



media **impact**—

BUNDESLIGA

ANYWHERE & ANYTIME!



Bundesliga is more than the games on weekends.
When will Max Eberl resign, when will Haaland announce his transfer, and when
will the next coach be fired?
That's what fans care about - regardless of whether it's match day or not. After
all, soccer is a religion, a way of life, a devotion

&

"YOU'RE NOT A FAN ONLY ON
WEEKENDS".



„BILD HAS BUNDESLIGA EVERY DAY“

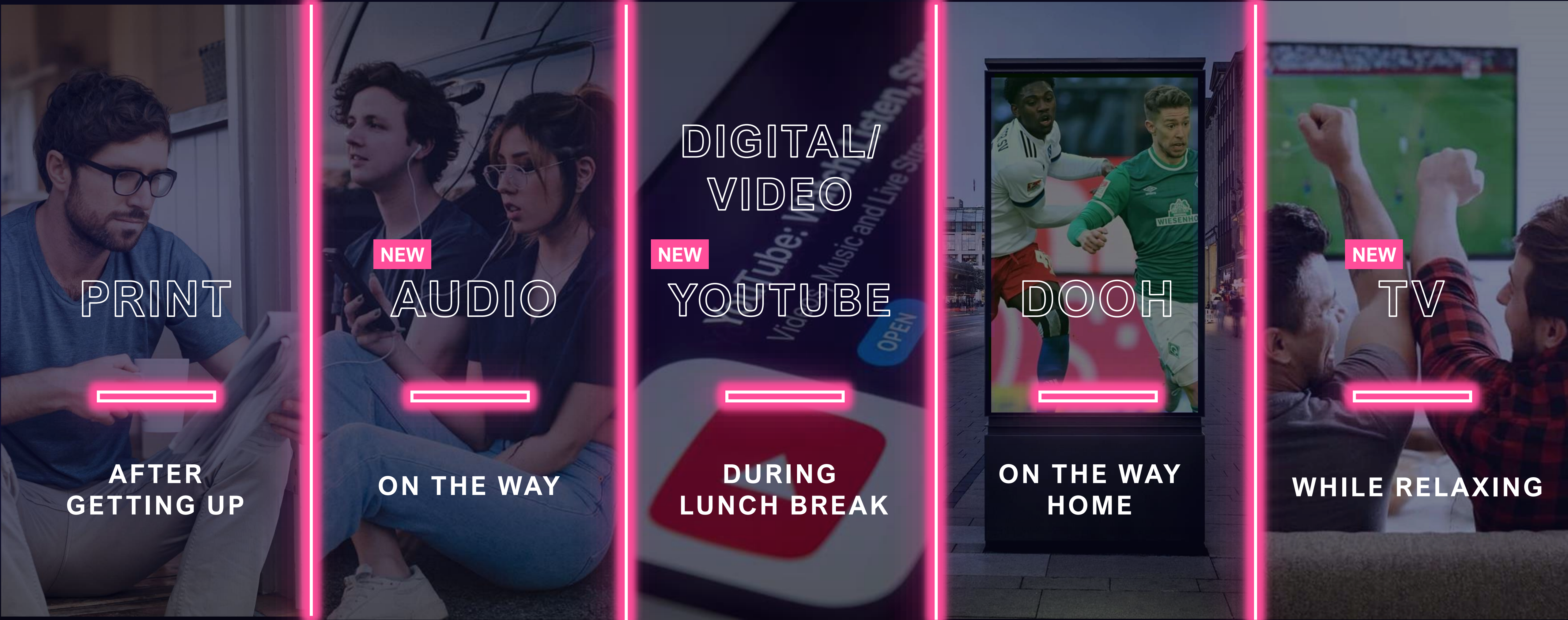
With us you can reach soccer fans around the clock
- whether at home, in the office or on the road.

USE OF THE BILD MEDIA

People are not only fans on weekends. Advertising is not only seen on weekends, but also from Monday to Friday.



BUNDESLIGA ANYWHERE & ANYTIME



AUDIO

FOLLOW THE STREAM

The latest soccer content is now also available directly to your ears!

With our three podcasts with the widest reach, we already reach over 500,000 listeners per month...

