BUNDESLIGA

media **impact**

BILD

BUNDESLIGA

MADE IN GERMANY

The German Bundesliga is not only the most important and emotional competition and the one with the most goals, but also a cultural asset.

To establish yourself on the German market and increase awareness of your own brand, there is no better environment as reaching out to 50 million of fans.

Your Bundesliga target group.

BUNDESLIGA GOT IT ALL

EARLY MAJORITY

With BILD Bundesliga, you seal your market success! BILD reaches one in five of the early majority* and establishes your product or brand in Germany!

CREDI BILITY

Play along with the big brands, benefit from one of the most famous sports leagues in the world and increase your image values as well as the credibility of your product by placing it in the Bundesliga environment.

INVOLVE MENT

The emotional environment of the Bundesliga makes advertising messages much more attractive and perceptible. The advertising impact increases!

*"EVEN IF THE EARLY MAJORITY ARE NOT THE FIRST TO BUY A NEW PRODUCT, THEY STILL PLAY A CENTRAL ROLE IN THE ADAPTATION PROCESS BECAUSE THEY REPRESENT THE MAJORITY OF CONSUMERS. WHEN A PRODUCT IS ADOPTED BY THE EARLY MAJORITY, THIS USUALLY MEANS THAT IT IS SUITABLE FOR THE MASS MARKET. IT'S ONLY WHEN THE EARLY MAJORTIY COMES INTO PLAY THAT THE GROWTH PHASE OF A PRODUCT BEGINS." https://www.digitalxo.de/early-majority/

PERFECT MATCH

As an official DFL partner, we publish and broadcast more Bundesliga video content than ever before.

Paid highlights of all matches on our digital platforms and, for the first time, on thousands of digital out of home touchpoints. Bundesliga, BILD and Axel Springer, a perfect match!

THIS IS AXEL SPRINGER

- A media and technology company
- Leading the way in digital transformation
- Journalism, Digital Content and Classifieds

EUROPES LARGEST PUBLISHER

380 MIO.
_USERS

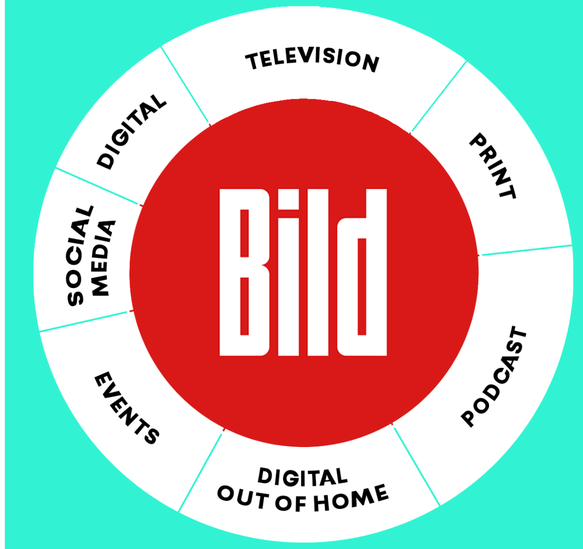
40+
_COUNTRIES

60+
_BRANDS

Source: AS Global Reach, own survey; September 2021 /// each month contains data from all countries except for Serbia, Slovakia, and Hungary

NUMBER 1 SPORTS EXPERTS

#1 Bild



2014

2018

REACH

BILD is Germany's leading medium. BILD turns facts into emotions and thereby moves 38,83 million people per month.

MULTICHANNEL

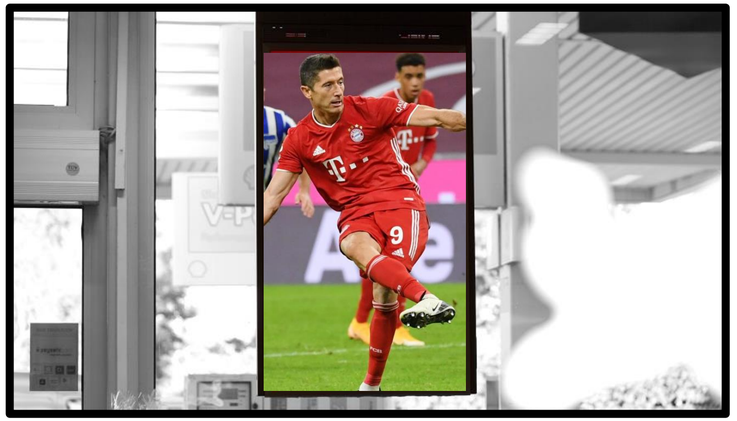
BILD covers all touchpoints of the user journey. Since August 22, 2021, also TV. BILD Live the first TV channel to make LIVE headlines.

