BUNDESLIGA

media **impact**

this_

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 and Axel Springer, a perfect match!

NUMBER 1 SPORTEXPERTES

THE OPINION MAKER

BILD and BILD Sport determine the topics in sports.

BILD.de/ Sport:	10,48 M. UU
BILD Print:	7,83 M. Reach
BILD on Sunday:	6,46 M. Reach
BILD TV:	0,896 M. Viewer

THE INSIDER

The portal of Europe's biggest sports magazine.

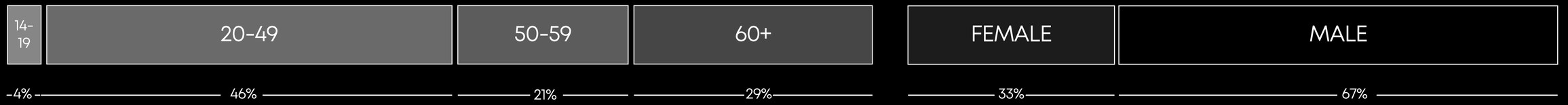
Sportbild.de + App:	3,41 M. UU
SPORT BILD:	2,92 M. Reach

THE ANALYST

Information at the highest level - in the quality medium for business and decision-makers.

Welt.de/ Sport:	4,05 M. UU
WELT Print:	0,77 M. Reach
WELT on Sunday:	1,01 M. Reach
WELT TV:	5,208 M. Viewer

USER STRUCTURE CROSS-MEDIA ACROSS ALL BRANDS



Source: agof daily digital facts; Base: 16+ years, Single month december 2020; best for planning 2020 II; Base: Population; LpA
*average net viewers reached per day (Target group: Z3+), Period: 1.1.-19.4.22 / Mo-Su, 06-01:00 o'clock

"No Bundesliga fan can get past us - 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, Editor-in-Chief Sports of the BILD and WELT Group

Bild Sport Bild WELT media impact

BUNDESLIGA ANYWHERE AND ANYTIME

media impact

Bild Sport Bild WELT

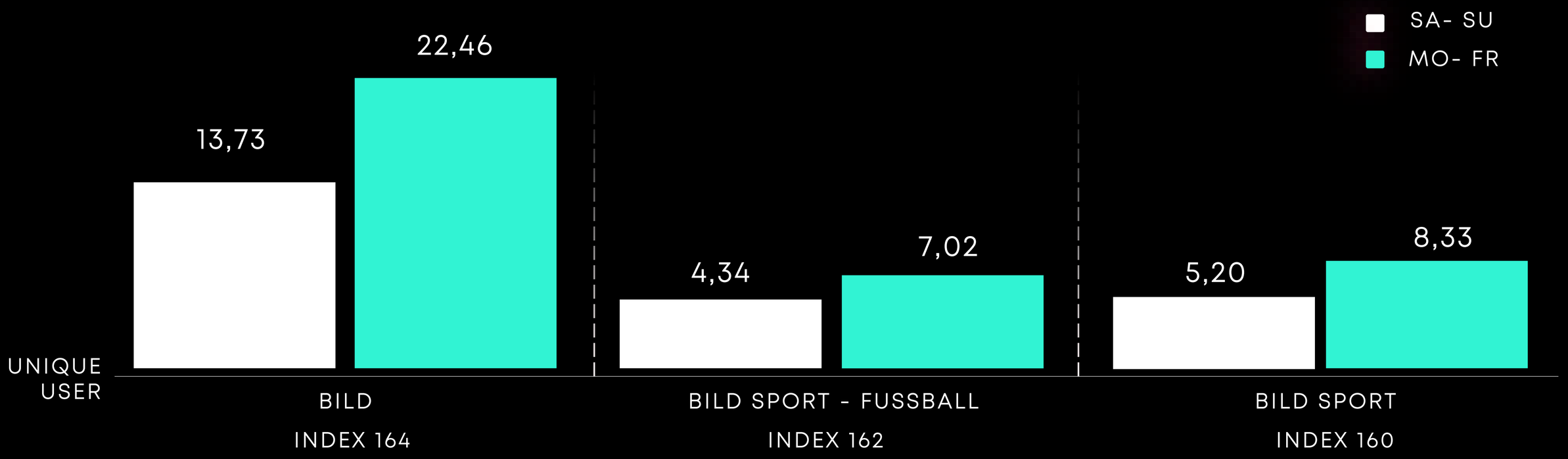
Bundesliga is more than the games at the weekend.
When will Max Eberl resign, when will Haaland announce his transfer, and when will the next coach be fired? That's what fans care about - regardless of whether it's match day or not. Because football is a religion, a way of life, a devotion &

„YOU‘RE NOT A FAN ONLY ON WEEKENDS“

„EVERY DAY IS BUNDESLIGA“

With Axel Springer you can reach football fans around the clock – whether at home, in the office or on the road.

