

media **impact**—

FIFA WORLD CUP KATAR 2022

#BEPARTOFIT



media **impact**—

360-DEGREE PURE WORLD CUP...

The football highlight of the year at Media Impact!

Probably no other sporting event is as hotly debated as the WinterFairyTale in Qatar. Due to the time of the year and the distance to us, the FIFA World Cup will take place on all channels and will therefore have media impact like seldom before. Position yourself in time and benefit from the strong presence Media Impact offers.

Whether CROSSMEDIAL, LIVE TV, DOOH, DIGITAL, PRINT or PODCAST - we have the right offer for your brand communication, not only with our highlight rights. Let us inspire you!



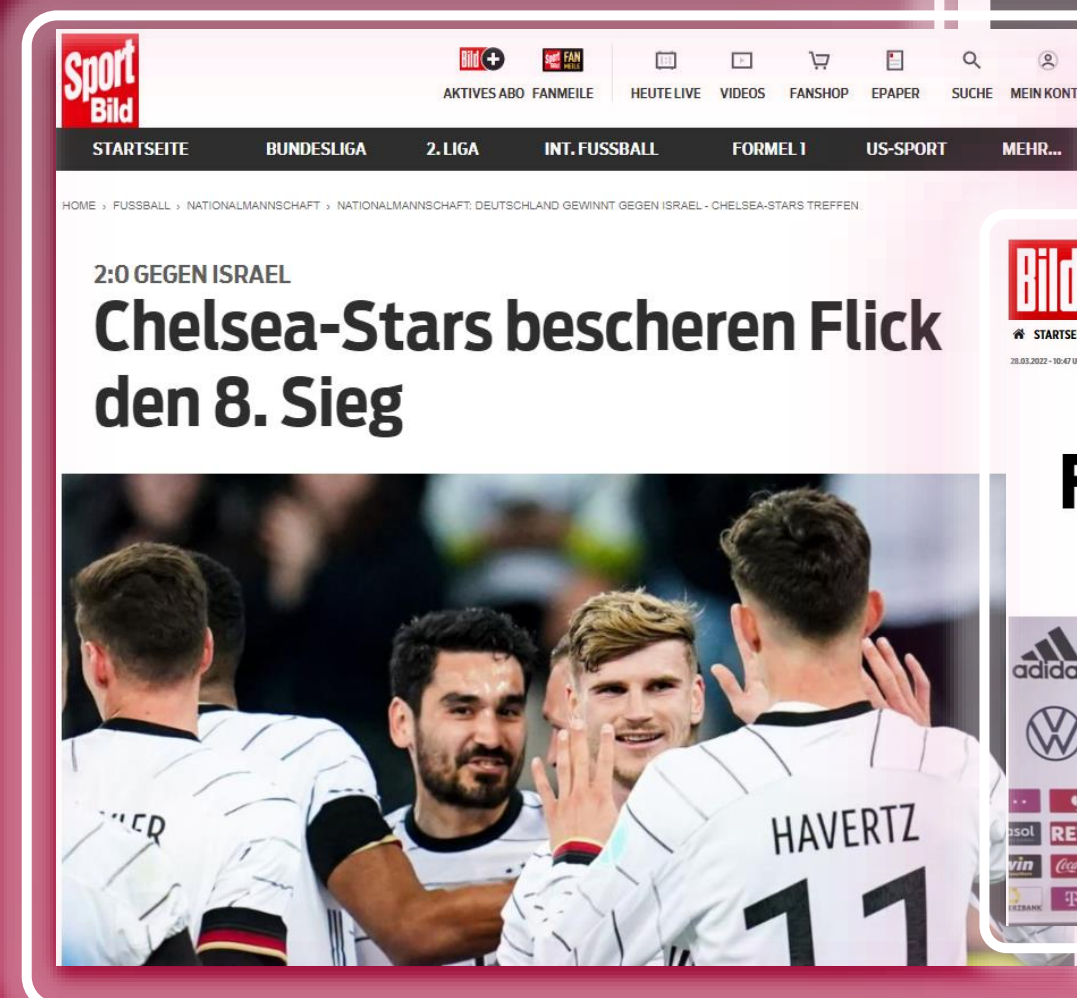
...WITH EXCLUSIVE REPORTS LIVE ON SITE

The Olympics in Beijing, the World Cup in Qatar. There was and is criticism of both venues. Our journalists are on the ground in Qatar and report on everything that happens on and off the pitch. Whether sporting or socio-political topics, you will find both on our brands.

We inform about successes and defeats, accompany our team around the clock from Qatar and celebrate all goals of our national team!

Will the World Cup in Qatar also spark euphoria here at home? How are human rights developing?

"We are watching closely in Qatar!"



WE STAND FOR ...

IMPRESSIVE RANGE

32,52 M.
User Crossmedia*

EXCLUSIVE NEWS



MOVING-PICTURE- LICENSE-CONTENT

Exclusive World Cup
Highlight Clips**

STRONG OPINIONS



UNIQUE REPORTING

All news about our national
team and the World Cup 2022

TOP EXPERT



LARGE SPORTS PORTFOLIO



DETAILS & EXPERTISE



* b4p 2021 I; Basic: population; LpA, - BILD Germany total, Welt total, BamS; NpM - BILD Sport, BILD Sportbild, Welt Sport (DBE), Transfermarkt.de, Sport1.de (DGA)**
License purchase dependent per brand

THIS TEAM MAKES TITLE DREAMS COME TRUE

OVER 60
SPORTS

OVER 6,5 M.
SOCIAL FANS

17,80 M. UU
DIGITAL* NET REACH

2,37 MIO. UU DIGITAL
PER DAY ONLY IN THE MI SPORT PORTFOLIO



DER RULEMAKER

BILD and BILD Sport determine the topics in sports.

24,62
M. UU



THE 360° REPORTER

The 360° platform for content from all sports.

8,52
M. UU



THE INSIDER

The portal of Europe's biggest sports magazine.

3,49
M. UU



THE GEEK

Number 1 in transfers and statistics.

4,24
M. UU



THE ANALYST

Welt.de is the quality medium at Axel Springer.

23,13
M. UU



BILD PRINT

7,82
M. Reach



BILD AM SONNTAG

7,20
M. Reach



SPORTBILD

3,18
M. Reach



WELT PRINT

1,59
M. Reach

WE SHOW THE WAY FOR THE WORLD CUP

#BEEXCLUSIVE



PRESENTING BRANDING MEETS PERFORMANCE

Present the World Cup 2022 environment on one of the Media Impact sports brands and place your brand on all highlight clips, articles, the World Cup stage, statistics and live ticker. In addition to the branding effects, we provide a performance guarantee.

#BEVISIBLE



DAILY FESTIVAL PLACEMENTS MAXIMUM POWER IN ONE DAY

With flexibly bookable products such as the daily festival placements, you can achieve the best possible impact on a single day. Whether on the front page, the home page, or in the channel - there are no limits to how your brand can be staged.

#BEDIFFERENT



SPECIAL PRODUCTION A PERFORMANCE LIKE NO OTHER

Media Impact tailors your campaign to your needs. With products from our Brand Studios, editorial podcasts or at our events, we place your brand natively in desired environments combined with excellent storytelling.



#BEEEXCLUSIVE

PRESENTING ADVANCED



| media **impact**



PRESENTING | PRESENTING ADVANCED

THE FORMULA FOR WINNING THE TITLE

BRANDING

BRANDING IN EMOTIONAL ENVIRONMENTS

Attention-grabbing presenting ads give you above-average visibility with guaranteed 100/1 viewability.



PERFORMANCE

PERFORMANCE WITH THE CLICK-BOOSTER SPORT

Guarantee a fixed amount of clicks for presenting. Playout in affine environments and RoS with formats such as an ad bundle and a mobile medium rectangle.

= PRESENTING ADVANCED



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PRESENTING PACKAGES | PRESENTING ADVANCED

AT ONE GLANCE

In line with the football highlight in 2022, our brands offer the perfect staging options for your message. Accompany the black-red-gold euphoria throughout the entire tournament.

Our various presentations and exclusive highlight videos ensure emotional environments and strong reach. All packages include a branding and a performance component, guaranteeing you maximum success.



