COMPONENT 3

Tyrolis Music / music network

158,268 followers/subscribers

Record label and music/broadcast network, not a second TV channel.

COMPONENT 4

Artist amplification

Optional additional service

Artist posts, hotel tags and organic touchpoints; considered separately.

6,422,064

Documented social views

Existing Lieblingsschlager / StarPromotion analysis.

225,749

Broadcaster / Tyrolis followers and subscribers

Stimmungsgarten TV and Tyrolis Music, separate from the social-view evidence.

WHAT THIS MEANS FOR HOTELS

A hotel can receive more than a film: a transparent communication setting with social promotion in the Schlager music community, TV/broadcaster presence through Stimmungsgarten TV, additional Tyrolis communities and possible artist posts around the production.

COMPONENT 1

Lieblingsschlager

Documented social-media reach

This evidence describes social-media reach analysed for music, artist and promotional content across established StarPromotion and Lieblingsschlager channels. It documents actual platform activity and specific view counts.

6,422,064

Total views

Four analysed accounts.

61,606

Combined followers

Platform figures recorded in the earlier reach overview.

1,133,296

Top post

Views of the strongest Lieblingsschlager post.

Analysed social-media channels

LIEBLINGSSCHLAGER

5,907,229 views

48,261 followers | 2 Feb-12 Jun 2026

Strongest reach channel in the Schlager music community.

STARPROMOTION

240,785 views

4,635 followers | 1 Mar-12 Jun 2026

Promotion and booking network.

SWISS LIEBLINGSSCHLAGER

141,879 views

1,562 followers | 2 Feb-12 Jun 2026

Focus on Switzerland and the DACH region.

DENNY SCHÖNEMANN

132,171 views

7,148 followers | 1 Mar-12 Jun 2026

Producer account and personal network.

CONTEXT

This is the direct social-promotion reach. It illustrates the attention generated through our own pages and the Lieblingsschlager network. It must be read separately from technical TV availability, Tyrolis communities and additional artist posts.

COMPONENTS 2 AND 3

Stimmungsgarten TV

TV channel, livestream and the Tyrolis Music network

Stimmungsgarten TV is the television and streaming component. Tyrolis Music is presented as an additional record label and music/broadcast network, not as a second TV channel. Both components provide context and proximity to folk-music and Schlager audiences.

67,481

Stimmungsgarten TV

Facebook followers + YouTube subscribers.

158,268

Tyrolis Music

Facebook followers + YouTube subscribers.

225,749

Total of these records

Broadcaster / Tyrolis screenshots only, not social views.

TV and platform distribution according to the information pack

ASTRA / SATELLITE

Astra 19.2° East. More than 20 million households in Austria, Germany and Switzerland according to the information pack. Coverage extends from Scandinavia to Greece.

CABLE / IPTV

More than 12.4 million households via cable networks in Austria, Germany, Switzerland and South Tyrol. Ocilion, SuisseDigital, Swisscom and Sunrise are named.

PLATFORMS

SKY, MagentaTV Germany, Zattoo and a worldwide livestream. The information pack reports more than 1,000 livestream views per day.

CONTEXT

This component describes technical availability, the broadcaster network and platform communities. It complements rather than replaces social-media reach. The information pack describes the audience as best agers, aged 35+, with purchasing power, strong channel loyalty and an interest in holidays.

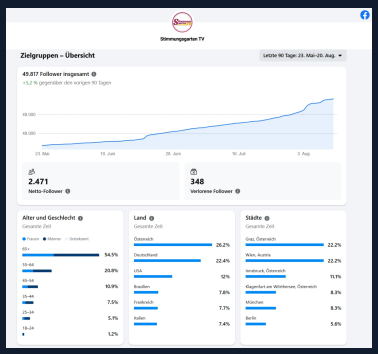
TV distribution describes technical availability and distribution opportunities, not guaranteed viewers or bookings. These are historical source figures, not a forecast for an individual hotel production.

ORIGINAL EVIDENCE

Stimmungsgarten TV and Tyrolis Music

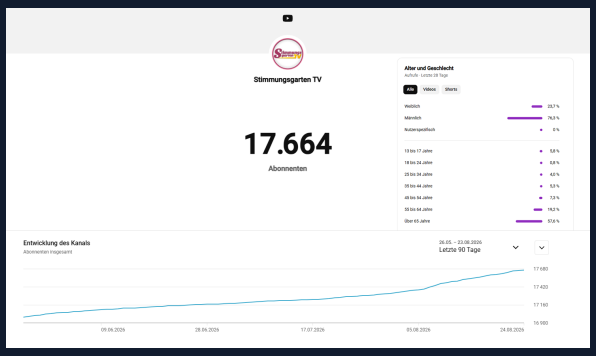
The following original images come from the supplied Facebook and YouTube records. They remain unchanged in their original language; the captions are translated.

Stimmungsgarten TV Facebook



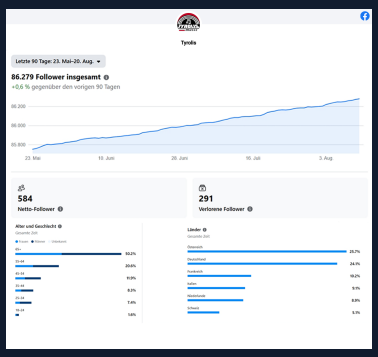
49,817 total followers; +5.2% versus the previous 90 days; 2,471 net new followers.

Stimmungsgarten TV YouTube



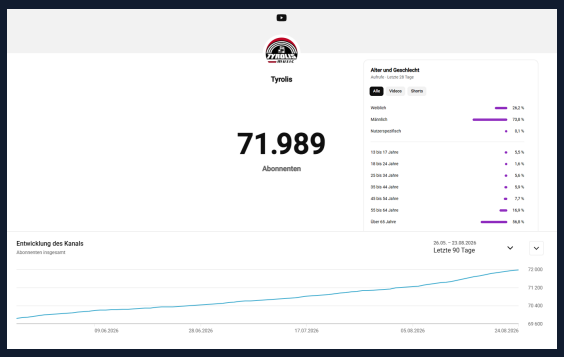
17,664 subscribers; channel development over the previous 90 days; audience predominantly aged 55+.

Tyrolis Music Facebook



86,279 total followers; +0.6% versus the previous 90 days; 584 net new followers.

Tyrolis Music YouTube



71,989 subscribers; channel development over the previous 90 days; audience predominantly aged 55+.

Sources: Stimmungsgarten TV information pack dated 2 October 2025; earlier StarPromotion / Lieblingsschlager reach overview dated 2 August 2026; supplied screenshots from August 2026.

TV distribution describes technical availability and distribution opportunities, not guaranteed viewers or bookings. These are historical source figures, not a forecast for an individual hotel production.