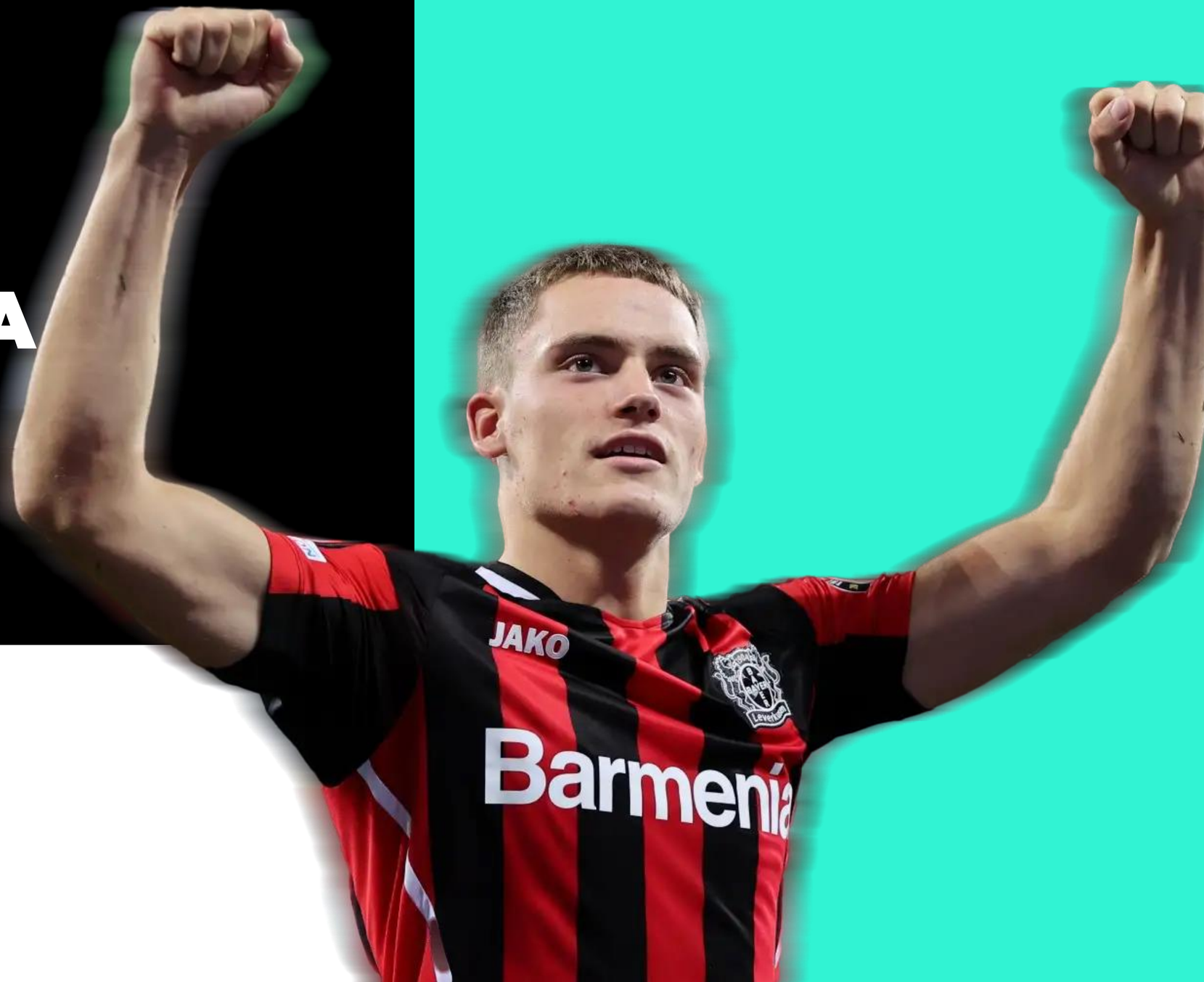
USE OF THE BILD MEDIA



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

Source: Unique User Monthly. daily digital facts 28.02.2022 / Horizontal period evaluation (agof), November 2021. Target group total ((279.787 ungew. Fälle, 280.335 gew. Fälle, 61,14 Mio). Sat/Sun: 04.09 - 05.09.2021; 11.09 - 12.09.2021; 18.09 - 19.09.2021; 25.09 - 26.09.2021 | Mon-Fri: 01.09 - 03.09.2021; 06.09 - 10.09.2021; 13.09 - 17.09.2021; 20.09 - 24.09.2021; 27.09 - 30.09.2021

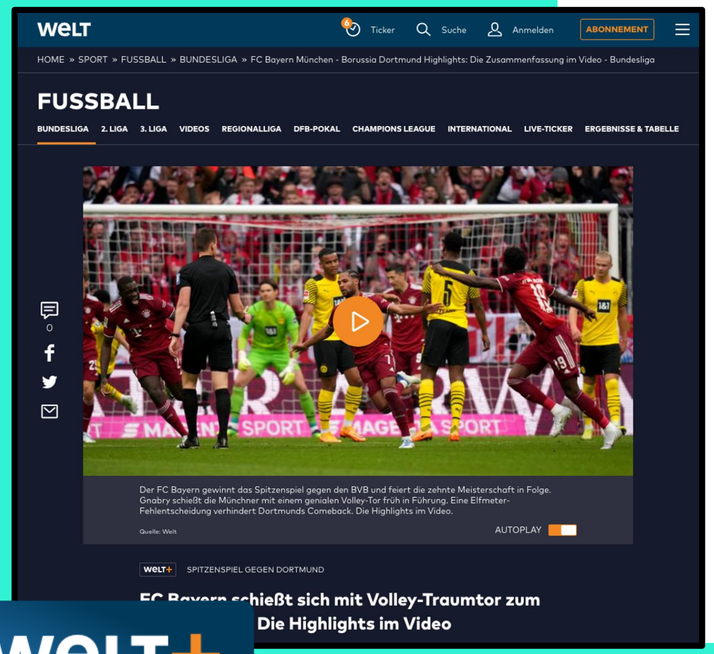
OUR BUNDESLIGA LICENSE-CONTENT



media impact

Bild Sport Bild WELT

HIGHLIGHT CLIPS



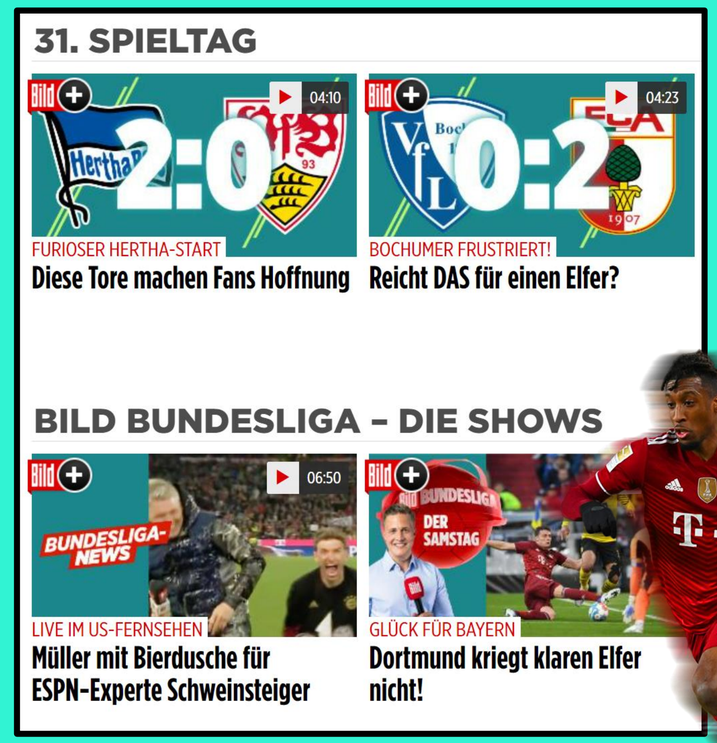
WELT+

Bild Sport Bild

All Bundesliga and 2nd Bundesliga highlights on all our brands! In the new season, the paid highlight clips will again be available for download directly after the final whistle. Nobody provides the highlights of **all matches faster** than we do!