... but now comes THE innovation of the year - the current topics Germany is talking about - the BILD soccer podcast - **"STAMMPLATZ - DEIN FUSSBALL-START IN DEN TAG!"**

NEW

The daily soccer-podcast
STAMMPLATZ



DIGITAL OUT OF HOME

FUEL RANGE

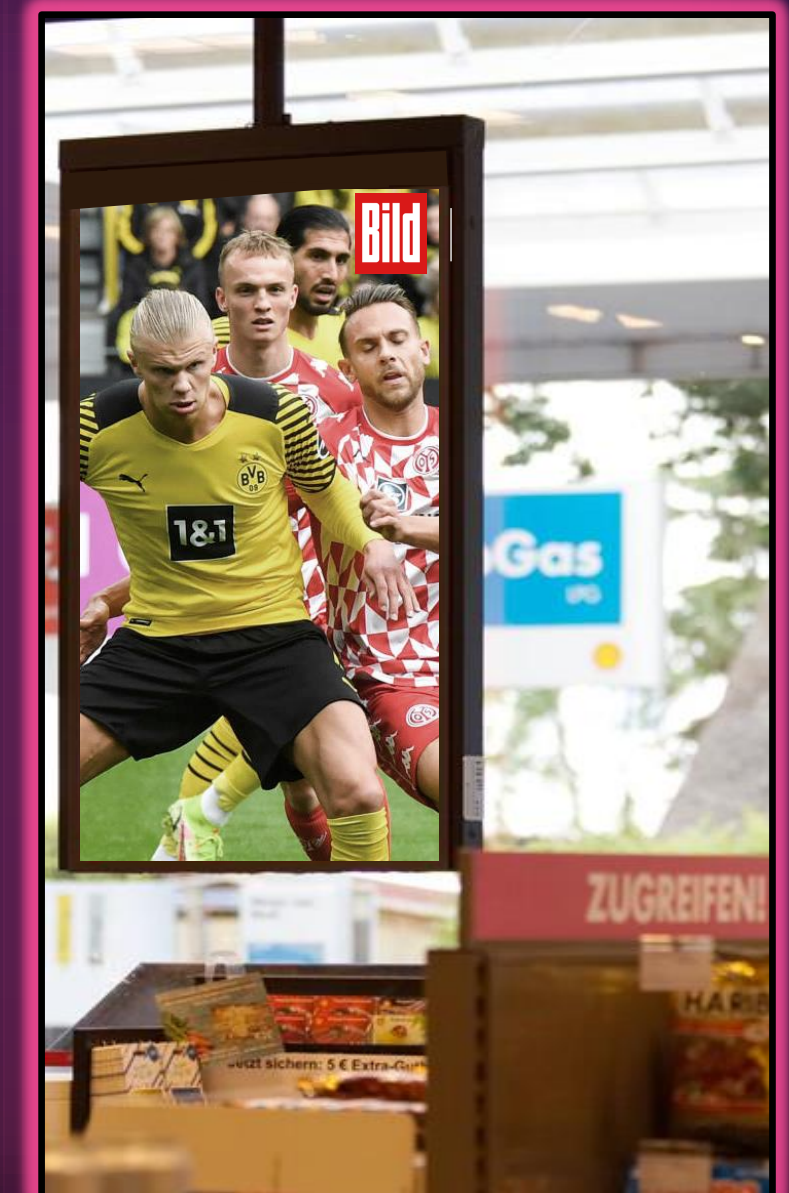
Bundesliga content is now available at all Shell service stations! 20 seconds of exclusive Bundesliga highlights followed by a content roll and your advertising message.

Benefit from the attractively placed, large-area and high-resolution screens directly at the point of interest.

Plus a contact guarantee of up to 3 minutes per refueling and a secure "lockdown-free advertising zone", with over 4 million gross contacts per week.

NEW

Exclusive marketing of
SHELL service stations



TV

BE LIVE THERE

The exciting BILD soccer talks and video shows are now also available live on TV.

BILD's TV channel, launched on 22.08.2021, offers completely new opportunities for your advertising.

Whether expert talks such as "Reif is Live," the sports section on Sundays from 9 a.m. to 1 p.m. or simply to the daily sports news at 6:45 p.m. and at 7:45 p.m..

We offer all topics related to the Bundesliga on TV - and cross-media, of course.

