LIVE-FORMATS, SHOWS AND ADVERTISING INTEGRATIONS
68 years ago, the first issue of BILD was published, a print answer to television. The publisher’s (Axel Springer) idea was, to create a medium, which could compete with video. The result was full success! Still today BILD is Europe’s biggest daily newspaper, a real seismograph of the feelings of an entire nation.

In 2020, thanks to editor-in-chief Julian Reichelt, the dream becomes true: BILD becomes real TV. BILD turns into the largest live platform for news, entertainment and sports, reflecting the emotions of society. Quicker, more creative, more authentic, more courageous, more emotional, louder and even more surprising— simply BILD!
A 360° SPECTRUM WITH BILD LIVE

WE KNOW OUR BUSINESS!

NEWS

No rigid programme schedule – BUT RATHER ALWAYS FIRST IN LINE, WHENEVER ANYTHING HAPPENS.

We report live from the world’s hotspots. Up-close, directly, quick and clear. BILD is the first digital video focal point for breaking news, with spectacular interviews and exclusive backgroud information.

SPORTS & ENTERTAINMENT

THE BEST SHOWS, PEOPLE ARE REALLY INTERESTED IN: SHOWS, EVERY VIEWER CAN PARTICIPATE IN!

BILD LIVE has the best hosts, the coolest and the funniest show formats, as well as the most informative consumer advice programmes, this across all platforms: Digital and social! Top of the line: Our viewers can participate in each show!
AGENDA SETTER INSTEAD OF FOLLOWER

PERSONALITIES, WHO MAKE A DIFFERENCE

BILD: The most prominent hosts and brains, our nation knows and appreciates:
Opinionated, emotional and always entertaining.

Julian Reichelt
Editor-in-Chief BILD

Aaron Troschke
Influencer & Host

Anna von Bayern
Journalist & Author

Marcel Reif
Sports Commentator

Johann Lafer
TV-Chef
SUITABLE CONTENT AROUND THE CLOCK

Livestream, replays or clips according to interest, situation and platform

**CLIPS**
SNACKABLE CONTENT ON DEMAND!

Wir know the snacker, the skippers, the scrollers and the swipers. – We provide suitable content to reach all users!

**REPLAYS**
SHOW-HIGHLIGHTS ON DEMAND!

All BILD highlight formats available in our media library as video or podcast.

**LIVE**
News & Shows

LIVE and HIGHLY TOPICAL!
SUITABLE CONTENT ACROSS ALL CHANNELS

MAXIMUM REACH ACROSS ALL CHANNELS

Bild
- 25 mill. UUs/month

Facebook
- > 9 mill. MAUs

YouTube
- > 9 mill. MAUs

Instagram
- > 4 mill. MAUs

Snapchat
- > 3 mill. MAUs

Twitter
- > 1 mill. MAUs
BILD KNOWS ITS VIEWERS: BILD USERS, WISH...

KEY TOPICS

... News, suspense and entertainment!

... News, clear, honest and straight away!

... Sports: To be able to join the discussion!

... Reports, documentaries and shows!

POLITICS

NEWS

ENTERTAINMENT

LIFESTYLE

SPORTS

ADVICE
The Federal Chancellor Angela Merkel will soon speak to the country (12 March 2020)

Angela Merkel explains now the even stricter Corona rules! (22 March 2020)

Angela Merkel’s nationwide address (18 March 2020)

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FORMAT HIGHLIGHTS JANUARY TO MARCH (CROSS-PLATFORM VIEWS)
REACH OF BILD LIVE - LIFESTYLE, ADVICE, SPORTS

CORONA CONCERT
217,000 views
Nineties party with Blümchen
06 April 2020
To be continued…

SPARFOCHS-TALK
125,000 views
Restaurants in crisis
Frank Rosin criticises
Corona rules (02 April 2020)

143,000 views
Tickets, short-time work:
What You can do, when You fear for Your money
(29 March 2020)

REIF IST LIVE
276,000 views
Reif ist Live 26 February 2020
144,000 Views
Reif ist Live 19 February 2020
90,000 views
Reif ist Live 12 March 2020
OUR SHOWS
REIF IST LIVE

„REIF IST LIVE“ is pure soccer talk @ BILD with legendary commentator Marcel Reif. Current Bundelsiga events are discussed and analysed plus, in addition, the hottest news from International leagues.

Three times per week a talk with passion, interaction and opinion: The best statements are available as highlight-clip, the complete show in re-live or as podcast.

Top of the line: Viewers can participate in live and ask Marcel Reif their own questions directly.

30 MINUTES
3 TIMES PER WEEK
100K VIEWS PER EPISODE
A three-course menu for 4 persons, for less than 25 Euro? Really? Indeed with BILD and by star-chef Johann Lafer.