HIGHLIGHT CLIPS

PRESS CTRL & CLICK TO VIEW



REACH GROWTH

Over 590.000 Subscribers

Over 180.000 Subscribers

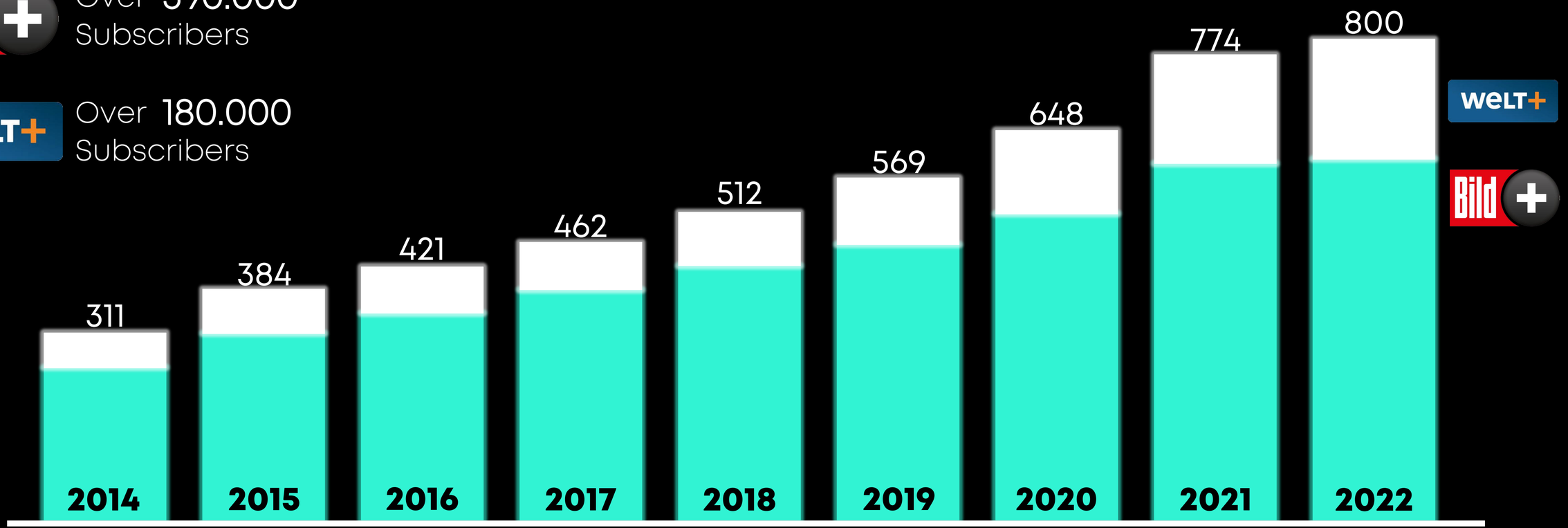


BILD and WeltPlus reach over 800 thousand users with paid content rights!

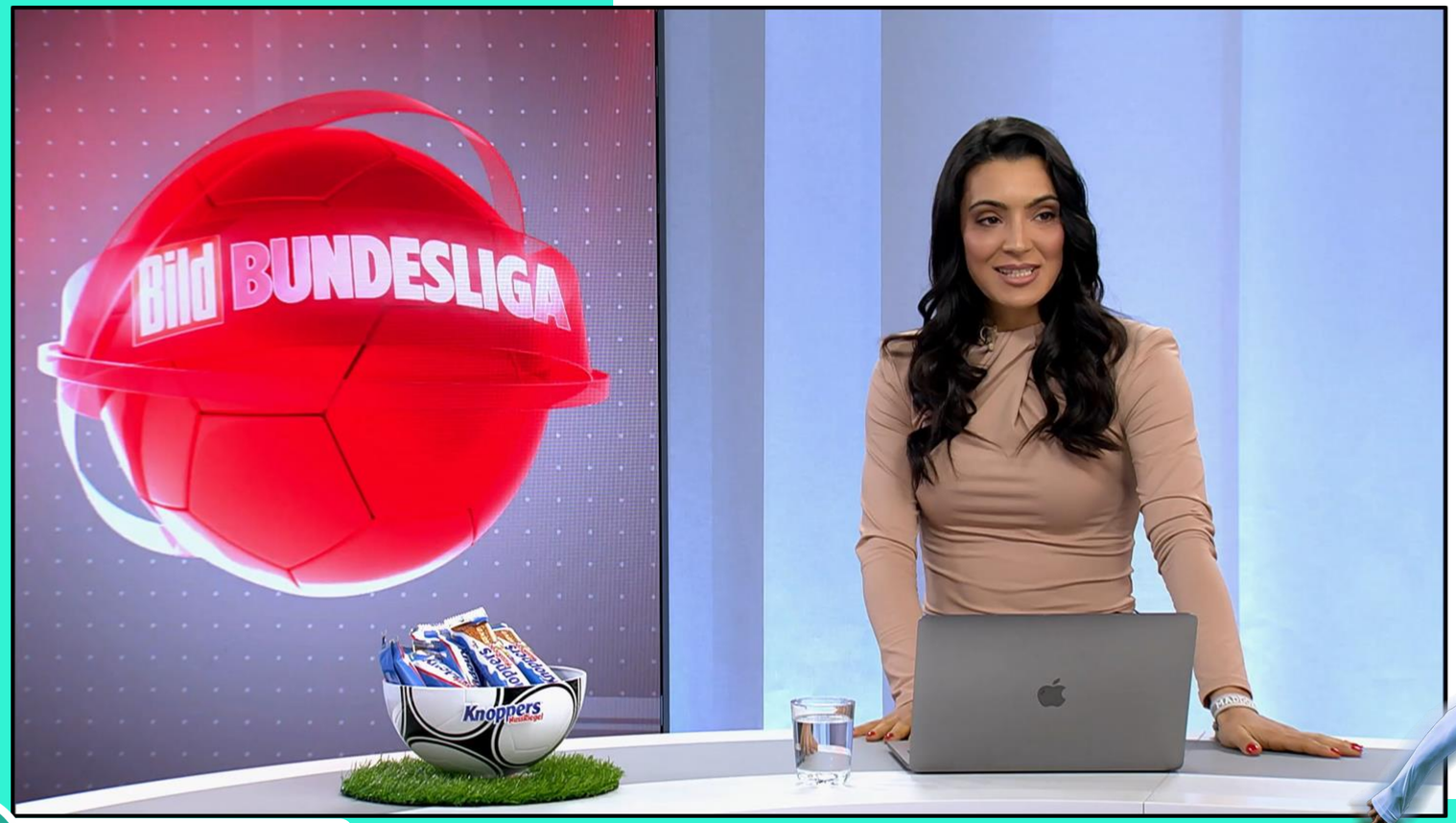
BULI SHOW

The Bundesliga Show at BILD with commentator Cornelius Küpper and presenter Valentina Maceri, shows the highlights of all Bundesliga games directly after the final whistle.

_ before all others!
_ approx 30 minutes after the final whistle of the last Bundesliga match!
_ compact 15 minutes!

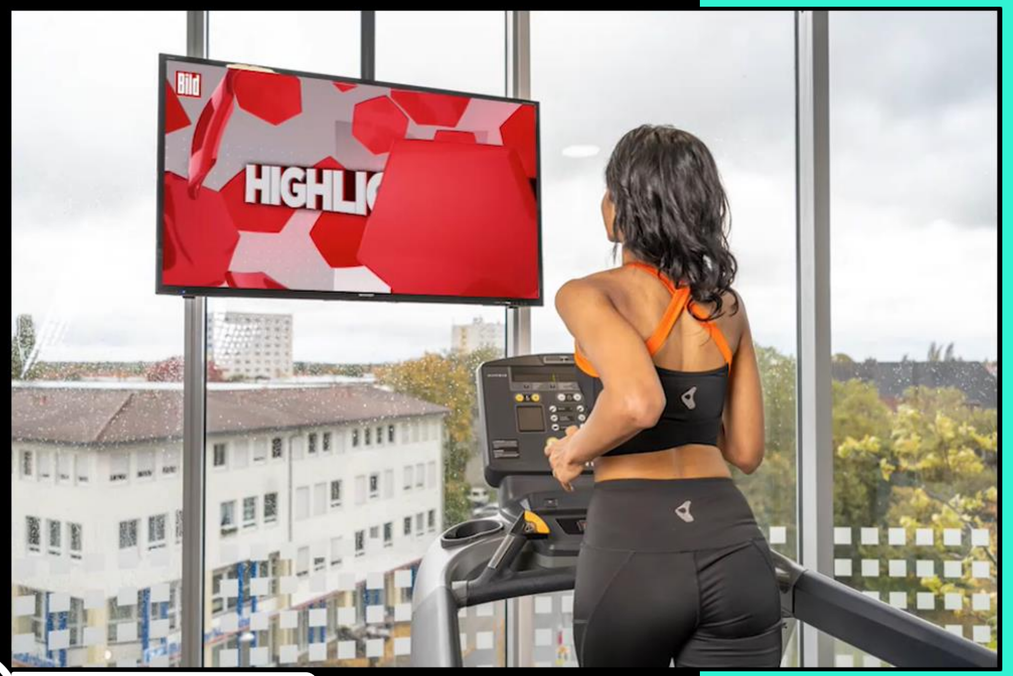
Goals, highlights and analysis - compact and all inside!