NEW

The daily sports news on
BILD TV



Press ctrl & click to view

YOUTUBE

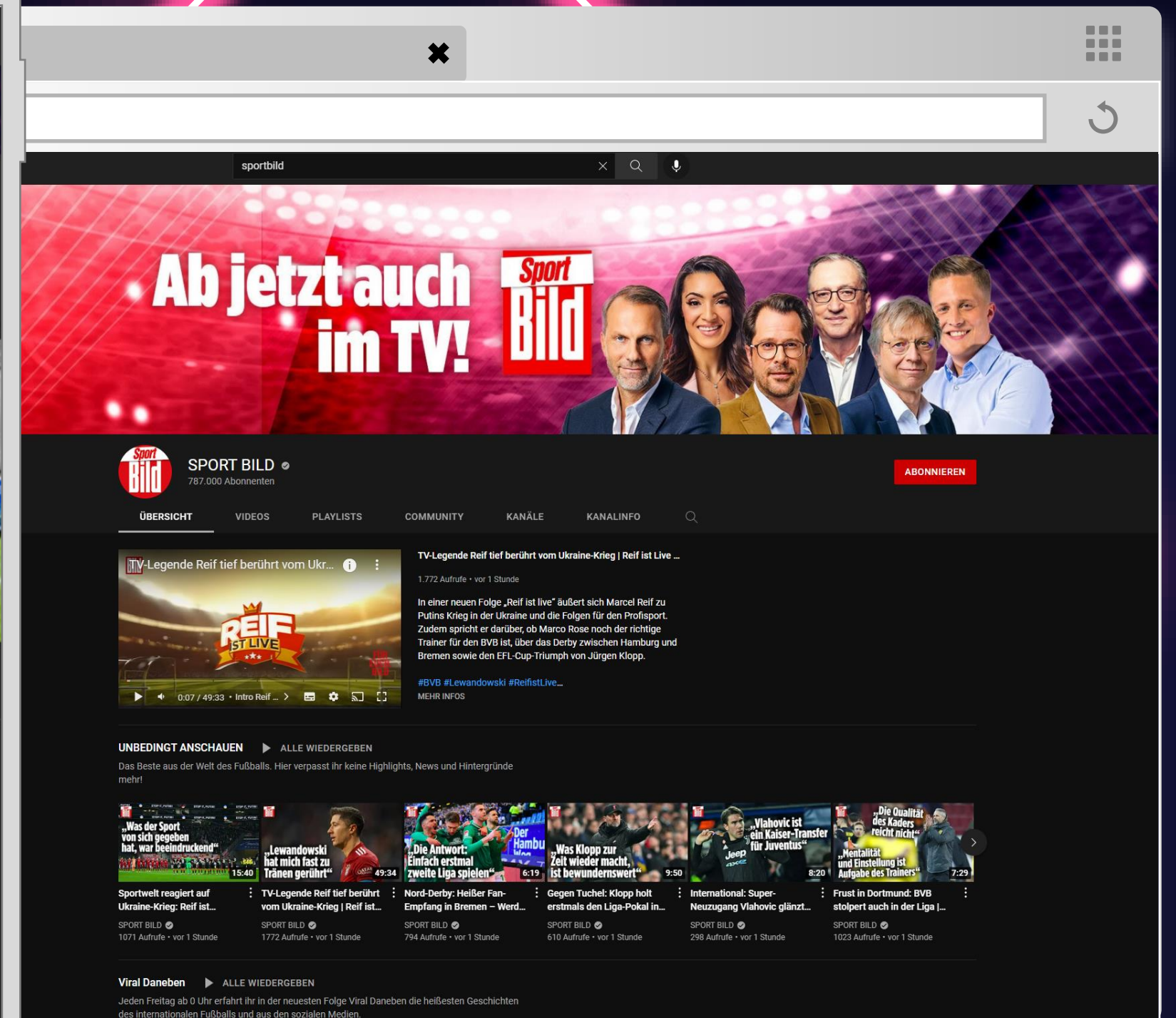
REACH NEW TARGET GROUPS

Whether it's Reif ist live, Viral daneben or Lage der Liga.... Find our Bundesliga shows on YouTube, too.

Book additional reach now through our YouTube channel and use the awareness of the BILD brand to showcase products in connection with our sports formats on **YouTube**.

NEW

All Bundesliga videos on
YouTube channel



PACKAGE

1

BUNDESLIGA SHOW

A Bundesliga show - even before the broadcasting channels on public TV. Viewers see all the games, all the goals, everything in 15 minutes - compact, emotional and lightning-fast !

PACKAGE

2

EXPERT TALKS

OR

Twice a week, commentator legend Marcel Reif comments on the most important soccer topics together with a BILD expert. On all channels - in BILD-TV, in its own podcast, digitally on bild.de and in BILD!

PACKAGE

3

ALL GAMES, ALL GOALS

We show immediately (3-5 minutes!) and exclusively after the final whistle all highlights of the Bundesliga matches in approx. 5-minute summaries.
You can't get any faster!



“

"No Bundesliga fan can get past BILD - that is more than ever our claim and our customer promise to you. The success with the new rights package confirms this: 20 percent BILDplus growth & video reach record & DOOH innovation! The fastest highlight clips of all 1st and 2nd division matches and the compact 15-minute show with all the goals are perfect for every fan. Always and everywhere. Plus new podcasts and TV shows now. You see: It doesn't get boring with us..."

Matthias Brügelmann, Chief Editor
Sports of the BILD and Welt Group

”

Bild **Sport**
Bild **WELT**

BUNDESLIGA BESTCASE