SPORT DNA

BILD shapes sports reporting with concise headlines, numerous exclusives and unique PR stunts.

Source: b4p 2021 II, brands per month

BUNDESLIGA AT BILD



EXCLUSIVE

The summary of all games as highlight clips directly after the final whistle. No one may provide all highlights on demand earlier!

QUICK

The best scenes of the games immediately after the final whistle in the "Bundesliga Show" - at BILD. No format is faster and more compact!

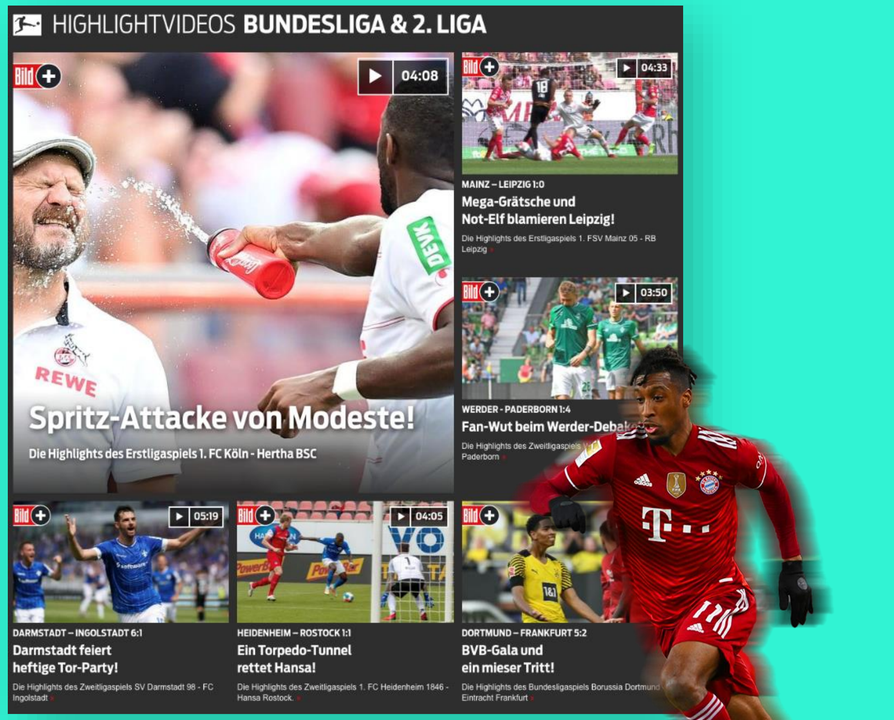
EVERYWHERE

With Digital Out of Home, Bundesliga video content is available for the first time on digitalin outdoor spaces across Germany.