BUNDESLIGA SHOW



PRESS CTRL & CLICK TO VIEW

DOOH



PRESS CTRL & CLICK TO VIEW

DOOH brings the content of BILD and Welt into our everyday lives.

Also in the new season, our partner Framen offers 10,000 screens in about 1,000 cities and brings the Bundesliga highlights everywhere!
20 seconds of Bundesliga content and directly behind it the integration via a 10-second content roll.

This way, we put your brand in the spotlight everywhere!

Our DOOH-Locations:

COWORKING wework

RETAIL DER Touristik

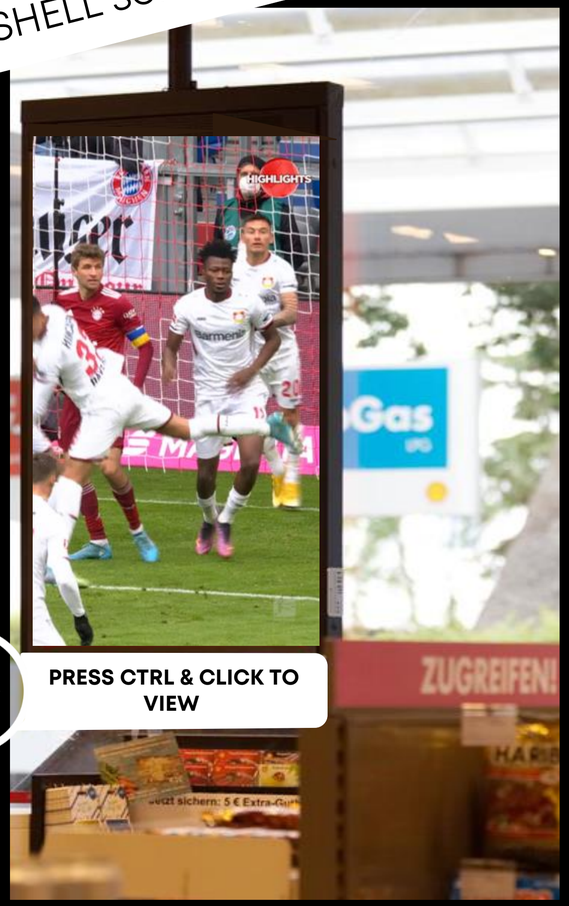
FUELING

HOTEL Marriott HOTELS · RESORTS · SUITES; a&o aohostels.com

MALL stilwerk; Schindler

FITNESS clever fit; HOLMES PLACE

Exclusive marketing of SHELL service stations



New: Bundesliga content is now also available at all Shell service stations!

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

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.

FUEL RANGE!

DOOH THE WHOLE WEEK

Whether REIF IST LIVE, the highlights, the Bundesliga show and news or other cool formats. DOOH offers Bundesliga content not only on match day, but all week long!

OUR BUNDES LIGA EXPERT

media impact

Bild Sport Bild WELT

REIF IST LIVE

PRESS CTRL & CLICK TO VIEW

Twice a week in the 2022/23 season, commentary legend Marcel Reif will again be analyzing the most important football topics of the week together with sports editor-in-chief Matthias Brügelmann and classifying Bundesliga match days and events.

Always opinionated and straight to the point. Matchday feeling even during the week.

REIF IS MORE IN DEMAND THAN EVER

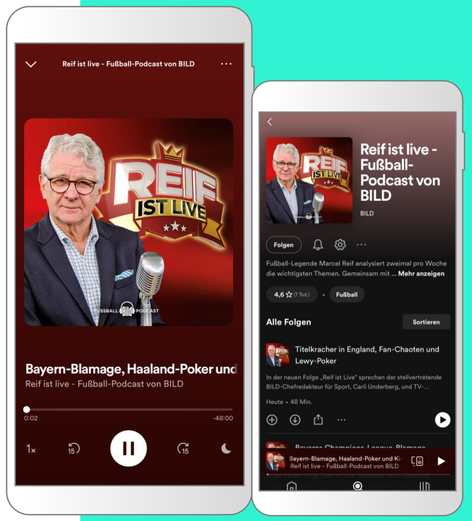
Over 2 million Views in April 2022!

CONSTANT INCREASES IN REACH

Average reach per episode in the 2021/2022 season

Adobe Analytics internal count

REIF IST LIVE



SEEING

Twice a week, the talk show runs live on BILD.de and on BILD TV. After the end of the show, the most exciting statements are available as a highlight clip and the complete show in re-live on Facebook and YouTube!

HEARING

Listen to the analysis flexibly? Whether on the train, in the car or during sports, with podcast (audio) the analysis can be accessed anytime and anywhere for free!

READING

Read instead of watch or listen. At BILD.de, there is an article that summarizes the show in detail. And the BILD newspaper also discusses the football talk in detail.