#DIE MANNSCHAFT



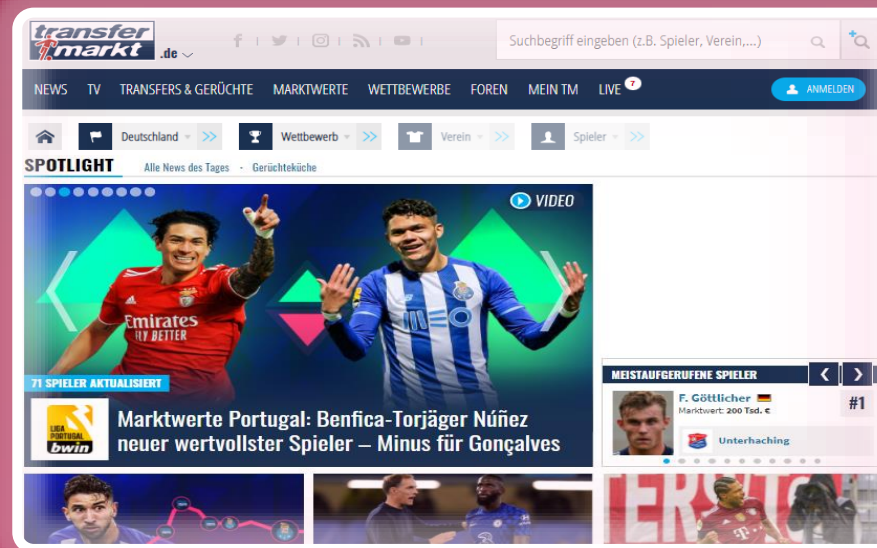
#ALL GAMES, ALL GOALS



#LIVE-SHOW



#TIPPING GAME



#GAMIFICATION



#BACKGROUND



media impact



PRESENTING PACKAGES | PRESENTING ADVANCED

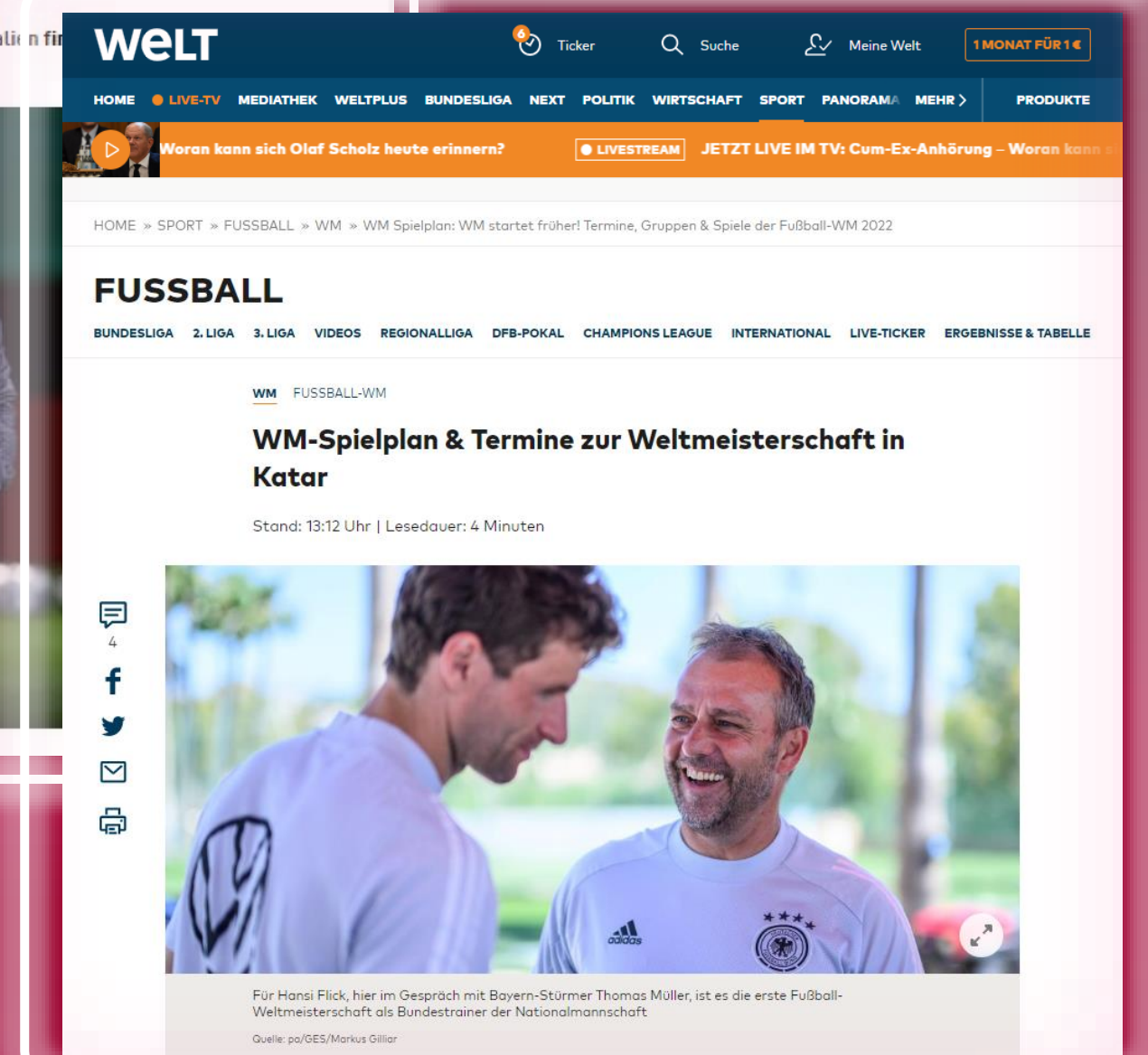
#DIE MANNSCHAFT

Black, red, gold - a whole country in football fever!
Present the entire coverage of our national team with the "DIE MANNSCHAFT" package - from daily news to detailed background information.

Formats: Presenting header, pre roll & presenter clip.

Placement: Articles, stage and statistics in the world cup environment + performance booster

BOOKABLE AT:



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#inkl. WM Highlight Clips

PRESENTING PACKAGES | PRESENTING ADVANCED

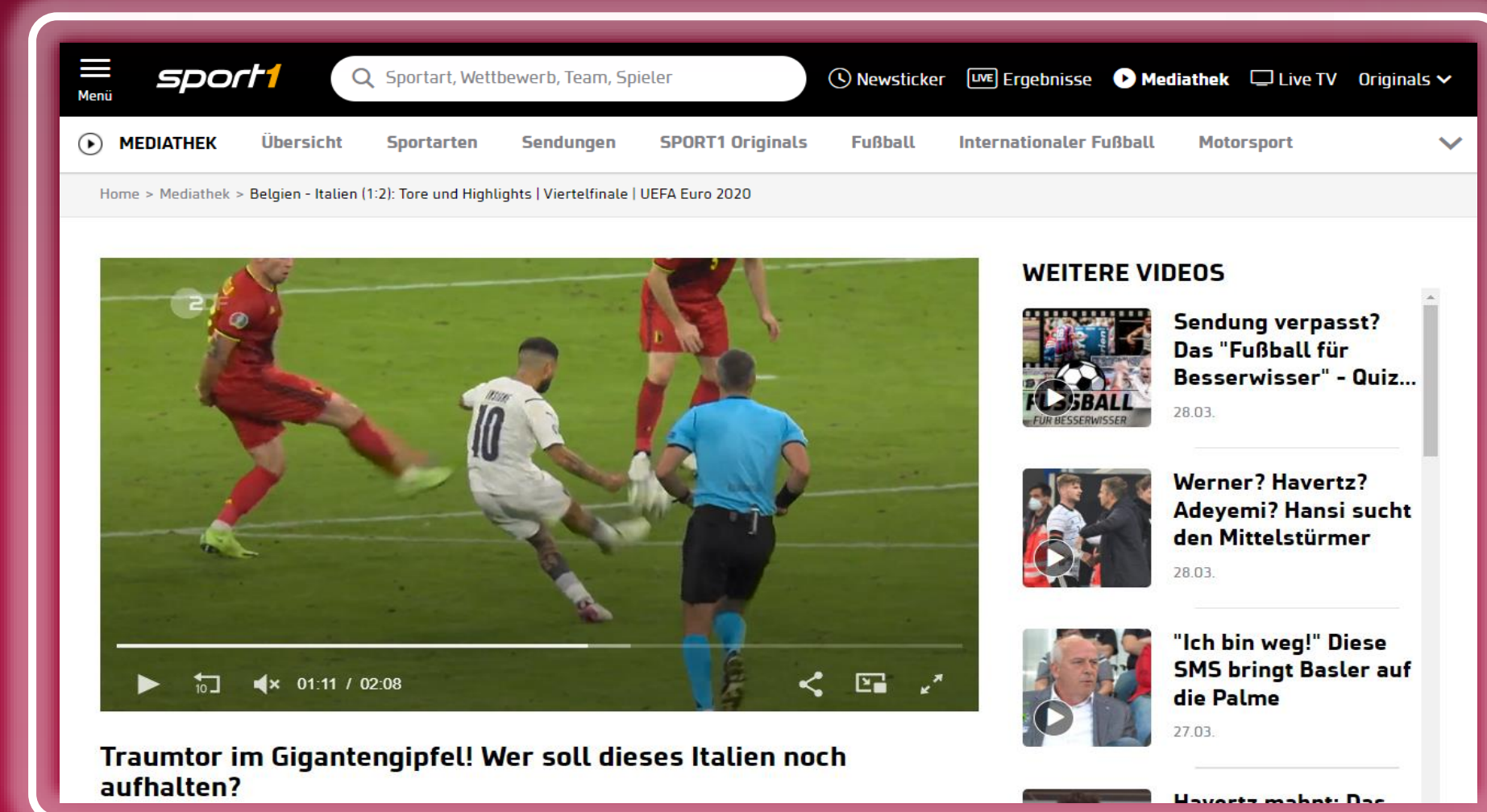
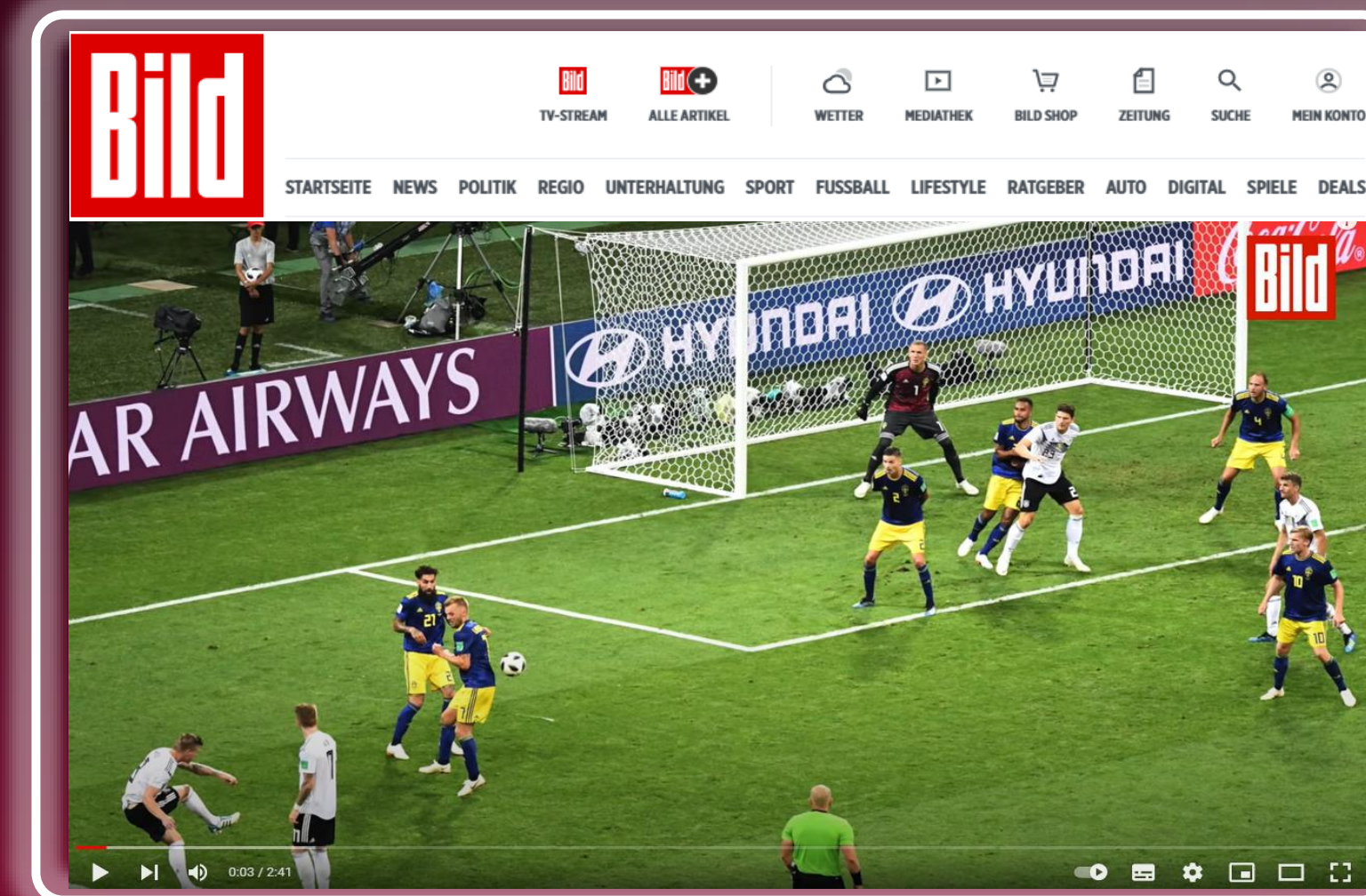
#ALL GAMES, ALL GOALS

Never miss a second or a highlight again!
With the "ALL GAMES, ALL GOALS" package, you can place your brand as close to the action as possible. In addition to the context-sensitive live ticker, your spot will also run before the highlight clips of the FIFA World Cup.

Formats: Presenting header, PreRoll, presenter clip
context sensitive liveticker ad

Placement : Liveticker & highlight-clips im World Cup
environment + performance booster

BOOKABLE AT:



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PRESENTING PACKAGES | PRESENTING ADVANCED

#LIVE-SHOW

The daily coverage of the FIFA World Cup 2022 in a nutshell with the most important information summarized in one of our daily news shows: either on BILD or on SPORT1.

We have the right LIVE SHOW for your wish.

Formats: PreRoll & presenter clip + category sponsorship

Placement: Live show + performance booster

BOOKABLE AT:



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PRESENTING PACKAGES | PRESENTING ADVANCED

#OUR WORLD CUP TV SHOWS

Every morning exclusively the detailed information on the FIFA World Cup 2022 alternating between our World Cup experts Lothar Matthäus and Marcel Reif on BILD TV. A total of 30 TV shows - extended to all genres.

Genres: TV, DIGITAL, DOOH
PODCAST, PRINT

Placement: Articles, stage and statistics in the World Cup environment TV show, PODCAST, DOOH

BOOKABLE AT:



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PRESENTING PACKAGES I PRESENTING ADVANCED

#REIF IST LIVE

BRUTTOPRICE

1,2 M. €

POSSIBLE NET 2 PRICE

400 K €

REACH

32 M. AI's

BOOKABLE AT:



DIGITAL
Period: 15 days
Format: Presenting Header
Presenter Clip, Pre Roll, Cutins, Rubrics,
Product Placement

BILD TV
Episodes : 15
When: between 7:00 and 10:00 am
Length: 60 till 120 minutes
Format: Program sponsorship, Cutins, Rubrics,
Product Placement
Title patronage possible!

PODCAST
Episodes: 15
Format: Audio
Presenter etc.