HIGHLIGHT CLIPS

EXCLUSIVE

PRESS CTRL & CLICK TO VIEW



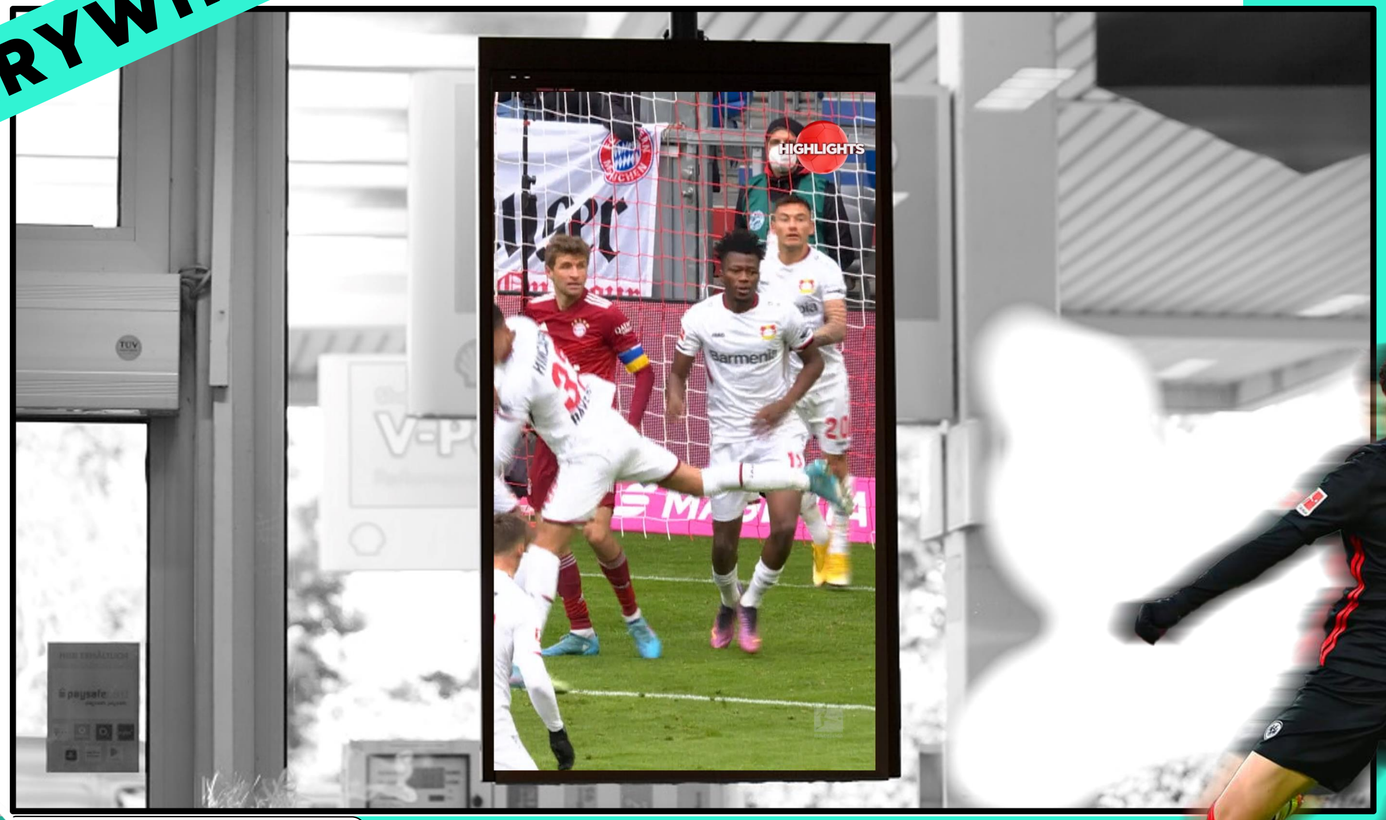
BUNDESLIGA SHOW

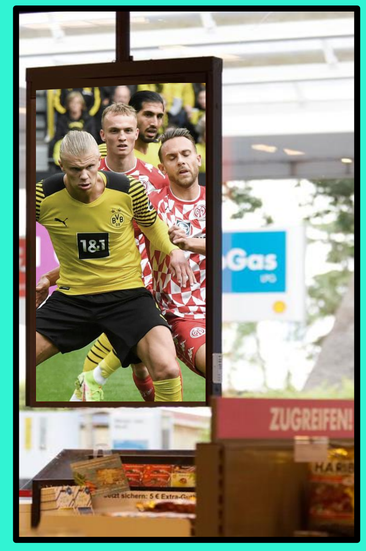
QUICK

PRESS CTRL & CLICK TO VIEW

DIGITAL OUT OF HOME

EVERYWHERE





PRESS CTRL & CLICK TO VIEW

ALL YOU WANT

ATTENTION AND INVOLVEMENT

ALL YOU NEED

BUNDESLIGA AND BILD