OUR NEW BUNDESLIGA HIGHLIGHTS

media impact

Bild Sport Bild WELT

OUR PODCASTS

Coming soon:
Transfermarkt
Podcast

REIF IST LIVE

LISTEN NOW

PHRASEN MÄHER

LISTEN NOW

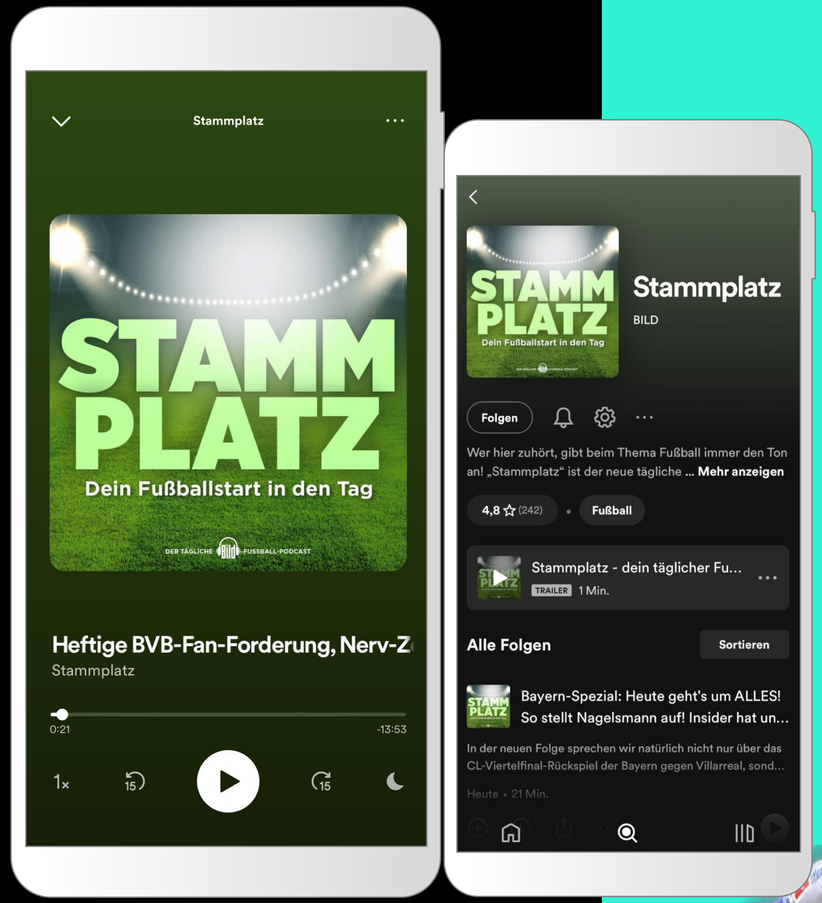
BAYERN INSIDER

LISTEN NOW

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 - now in the BILD Football Podcast -...

„STAMMPLATZ – DEIN FUSSBALL-START IN DEN TAG!“



LISTEN NOW

BILD TV

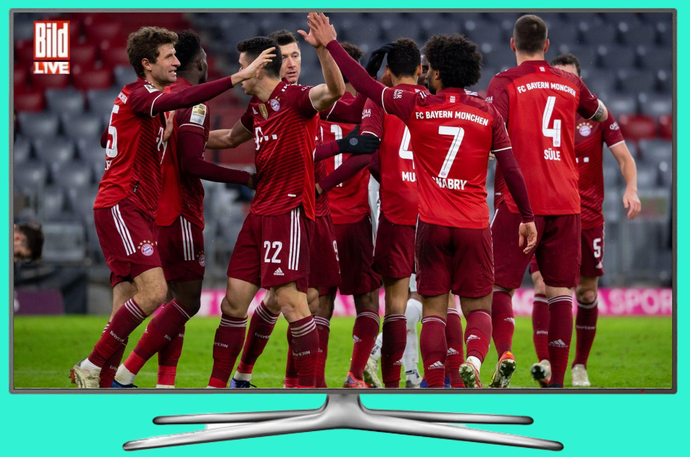
The football Sunday!

PRESS CTRL & CLICK TO VIEW

The exciting BILD football talks and video shows are now also available live on TV*.
The sports section on Sundays from 9 a.m. to 1 p.m. with the formats "LAGE DER LIGA," "SUPER 2.LIGA," "BAYERN INSIDER" and "INTORNATIONAL" offers everything on the topic of football - up-to-date and exclusive!
Take advantage of the emotional TV formats, which we naturally also extend cross-medially!

* only bookable via VISOON

MORE SPORTS ON BILD TV



REIF IST LIVE

Football legend Marcel Reif can look back on a long, very successful commentary career. Now his life with football is going into overtime - because Marcel Reif is THE football expert at BILD!
The entire season - 2x per week!

SPORTNEWS

Brand new! The daily extra portion of sports. No other medium is closer to sports than BILD. Every day at 6:45 p.m. and 7:45 p.m., BILD brings viewers up to date with the latest SPORT NEWS.

OUR BUNDES LIGA PACKAGES

media impact

Bild Sport Bild WELT

STORCK

BESTCASE

ALL GAMES, ALL GOALS

3x

BRUTTOPRICE
3.4 M. €
POSSIBLE NET 2 PRICE
1.1 M. €

The highlights immediately after the end of the match on all brands and genres!

Present the most spectacular and beautiful highlights of the current Bundesliga match day and take advantage of the enormous reach of our titles!

DIGITAL: **60 M. AI´s guaranteed**! Presenting and integration in the live ticker with presenting headers and context-sensitive ads

VIDEO: **Over 20 million VV's**! Presenter clips and cut in formats in the highlights as well as pre-roll push before the licensed material and all MI football pages.

PRINT: Flexible modules on BILD, BamS, WELT or SPORT BILD

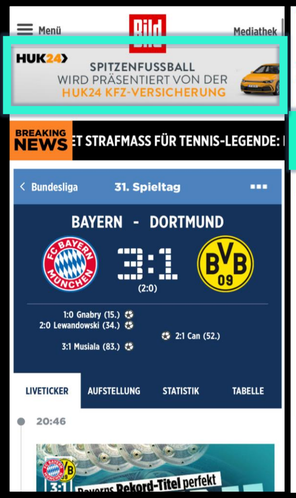
DOOH: Minimum **10 M. VV´s**! Content rolls in the direct environment of the highlights

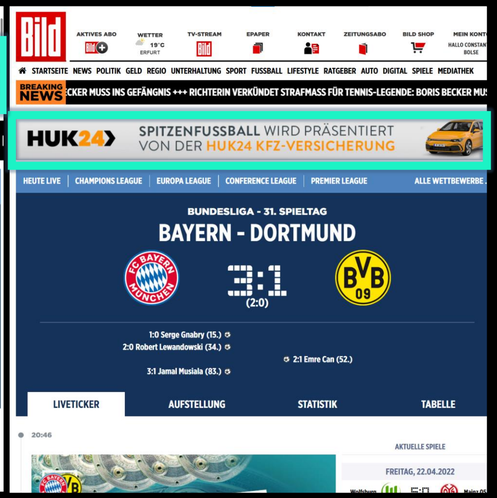
PODCAST: ROS about our football podcasts with Audio Presenter (over 1.4 million streams)

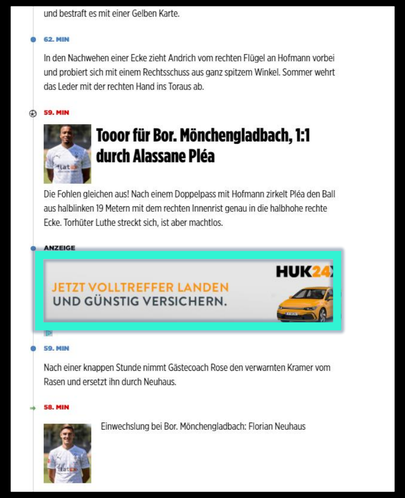
BILD TV*: Sponsorship of a football format on Sunday

The coverage figures are a sum of various advertising spaces.
*TV can only be booked via VISOONThe volume generated from the presenting is discount-forming for a possibly existing annual agreement (related to the cash discount, not to a possible NR volume), but not discount-taking.