BILD cooks now every Sunday with Germany’s most appreciated TV-chef and our viewers can cook with him.

Before each episode Lafers provides a shopping list for all viewers, who would like to participate in and we accompany ihm during shopping. Top of the line: Questions can be asked live during broadcast!

We love it!
A most powerful Talk! Four women with strong personality in an entertaining and clever talk about news of the week.

The celebrity reporter Patricia Platiel and Janina Kirsch talk with host Sina Stinshoff about news, politics and entertainment.

The fourth member of the team? Always a prominent guest! During an introductory broadcast, model and Boris ex-partner, Lilly Becker joined the group.
He simply is the superstar on YouTube, Aaron Troschke (1.2 mill. subscribers), now with an own show on BILD! Why? Because Troschke already dominated the scene in Günther Jauch’s show “Wer wird Millionär?” and in the show “Promi Big Brother “.

This giga show talent talks now with humor on BILD about current headlines with the biggest and most famous influencers (Dagi Bee, Pam Reif, Caro Daur) live in his very own BILD show!
SPARFOCHS

The best advice show with real impact!

How do I get my money back, when tour operator and airline went bankrupt? How do I choose the right investment?

The famous BILD column “Der Sparfochs”, an advice section, most appreciated by our readers, now with an own TV-show.

BILD Sparfochs Frank Ochse provides in his programme „Angst ums Geld“ his viewers with answers to all questions, helping them with tips and tricks to master the demands of daily life.
How does it look like at Lena Gercke’s place?
What does GZSZ* starlet Janina Uhse on a Monday?
And why has Boris Becker another new girlfriend?

Host and top influencer Nathalie Koch takes at PLACE TO B LIVE a closer look at day-to-day life of stars, with a special glance behind the scenes, upclose and personal and all around celebrities’ life.

In our live chat, viewers can ask questions in direct dialogue with the stars.
Ordinary people are heard at last!

Stars of this programme are bakers, business economists, butchers and refugees …

In our BILD talkshow „Hier spricht das Volk“ our guests discuss with BILD’s editor-in-chief Julian Reichelt all topics, that really matter to them: Poverty, security, freedom of speech or cohesion in our society.

No populistic doc but rather a never before seen „resonance chamber“ for the current socio-political situation.
This is the first political talk-show of the week:
Each Monday, as of 08:00H, BILD, with our political journalist and bestseller author Anna von Bayern, makes viewers ready for all most relevant topics of the week.

"Die Richtigen Fragen" hosts top experts and politicians (i.a. Jens Spahn, Sebastian Kurz... ) live during the show.

The topics of the last talks?
- How do we get out of Corona crisis?
- How is economy developing after a recession?
- When will Federal Chancellor Angela Merkel finally start to talk straight?

30 MINUTES
ONCE PER WEEK

*THE RIGHT QUESTIONS*
HUGE IMPACT WITH VIDEO-ADS!

CREATIVE, EMOTIONAL, NATIVE

80% VTR on BILD Live
2.3% Instream CTR on BILD Live

Video advertising achieves a strong advertising impact, is ideal for Branding and has an emotionalising appeal for users.

BRAND STORIES WITH YOUR BRAND WITHIN PRE-AND POST-REPORTING OF LIVE FORMATS

YOUR BRAND BEFORE AND AFTER THE SHOW

We do not leave anything to the chance! From kickoff of live event, down to reporting: Your brand will be integrated into an holistic concept.

PRE-REPORTING
Brand Story in BILD and on BILD.DE

LIVE
Live presenting of the complete show

POST-REPORTING
Brand Story in BILD and Brand Hub on BILD.DE
Our partners Haribo, Rewe, Renault, 1&1, Sky and Postbank were integrated into our big, live Easter show "BILD rettet Ostern" (BILD saves Easter) with experts interviews, with CEOs of the respective brands and with powerful brand embedments like e.g. a prominently staged handover of REWE vouchers or a quick spin with the new Renault Zoe.
SPECIAL ADVERTISING FORMATS

BILD LIVE PARTNER-INTEGRATION

HOME TEASER
Prominent advertising of show on BILD Home.
Permanent integration of client’s logo into announcement teaser

PRE-ROLL / BUMPER / SPONSORED BY
Placement of a client’s advertising spot (6-20 seconds) before each broadcast. Can be booked as mobile-, as well as desktop format
L-Frame

The L-Frame consists in a vertical banner and a horizontal banderole set together. Surfaces can be animated. Shown 3 to 4 times per show.

Integration of Logo

Permanent integration of logos within visible area.
SPECIAL ADVERTISING FORMATS

BILD LIVE PARTNER-INTEGRATION

BANDEROLE
Banderole is shown 3-4 times per show horizontally

SECTIONS-BOARD
Sections are separated from each other with partner integrations
Prominent placement of client’s logo
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