

media **impact**—



THE BILD FOOTBALL-TALK



media **impact**—

REIF IST LIVE

Twice a week in the 2022/23 season, commentary legend Marcel Reif will again be analyzing the most important soccer 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.



PRESS CTRL & CLICK TO
VIEW

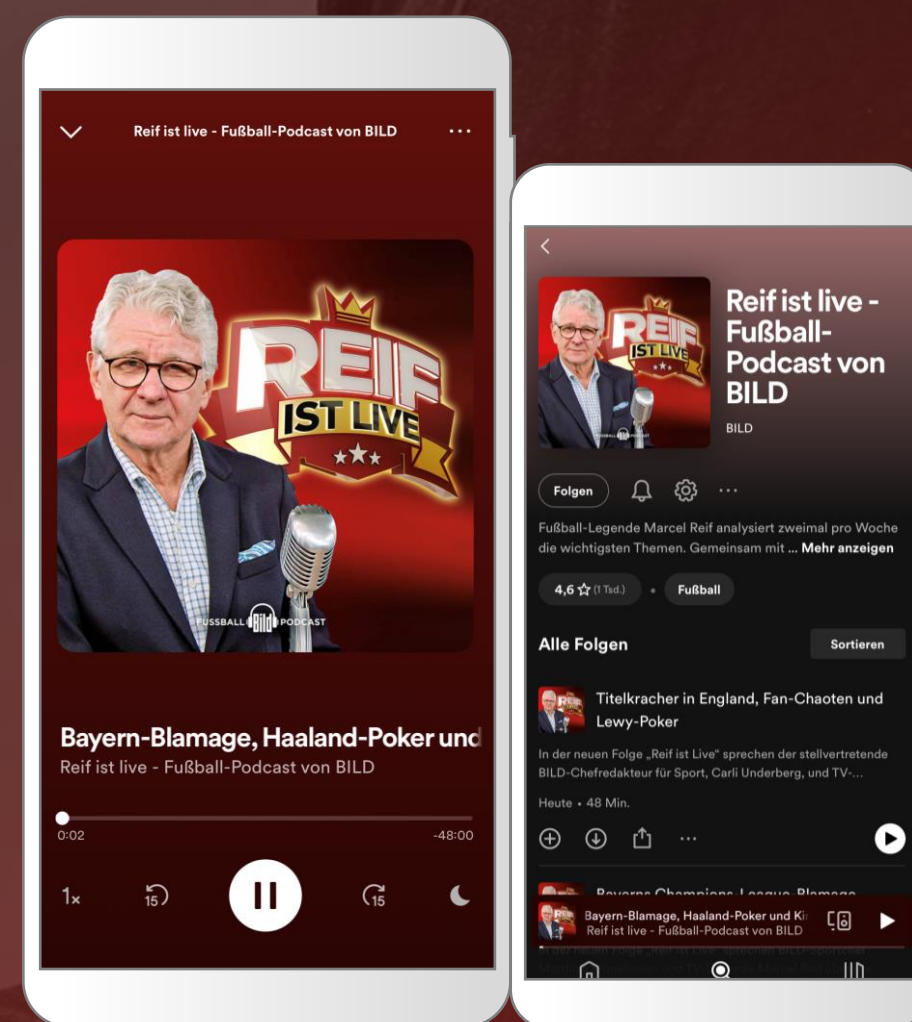
REIF IST LIVE SEE

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 is available as a re-live on Facebook and YouTube!



REIF IST LIVE HEAR

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!



REIF IST LIVE READ

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



HOW DOES REIF COME LIVE?

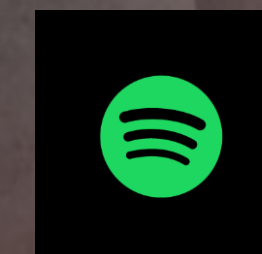


HOMEPAGE REACH BILD.de

Attention-grabbing teaser and live broadcast on the BILD.de homepage - desktop, MEW and apps:

facebook

Bild



You Tube

INTERNAL UND EXTERNAL PLATFORMS

We reach users in their usage situation - live, re-live, highlights. Internal and external platforms.

REIF ABOUT...