ALL GAMES, ALL GOALS - ADVERTISING INTEGRATIONS







JETZT REINHÖREN

DIGITAL PRESENTER HEADER LIVE-TICKER

DIGITAL CONTEXT SENSITIVE TICKER AD

PRINT PRESENTING / FIXED PLACEMENT

PODCAST AUDIO PRESENTER

VIDEO PRE-ROLL & PRESENTER CLIP

VIDEO SLOW MOTION SEPARATOR

VIDEO L- FRAME

DOOH CONTENT ROLL

BILD TV SPONSORING

BUNDESLIGA SHOW

2x

BRUTTOPRICE

3.3 M. €

POSSIBLE NET 2 PRICE

1.2 M. €

The earliest Bundesliga show ever! Shortly after the final whistle! On every day that is played - 94x! Present users the new football show with the fastest analysis and the most important highlights of the current Bundesliga match day!

DIGITAL: **38 M. AI´s guaranteed!** Presenting headers for Bundesliga articles on match days and logo integrations in teasers

VIDEO: **12 M. VV´s!** Presenter clips, cut in formats and product placement/headline presenting on the show as well as pre-roll push before the licensed material and all MI football pages.

PRINT: Flexible modules on BILD, BamS, WELT or SPORT BILD

DOOH: **Minimum 10 M. VV´s**! Content rolls in the direct environment of the highlights

PODCAST: ROS about our football podcasts with Audio Presenter (over 1.4 million streams)

BILD TV*: Sponsorship of a football format on Sunday - 0.896 million net viewers daily

(1.1.-19.4.2022 / Mo-Su 06-01:00 o'clock)

The coverage figures are a sum of various advertising spaces.
*TV can only be booked via VISOONThe volume generated from the presenting is discount-forming for a possibly existing annual agreement (related to the cash discount, not to a possible NR volume), but not discount-taking.

BUNDESLIGA SHOW - ADVERTISING INTEGRATIONS

DIGITAL
PRESENTING HEADER

DIGITAL
LOGO INTEGRATION TEASER

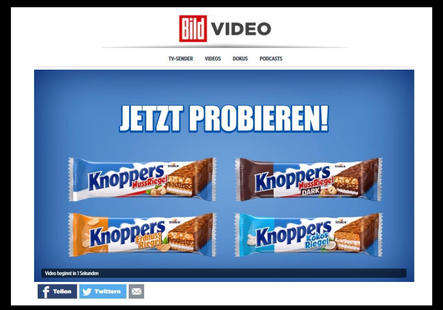
PRINT PRESENTING or FIXED
PLACEMENT

DOOH
CONTENT ROLL

JETZT REINHÖREN

PODCAST AUDIO
PRESENTER

BILD TV
SPONSORING



VIDEO
PRE-ROLL & PRESENTER CLIP

VIDEO
BANDEROLE

VIDEO
SLOW MOTION SEPARATOR

VIDEO
PRODUCT PLACEMEMT

RUBRICS PRESENTING

VISOON. media impact

REIF IST LIVE

2x

BRUTTOPRICE

1.7 M. €

POSSIBLE NET 2 PRICE

680 K. €

Our expert in one package!
The big preview on Fridays and the big review on Mondays. Benefit from the wide coverage and the emotional and professional expertise!

DIGITAL: **16 M. AI´s guaranteed!** Presenting header for Bundesliga articles in the week as well as logo integrations in the teaser

VIDEO: **10 M. VV´s!** Presenter clips, cut to formats and product placement/headline presentation on the show as well as pre-roll push on all MI football sites and pre-RIL on YouTube.

PRINT: Flexible modules on BILD, BamS, WELT or SPORT BILD

DOOH: Minimum **4 M. VV´s**! Content rolls in direct environment

PODCAST: Reif is live podcasts with Audio Presenter (over **1.1 million streams**)

BILD TV: Sponsorship RIL- 0.896 million net daily viewers
(1.1.-19.4.2022 / Mo-Su 06-01:00 o'clock)

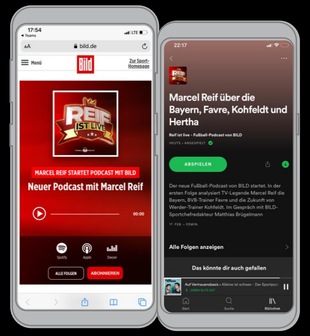
The coverage figures are a sum of various advertising spaces.
*TV can only be booked via VISOONThe volume generated from the presenting is discount-forming for a possibly existing annual agreement (related to the cash discount, not to a possible NR volume), but not discount-taking.

Bild Sport Bild WELT media impact

REIF IST LIVE - ADVERTISING INTEGRATIONS

DIGITAL
PRESENTING HEADER

DIGITAL
LOGO INTEGRATION
TEASER



PODCAST AUDIO
PRESENTER

PRINT
FLEXIBLE FORMATE

DOOH
CONTENT ROLL

VIDEO PRE-ROLL /
PRESENTER CLIP

VIDEO
L- FRAME

VIDEO SECTION
SPONSORSHIP

VIDEO
PRODUCT PLACEMEMT

TV PRESENTING

DOOH MATCHDAY OFFER

Bild WELT

1x MATCHDAY 21/22 COMPLETE

ROP: BUNDESLIFAG ALL LOCATIONS

CPM 40€

2.5 M. CONTACTS

100k € BRUTTO

CLICK HERE TO PLAY

A matchday weekend from Fri. to Sun. (3 days) in the direct environment of the Bundesliga highlights on all available touchpoints. Content roll advertising (10 sec.) - directly after the Bundesliga formats.

TEST 3 MONTH!

BRUTTOPRICE
approx 426 - 713K €
POSSIBLE NET 2 PRICE
approx 170 – 225K €

Just give it a try!
You want to take advantage of all the benefits of the Bundesliga season at BILD? We offer the trial package, try it out, whether it's the Bundesliga show, highlight clip or Reif ist live for 3 months.
You can determine the components flexibly, according to agreement. Experience the powerhouse BILD Bundesliga up close!

MORE BUNDES LIGA?

media impact

sport1 Sport Bild transfermarkt

THE WHOLE VIDEO
HERE

SPORT1

BUNDESLIGA

SPORT1

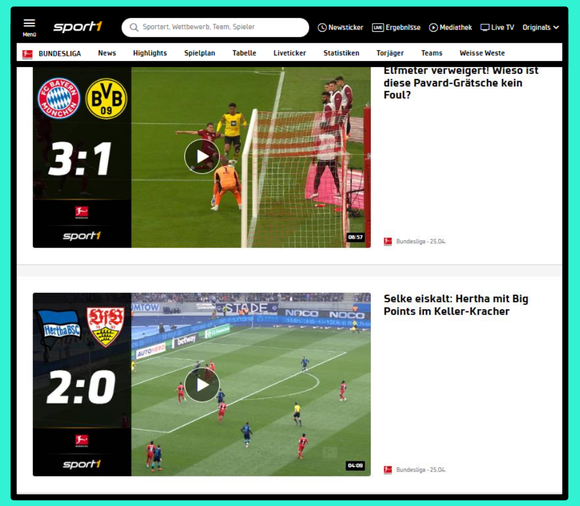
The perfect extension.

SPORT1 shows freely accessible digital highlight clips of the Bundesliga.

"All matches, all goals" of the Bundesliga and 2nd League can be experienced by users in the 2022/23 season on SPORT1.de, in the SPORT1 App and on SPORT1's social media channels on match days from 0:00 on each Monday.