DOOH
Periode: 30 days
Format: 10 seconds Content Roll
after 20 seconds WM Content
Playout: at e.g. gas stations, hotels, fitness
studios



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PRESENTING PACKAGES | PRESENTING ADVANCED

#MATTHÄUS WM-SPEZIAL

BRUTTOPRICE

1,2 M. €

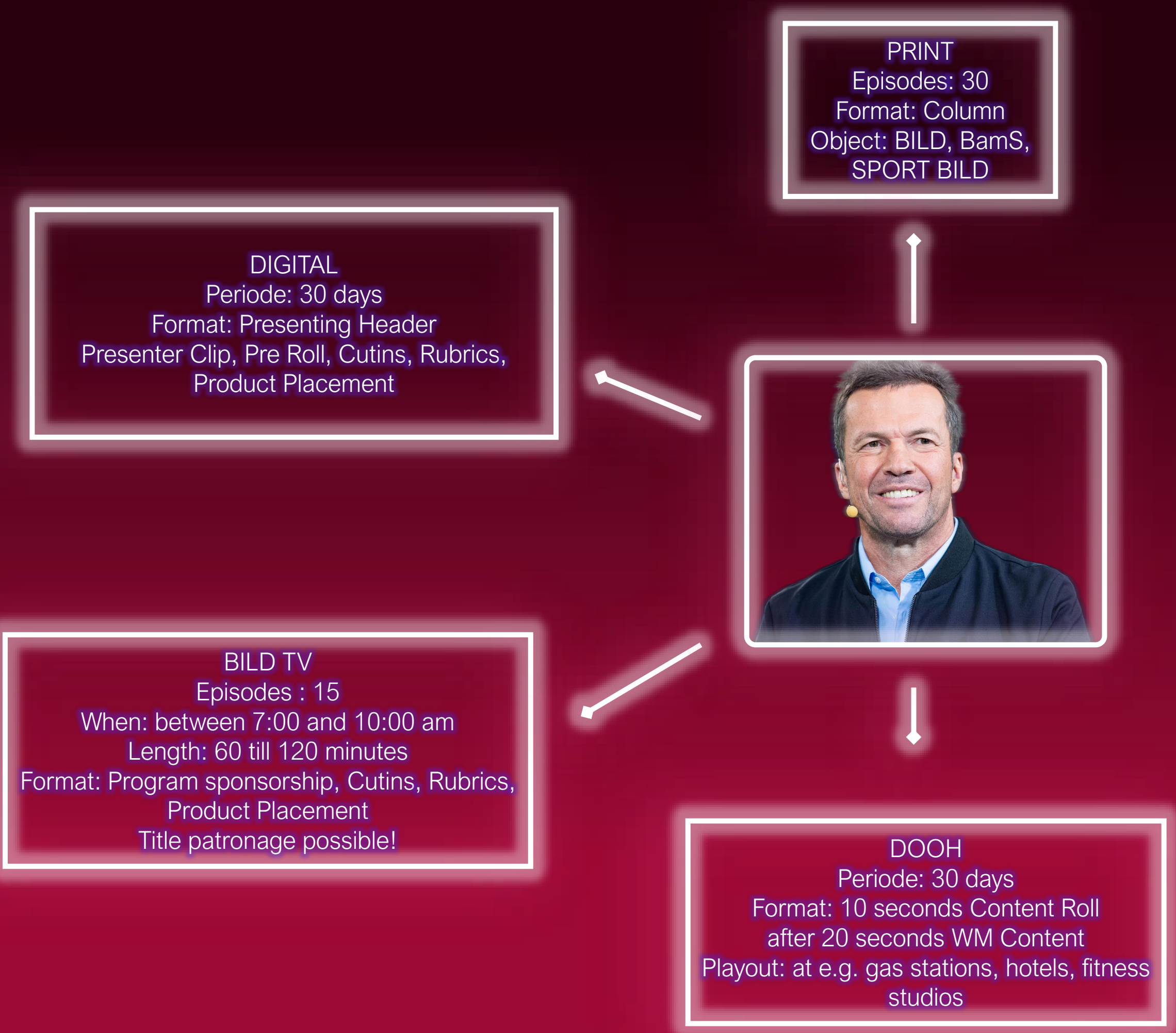
POSSIBLE NET 2 PRICE

410 K €

REACH

31 M. AI's

BOOKABLE AT:



media **impact**



PRESENTING PACKAGES | PRESENTING ADVANCED

#WORLD CUP NEWS

Our daily emotional coverage in the World Cup Show allows for precisely tailored staging options for the soccer highlight of 2022.

Genres: DIGITAL, DOOH
PODCAST, PRINT

Placement: Articles, stage and statistics in the World Cup environment TV show, PODCAST, DOOH

BOOKABLE AT:



PRESS STRG AND CLICK ON THE
PICTURE TO PLAY



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PRESENTING PACKAGES | PRESENTING ADVANCED

#WORLD CUP NEWS – OUR DIGITAL SHOW FOR THE WORLD CUP

BRUTTOPRICE

1,2 M. €

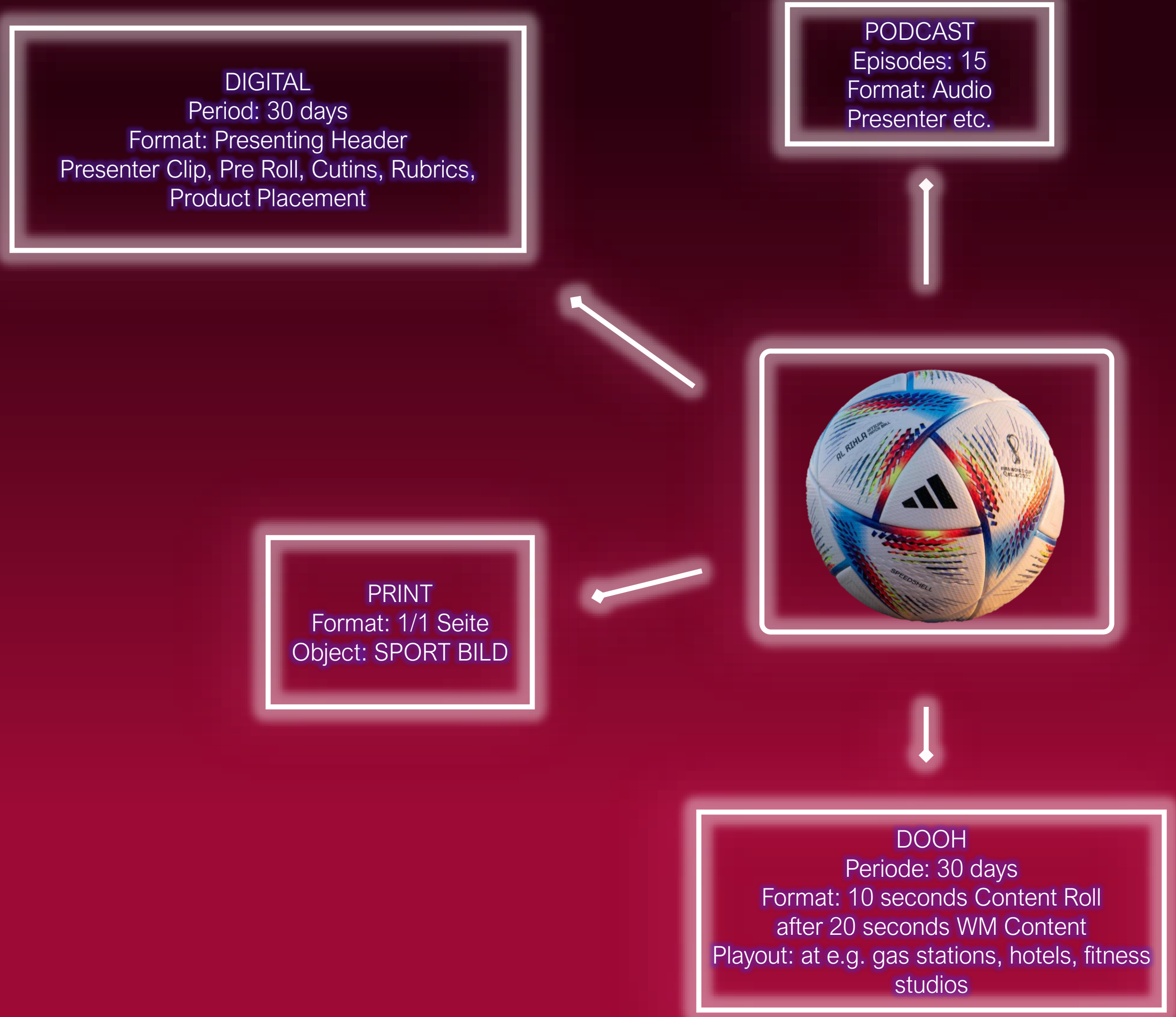
POSSIBLE NET 2 PRICE

400 K €

REACH

32 M. AI's

BOOKABLE AT:



media **impact**



PRESENTING PACKAGES | PRESENTING ADVANCED

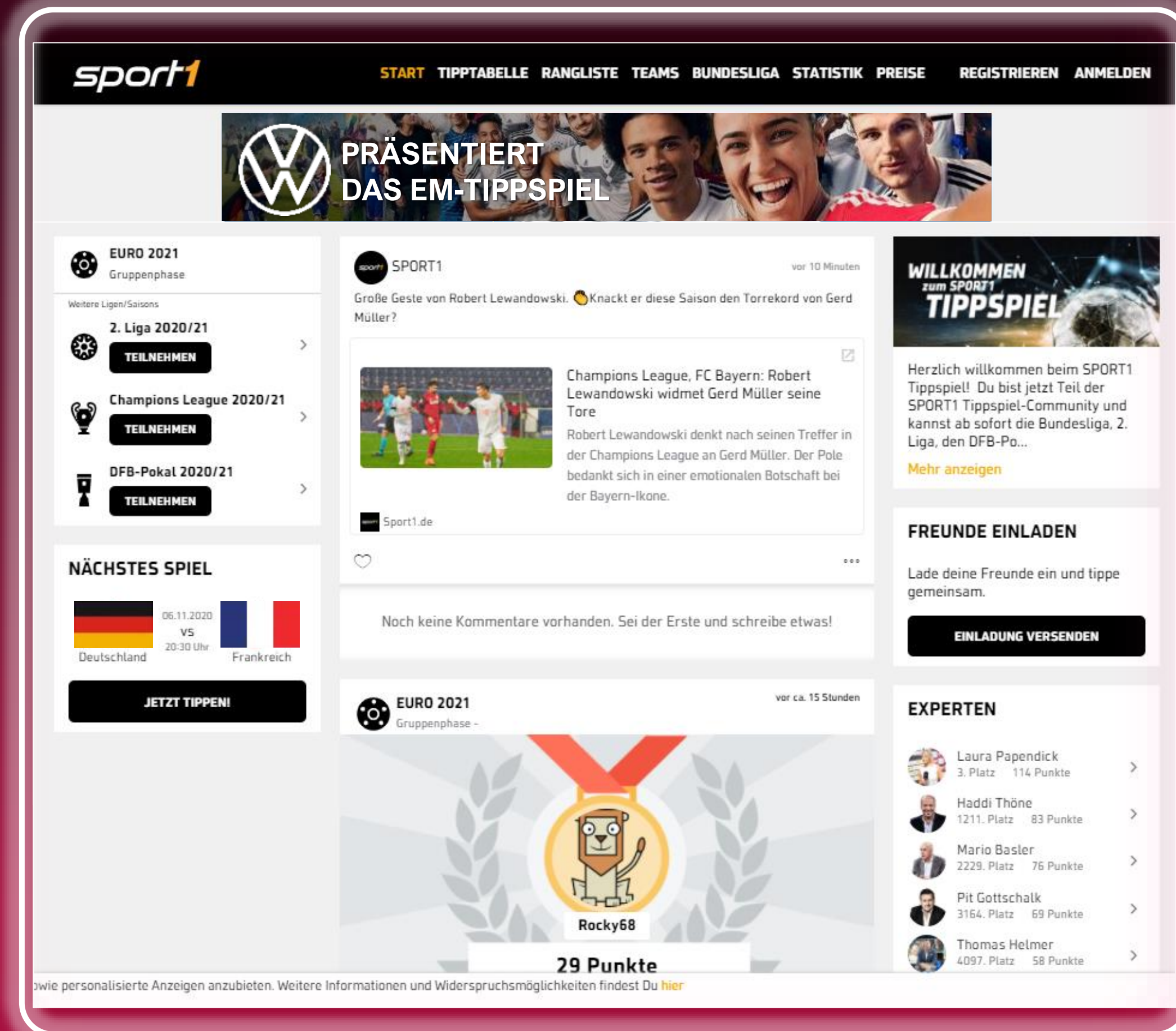
#TIPS PLAY

Be a partner of the World Cup TIPS PLAY 2022 and accompany our users to the betting success against the community and our experts! As a title sponsor and presenting partner with customized advertising media, you will attract a great deal of attention throughout the entire tournament.

Formats: Presenting header & Title patronage

Placement: Betting game dashboard + performance booster

BOOKABLE AT:



media **impact**



PRESENTING PACKAGES | PRESENTING ADVANCED

#GAMIFICATION

Transfermarkt is accompanying the 2022 World Cup like no other publisher. Through games within the GAMIFICATION package such as What's My Value, the user World Cup squad and various votes around the tournament. This results in a feel-good environment in which the target group stays for the long term.

Formats: Presenting header

Placement: Special placements + social media booster

BOOKABLE AT:



media **impact**



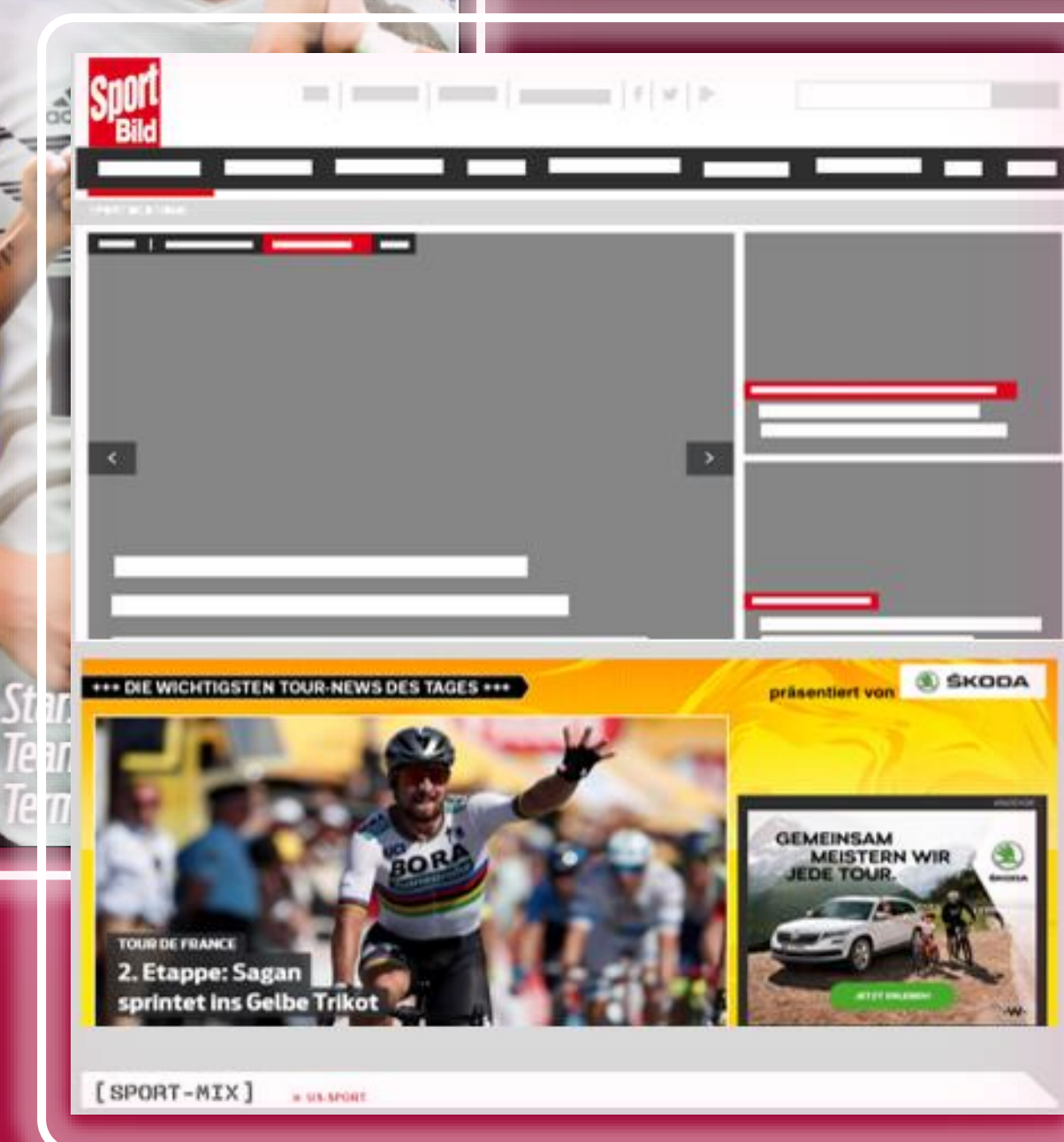
PRESENTING PACKAGES | PRESENTING ADVANCED