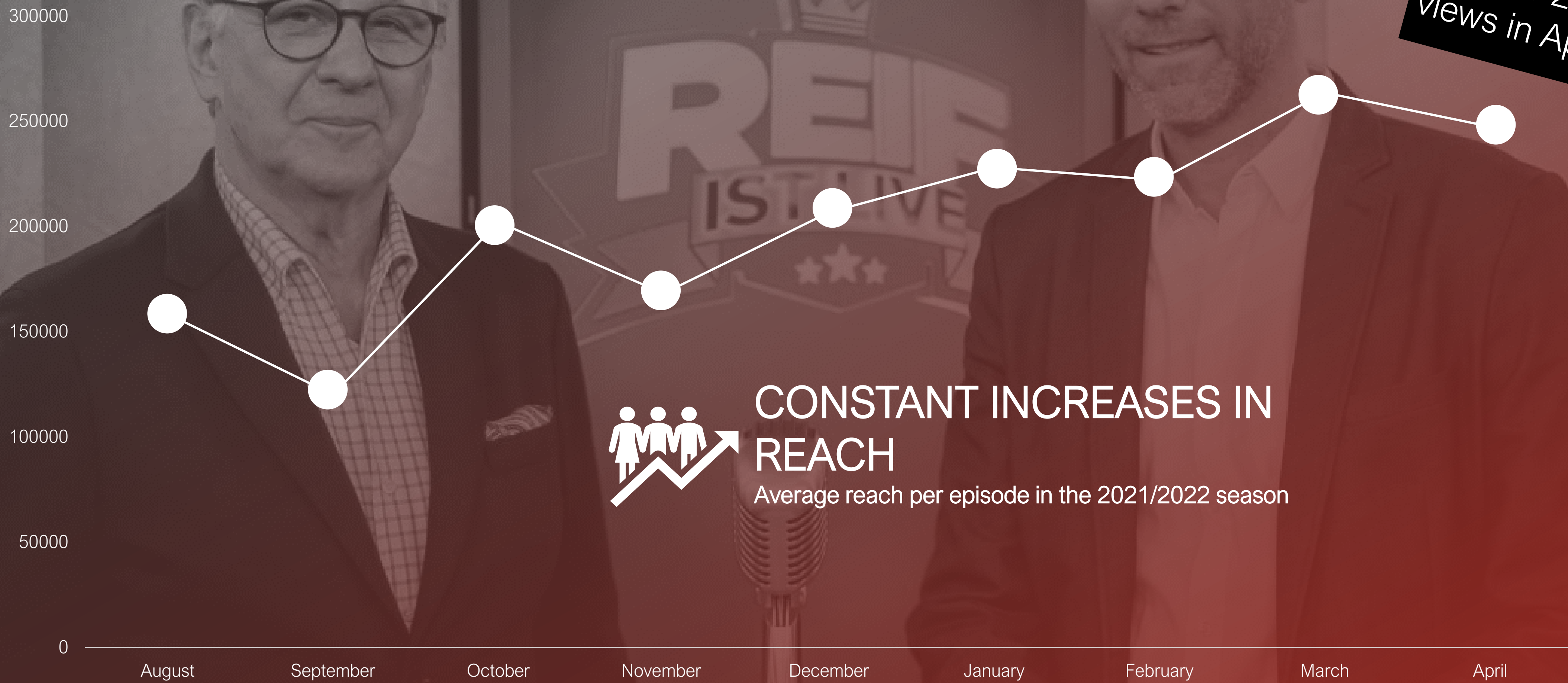


The faded-in live guide with the course of the broadcast shows the viewers by means of a countdown when and how long which topics will be talked about.

Reif on Bayern, the Hoeness family, Dortmund, Schalke, soccer mix
(Sample broadcast content)

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





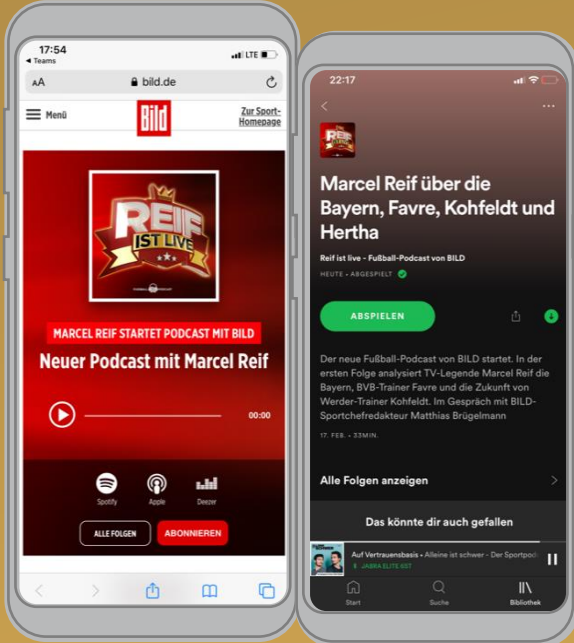









ADVERTISING INTEGRATIONS

REIF IST LIVE

REIF IST LIVE – ADVERTISING INTEGRATIONS

SUMMARY INTEGRATION MODULES

				
<p>DIGITAL PRESENTING HEADER</p>	<p>DIGITAL LOGO INTEGRATION TEASER</p>	<p>PODCAST AUDIO PRESENTER</p>	<p>PRINT FLEXIBLE FORMATS</p>	<p>DOOH CONTENT ROLL</p>

				
<p>VIDEO PRE-ROLL / PRESENTER CLIP</p>	<p>VIDEO L- FRAME</p>	<p>VIDEO RUBRIC SPONSORING</p>	<p>VIDEO PRODUCT PLACEMENT</p>	<p>TV PRESENTING</p>

REIF IST LIVE - SEE

LOGO INTEGRATION

You can't get more attention than this! You will be prominently placed with your logo on the BILD.de Home Teaser before each show and present the show REIF IST LIVE.



Visualization example

REIF IST LIVE – SEE

PRE ROLL

Your spot in the spotlight. Achieve a high level of attention for your advertising message by being placed exclusively with your commercial (max. 20 sec.) before every broadcast.