Whether at the weekend or during the week. At Sport1, users will always find the latest topics about the most beautiful pastime in the world!

365 DAYS BUNDESLIGA 360 GRAD



DIGITAL

Pure emotions! The Bundesliga Highlight clips every Monday from 0 o'clock. Exciting insights on every club. Coverage 7 days a week, before and after every match day. With 8.52 million UU´s, we offer an enormous reach.

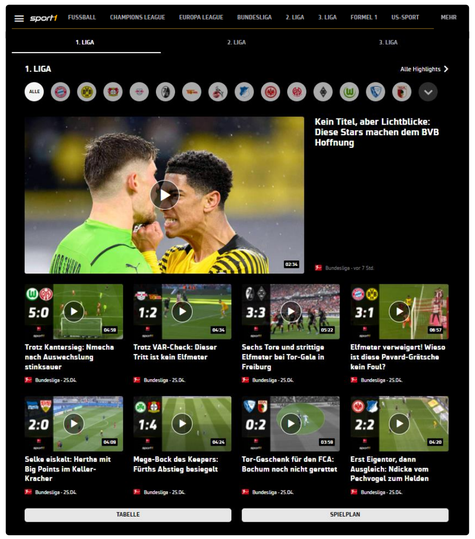
LIVE

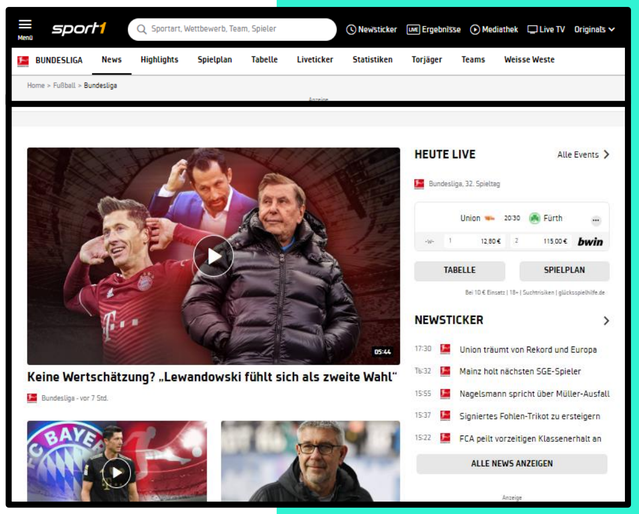
We continue on Saturday with the top match of the 2nd Bundesliga! Freely accessible in digital livestream via desktop, MEW & App, or on TV.

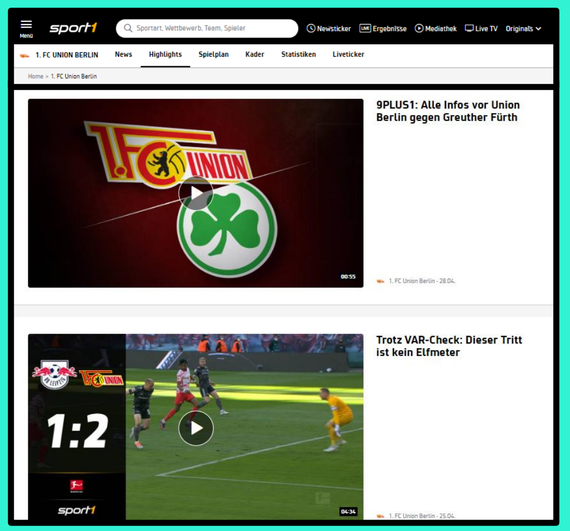
SUPER SUNDAY

Sunday belongs to soccer! Up to 6 hours of Bundesliga highlights, background reports, analyses and talks, all about soccer. In livestream via Desktop, MEW & App, or on TV.

SPORT1 BUNDESLIGA PACKAGES







TOTAL VIDEO

HIGHLIGHT CLIPS: 1 & 2 Bundesliga
1 month

- Bundesliga Environment: 1.5 M. PreRolls
- Bundesliga Channel: Sponsoring Banner Multiscreen on stage, articels, statistics & Liveticker with 8.5 M. AI´s.
- Social Media: 8x Sponsored Video Post via. Sport1 Facebook or Instagram.

BUNDESLIGA PUR

PRESENTING: 1 month, 3 advertising formats, incl. premium presence on Sport1 Home!

- Presenter Video Clip 7 Sec.: Your spot runs before the Bundesliga highlight clips. 2.5 million AI´s
- Sport1 Home: Dashboard Presenting incl. Logo Integration with 14.6 Mio. AI´s.
- Bundesliga Channel: Sponsoring banner multiscreen on stage, articles, statistics & live ticker with 8.5 million AI´s.

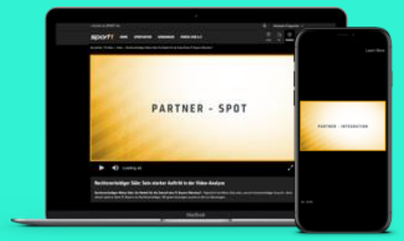
MY CLUB

ASSOCIATION ENVIRONMENT:
Example
1 season Eintracht Frankfurt

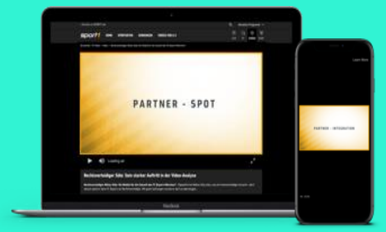
- Team Page: Fireplace & Medium Rectangle Team & Article Pages with 2.36 million AI´s.
- Partner club video: Integration via. Presenter Clip 7sec. & InStream Ad. with 500,000 AI´s each.
- Social Media: 34x Branded Posts via Sport1 Facebook rund around the partner club

sport1 media impact

INTEGRATION AT A GLANCE



PreRoll 20sec.
BULI Highlight Clip



Presenter Clip 7 sec.
Club environment

Presenter Clip 7 sec.
BULI environment

Sponsoring Banner
BULI environment

Social Media
Sponsored Video

Fireplace & MREC Club
environment

Social Media
Branded Posts

Sponsoring Banner
BULI environment

S1 Home Dashboard

TOTAL VIDEO

MY CLUB

BUNDESLIGA PUR

Want more?! In addition to our packages, we offer further individual integration options on Sport1! Whether Brand Story, Bundesliga Liveticker or 24h HomeRun for the big impact.

Feel free to contact us!

sport1 media impact

SPORT BILD

The opinionated insider! Sportbild.de is the online portal of Europe's biggest sports magazine! Highlights, background reports, interviews and facts are passionately staged.

Here you'll find the best and most exclusive information from the Bundesliga.

ENDLESS POSSIBILITIES

Fixed placement

Special formats

THE "SMALL" PLACEMENT: With the small daily festival placement, you reach sportbild.de users directly on the homepage.
NEWSFLIGHT: 500,000 AI´s guaranteed! Always up to date, exclusive placement on all articles of the day, you present all news of the day at SPORT BILD
PRINT: Special environments! Exclusive placement in Europe's biggest sports magazine, your appearance is shown to advantage, whether in the statistics or the insider reports
SPECIAL EDITS: Bundesliga XXL! Here you will find all the background and real insider knowledge

ONLY AT SPORT BILD: Your desired solution guaranteed! Whether it's a magnet table or editorial cooperation, unique experiences with which we put our partners in the spotlight perfectly

media impact

SPORT BILD AWARD

PRESS CTRL & CLICK TO VIEW

The German "Sports Oscars.