#BACKGROUND

SPORTBILD accompanies the World Cup with extensive, up-to-the-minute coverage. BACKGROUND includes editorial news, live ticker, home blog, special issue and videos (including highlight clips) around the tournament.

Special productions, a special format or editorial cooperations are also possible. Simply contact us if you are interested.

BOOKABLE AT:



media **impact**



#BEVISIBLE

BRANDING



media **impact**



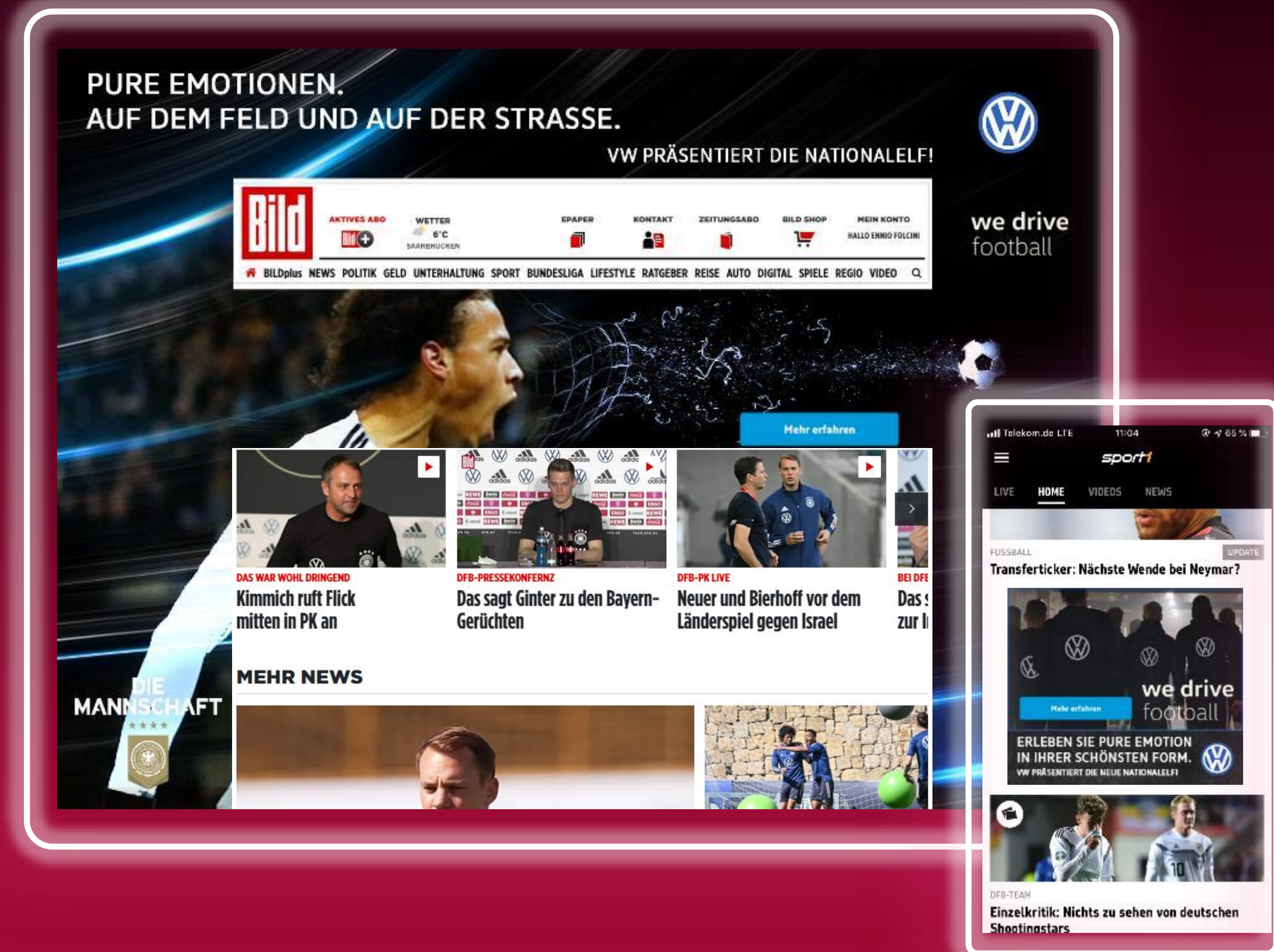
FIXED PLACEMENTS | BRANDING

#THE FIRST GLANCE

As a classic staging approach, the **HOMERUN** achieves a strong reach within 24 h on a homepage of our brands, e.g. on the match day of the German national team and 15 million. Als on BILD.de.

Your brand is integrated in a fixed position on all channels (desktop, MEW & app).

BOOKABLE AT:



media **impact**



FIXED PLACEMENTS | BRANDING

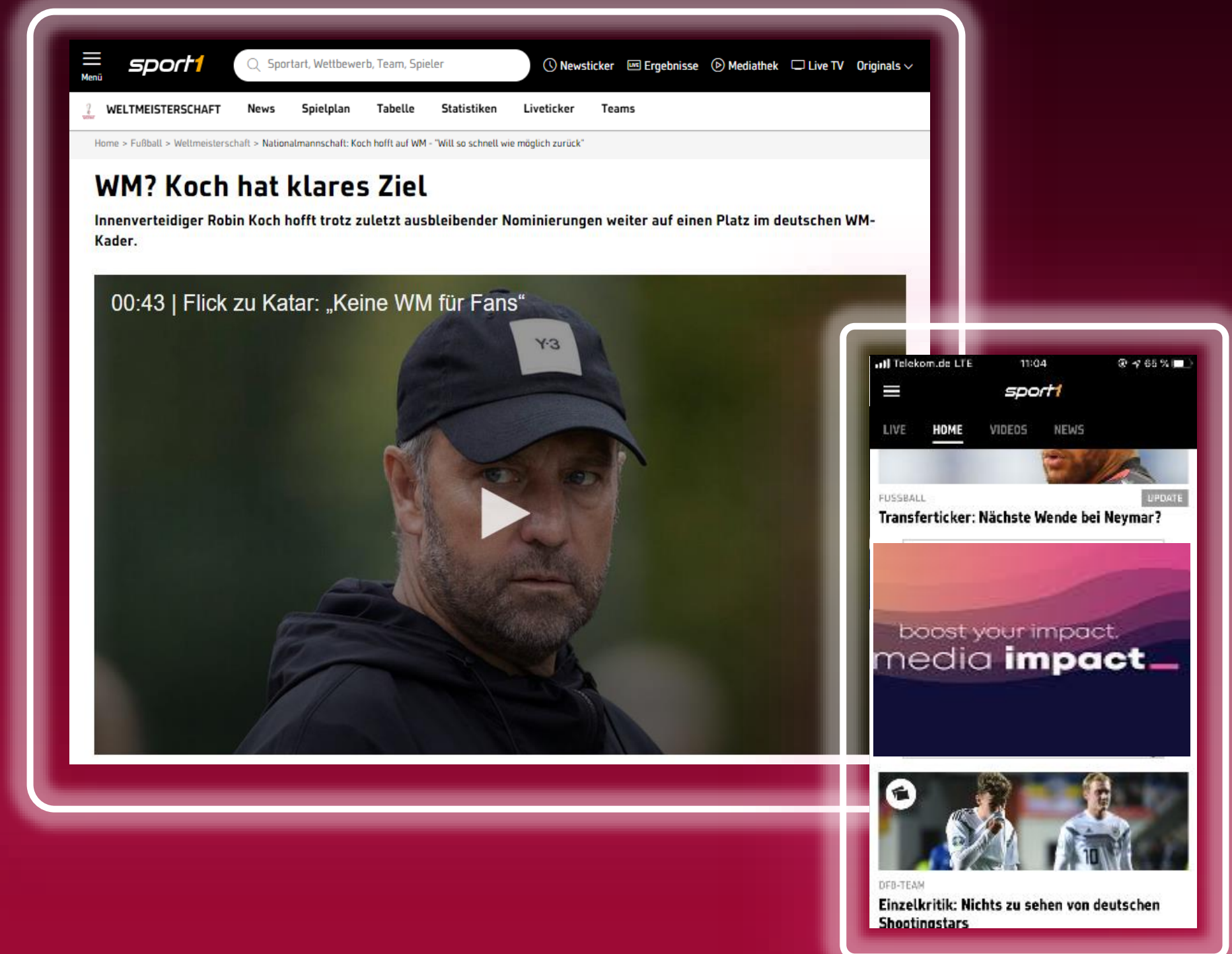
IN THE MIDDLE

For 24 hours, your brand is firmly positioned around the World Cup 2022 channel - it doesn't get any closer than that. In addition to the channel start page, the **CONTENTRUN** also features your message on all article, statistics and live ticker pages, e.g. on the day of the World Cup opening.

Your brand will be firmly placed on all channels (desktop, MEW & app).

Digital Ads: Sitebar + Medium Rectangle

BOOKABLE AT:



media **impact**



FIXED PLACEMENTS | BRANDING

#ALL OVER THE NET



The **WORLD CUP ROADBLOCK** guarantees over 5.0 million impressions on a World Cup match day.

You enjoy optimal visibility in the immediately visible area on relevant World Cup environments from Media Impact and the Ad Alliance.

9 brands with one booking, and one advertising medium. It couldn't be easier!

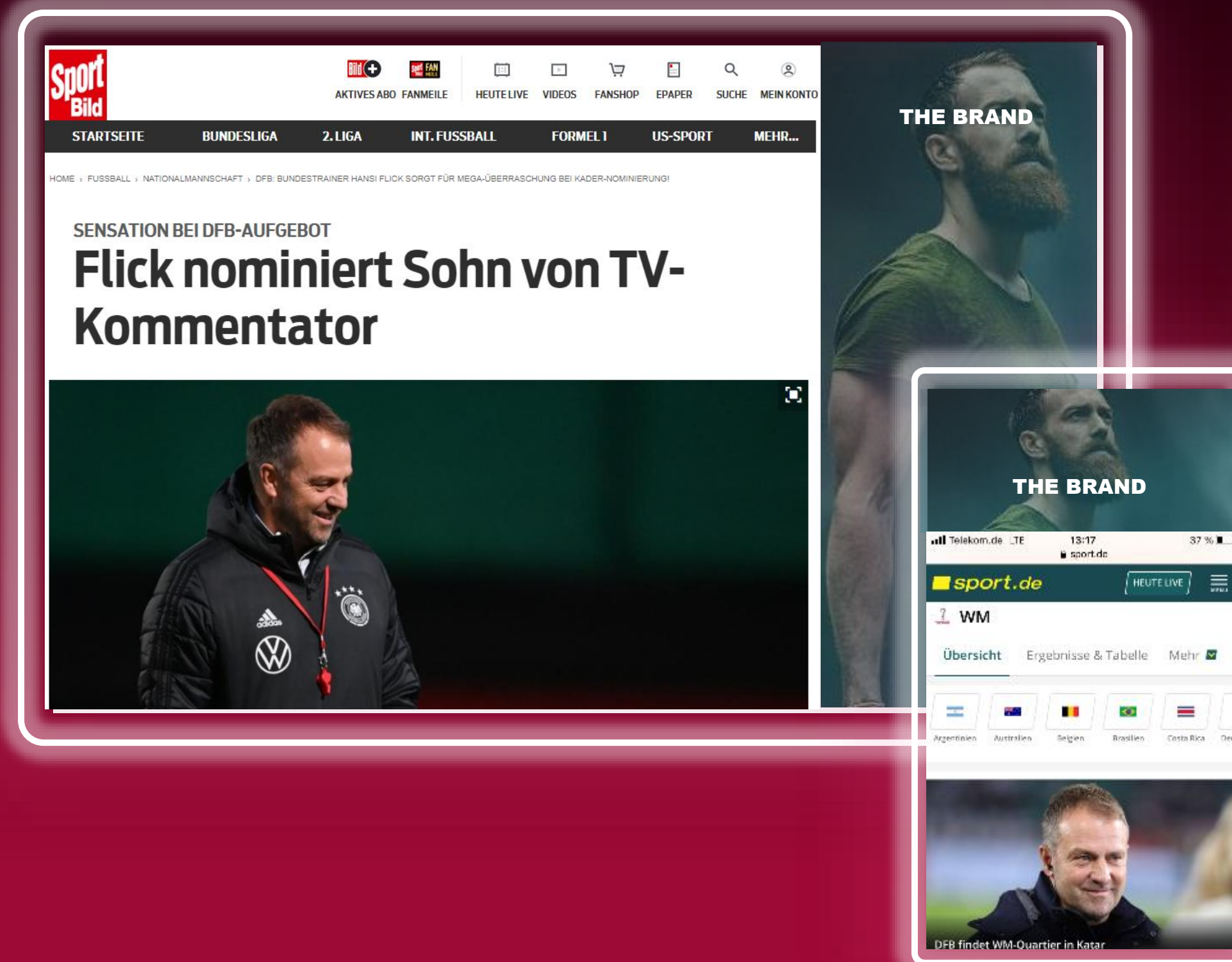
Media Impact:



Ad Alliance:



Media Impact acts as a service provider of Ad Alliance. In the event of a booking, the corresponding GTC apply to the Ad Alliance part.



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FIXED PLACEMENTS | BRANDING

DISPLAYS DIRECTLY IN THE WORLD CUP ENVIRONMENT

Place your ads directly in the right environment. Through targeted placement in the sports kick-off or within World Cup coverage.

Feel free to contact us about the various integration options.

BOOKABLE AT:



media **impact**



FIXED PLACEMENTS | BRANDING

#PRINT SPECIAL

SPORTBILD & BAMS special issue: Emotional and informative.

With our brandings, anything is possible. Our PRINT packages create a perfect visual framework and give you maximum attention before and after the World Cup matches. This is how we bring the World Cup to your home like no other marketer.

Feel free to contact us about the various integration options.

BOOKABLE AT:



media **impact**



FIXED PLACEMENTS | BRANDING

WORLD CUP GAME PLAN

All matches at a glance, present exclusively the match schedule of the FIFA World Cup 2022 at BILD am Sonntag. All matches from the opening game to the final. Various integrations possible by arrangement.

Feel free to contact us about the various integration options.

BOOKABLE AT:



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EXAMPLE | CROSSMEDIA

#CROSSMEDIA

MORE IS
NOT
POSSIBLE

MAXIMUM EFFECT WITH THE CROSSMEDIA PACKAGE!

Use the concentrated power of the digital part and print components for your campaign. For example, with the "DIE MANNSCHAFT" package in combination with regular ads in the World Cup environment of BILD am Sonntag, integration in BILD LIVE and digital out-of-home (DOOH).

Together with you, we create options that are perfectly tailored to your brand and your campaign goals.