Visualization example

REIF IST LIVE – SEE

BANDEROLE

Additional advertising messages are integrated horizontally into the running show as a layer. With the banderole within REIF IST LIVE, we effectively put you in the spotlight with short and concise messages.

The selected cut ins are inserted a total of 6 times during the broadcast.



Visualization example

REIF IST LIVE – SEE

L-FRAME

The L-Frame is composed of the vertical banner and the horizontal band. We put you in the spotlight - for example with an animated surface!



Visualization example

REIF IST LIVE – SEE

OTHER CUT IN FORMATS



LOGO INTEGRATION

Integration of the logo in the upper right area.



SIDE- AD

The Side Ad will be displayed in the lower right area.

REIF IST LIVE – DIGITAL READ

MEDIA ON ARTICLES

The best statements to read! Every REIF IST LIVE show is followed by extensive post-show coverage on BILD.de. They are prominently placed close to the content with a site bar or a medium rectangle.

The screenshot shows a BILD.de article page. At the top, there's a navigation bar with the BILD logo and various links like 'AKTIVES ABO', 'WETTER', 'EPAPER', 'KONTAKT', 'ZEITUNGSABO', 'BILD SHOP', and 'MEIN KONTO'. Below this is a secondary navigation bar with categories like 'BILDplus', 'NEWS', 'POLITIK', 'GELD', 'UNTERHALTUNG', 'SPORT', 'FUSSBALL', 'LIFESTYLE', 'RATGEBER', 'REISE', 'AUTO', and 'DIGITAL SPIELE'. The main headline reads 'REIF IST LIVE „Hoeneß-Attacke kam zur Unzeit“'. Below the headline is a video player showing Marcel Reif speaking into a microphone. To the right of the video is a large red sidebar advertisement for 'DREH MAL KURZ AUF 50.000 €.' featuring a Müller milk bottle. Below the video player are social media sharing buttons for Facebook, WhatsApp, Twitter, and Email. The article text begins with '06.08.2020 - 13:55 Uhr' and a quote: '„Wenn das Uli Hoeneß am Tegernsee stört, dann hat er es gut.“'. The text continues: 'Marcel Reif (70) kann die Hoeneß-Attacke auf den BVB vor wenigen Tagen nur bedingt nachvollziehen. In der neuesten Ausgabe von „Reif ist Live“ stellt der Fußball-Experte klar: „Die Attacke kam zur Unzeit. Die Bayern haben aktuell andere Probleme.“'. The article concludes with: 'Dass die Dortmunder empfindlich auf die Kritik vom Tegernsee reagiert haben, kann Reif nachvollziehen. In einem Interview mit der „Frankfurter Allgemeinen Zeitung“ hatte der Bayern-Patron die Transferpolitik von Borussia Dortmund als „unklug“ bezeichnet. Hoeneß

Visualization example

REIF IST LIVE – READ PRINT

MEDIA ON ARTICLES

His opinion carries weight! Reif's best statements and opinions on current topics in German and international soccer are regularly published in BILD and BILD am Sonntag.

They are also prominently integrated here in the direct environment of the print follow-up reporting.



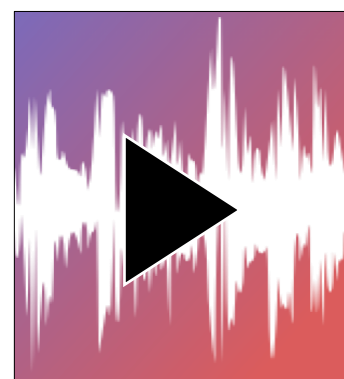
Visualization example

REIF IST LIVE – HEAR

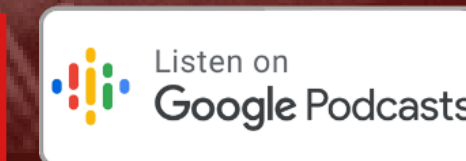
PODCAST INTEGRATION

Each episode of REIF IST LIVE is prepared as a podcast.
Native audio integration introduces you in your own words
and promotes your brand, product or service.

Pre-roll or post-roll with 30-45 sec.



[Click here for
Audio sample](#)



Visualization example



| media **impact**



SPECIAL STAGINGS

TITLE SPONSORSHIP, RUBRIC SPONSORSHIP, PRODUCT PLACEMENT

REIF IST LIVE – SPECIAL PRODUCTIONS

NAME PATRONAGE



You give the new BILD format your name and become an exclusive part of the broadcast title. Audiovisual integration, broadcast logo and verbal communication create a direct intensive connection to REIF IST LIVE.

Your presence in the title name means you enjoy increased attention even outside the actual broadcast of the show.

Visualization example

REIF IST LIVE – SPECIAL PRODUCTIONS

RUBRIC- PRESENTING

We create a credible and attention-grabbing connection between you and the content of the show with a recurring section, presented by your brand.



Visualization example

REIF IST LIVE – SPECIAL PRODUCTIONS

PRODUCT PLACEMENT

Your product is permanently integrated into the broadcast and thus high visibility is guaranteed. This ensures high acceptance and a strong memory effect among consumers.



Visualization example