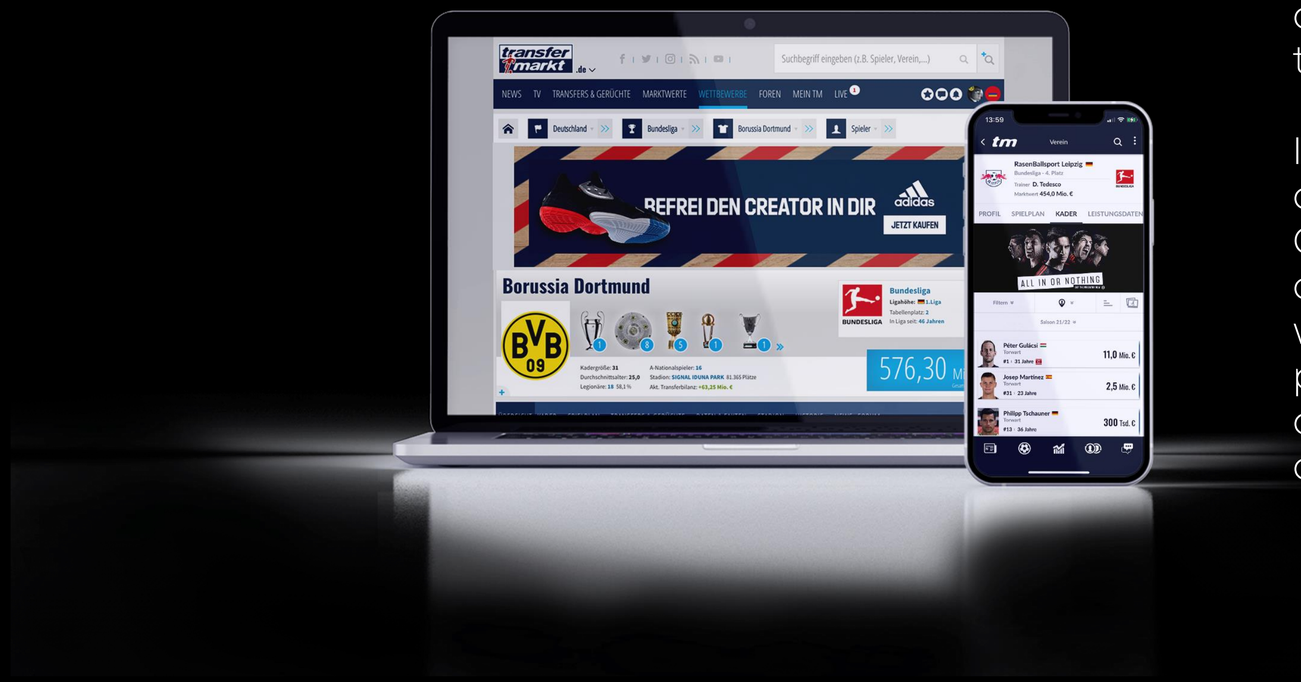
Every year, SPORT BILD honors outstanding achievements in sports. In up to ten categories top athletes, legends and sports personalities are honored with the SPORT BILD Award. Afterwards, the “Who’s Who” of Sports celebrates the achievements extensively at the after-show party.

TRANSFER MARKT

Transfermarkt is one of the most popular football websites in the world and is known for its much-cited market values.

Transfermarkt.de has the largest football database in the world, the Wikipedia of the football world.

CLUBPRESENTING



Use the attractive club environment of your choice to activate your sponsorship or to target fan groups!

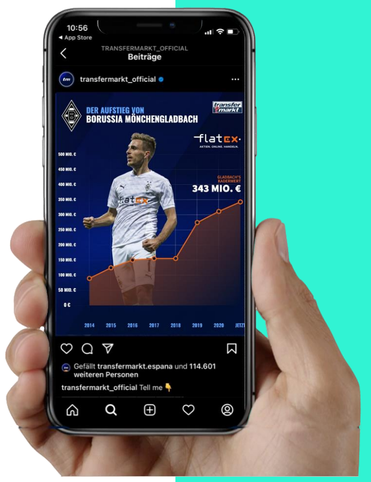
Individual timing and a variety of advertising formats are available to you! Clubs offer three components for an optimal presentation of the desired club with the player profiles and the club profiles. In addition, take advantage of the commitment and high retention rate of fans and football experts in the club forums.

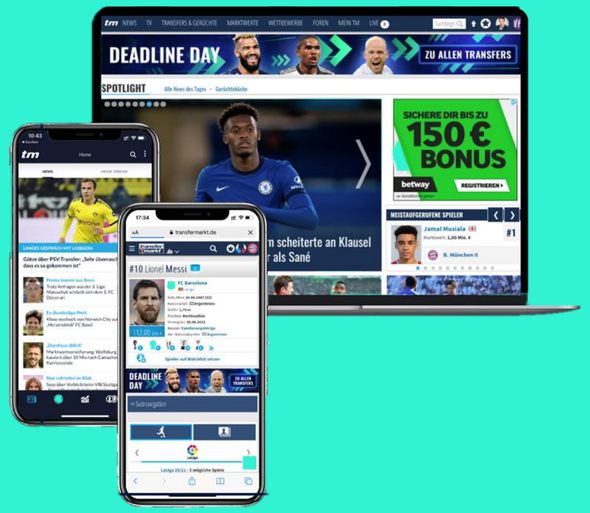
CLUB S	CLUB M	CLUB L
1. FSV Mainz 05 0.35 M. AI´s / 100% SOV 12.200*€	1. FC Köln 0.77 M. AI´s / 100% SOV 30.800*€	Borussia Dortmund 5.4 M. AI´s / 100% SOV 216.000*€

*Term: 1 month / Form of advertising: Partner Billboard (Desktop) + Partner Content Ad 2.
Subject to change without notice, gross prices are net of discounts but exclude VAT1 (MEW & App).

transfermarkt media impact

MORE THAN TRANSFERS





GAMIFICATION

WHATS MY VALUE: Up to 1.5 million PI´s on average! A dwell time of about 10 min per user, plus a lot of fun and 52.4 PI´s per user. Here the fans interact with your message.

SOCIAL MEDIA

INSTAGRAM & CO.: 6.8 million followers! Presenting partner of Transfermarkt Posts. Unique reach for the common message. This is where the real fans reach out.

DEADLINEDAY

PRESENTING: Attention guaranteed ! The most important and exciting day in the soccer calendar, today every real fan is on Transfermarkt, all transfers, all statistics, every player!

INDIVIDUAL: **New statistics and rubirken e.g. coaching!** Presenting partner with a fixed rubric on Transfermarkt (web + social media)- we will find a solution!

transfermarkt media impact

ALL YOU WANT

ATTENTION AND INVOLVEMENT

ALL YOU NEED

BUNDESLIGA AND AXEL SPRINGER