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#BEDIFFERENT

CONTENT MARKETING



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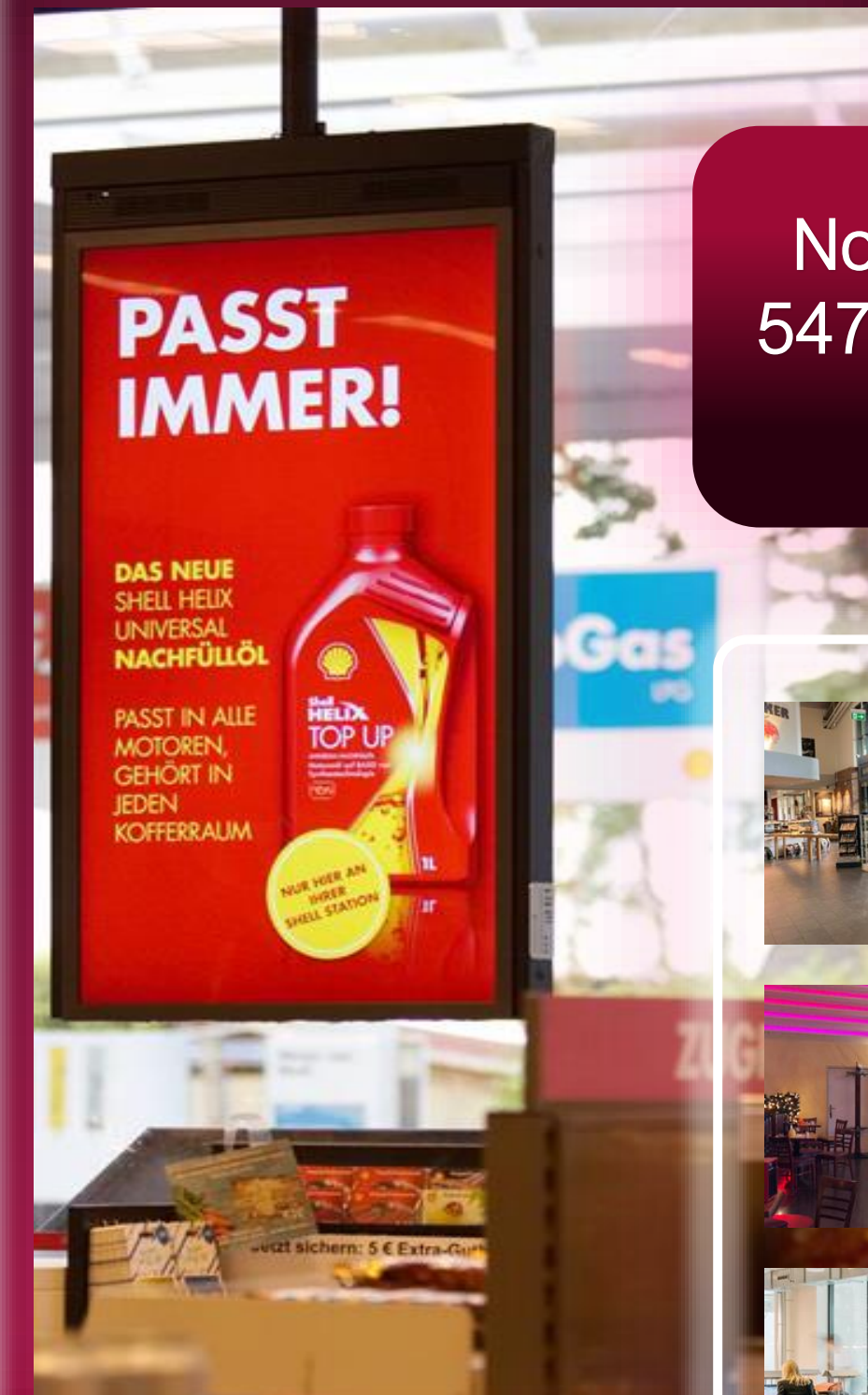
INDIVIDUAL STAGING | DOOH

#DOOH – DON'T MISS A THING

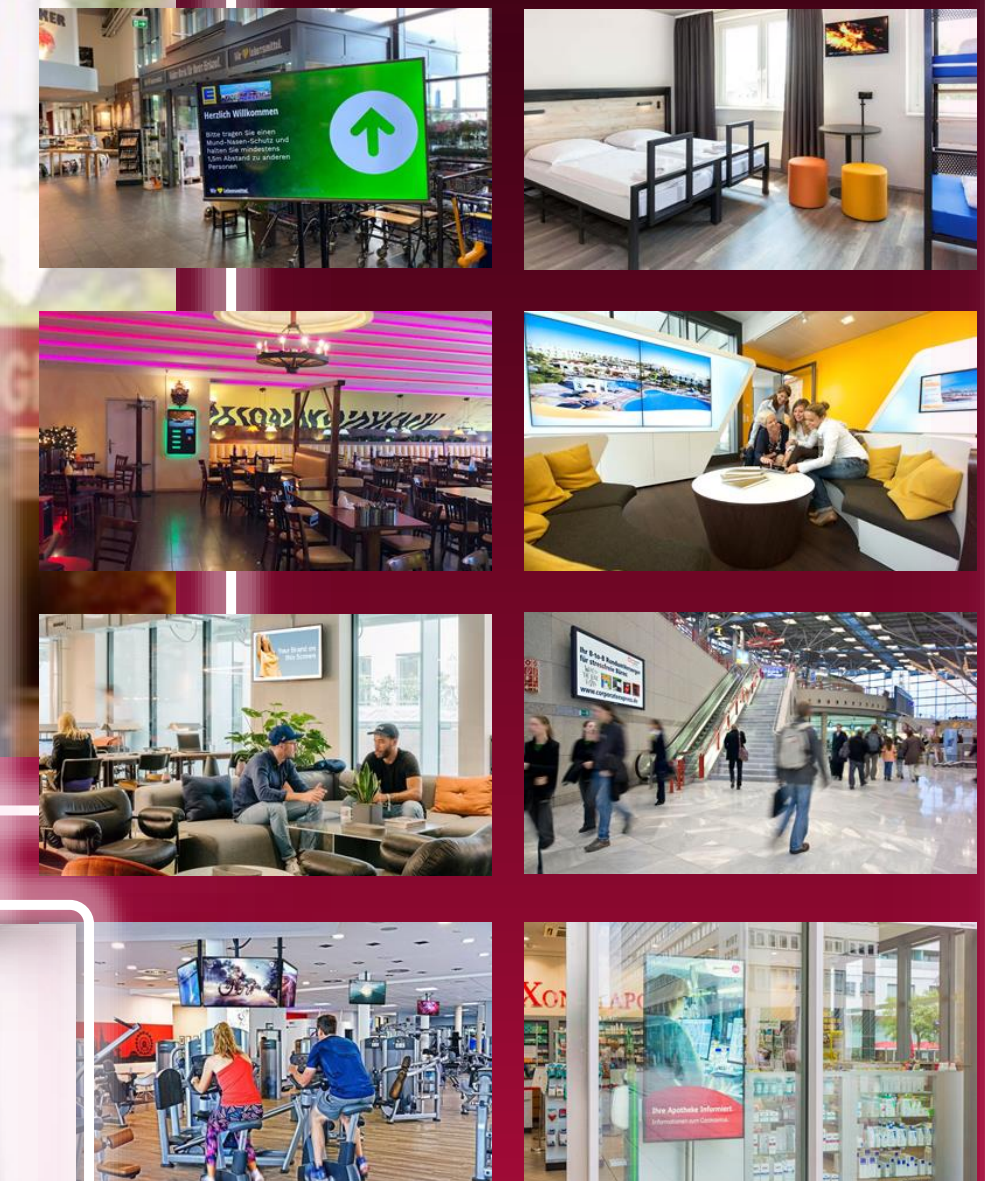
Reach up to 112.6 million impressions per week.

Take advantage of the exclusive reach of our DOOH spaces and address your target group in the appropriate environment with your products and brand messages. Place your campaign in the right locations and thus in the right context!

Whether a specific audience or a targeted region, we have the right locations for your campaign: Gym, hotels, shopping, co-working, retail, gas stations, and much more.



Now exclusively at Media Impact!
547 Shell service stations; 4 million.
Gross contacts/week



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INDIVIDUAL STAGING | PODCAST

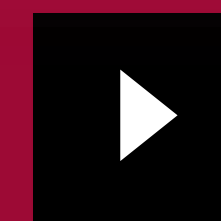
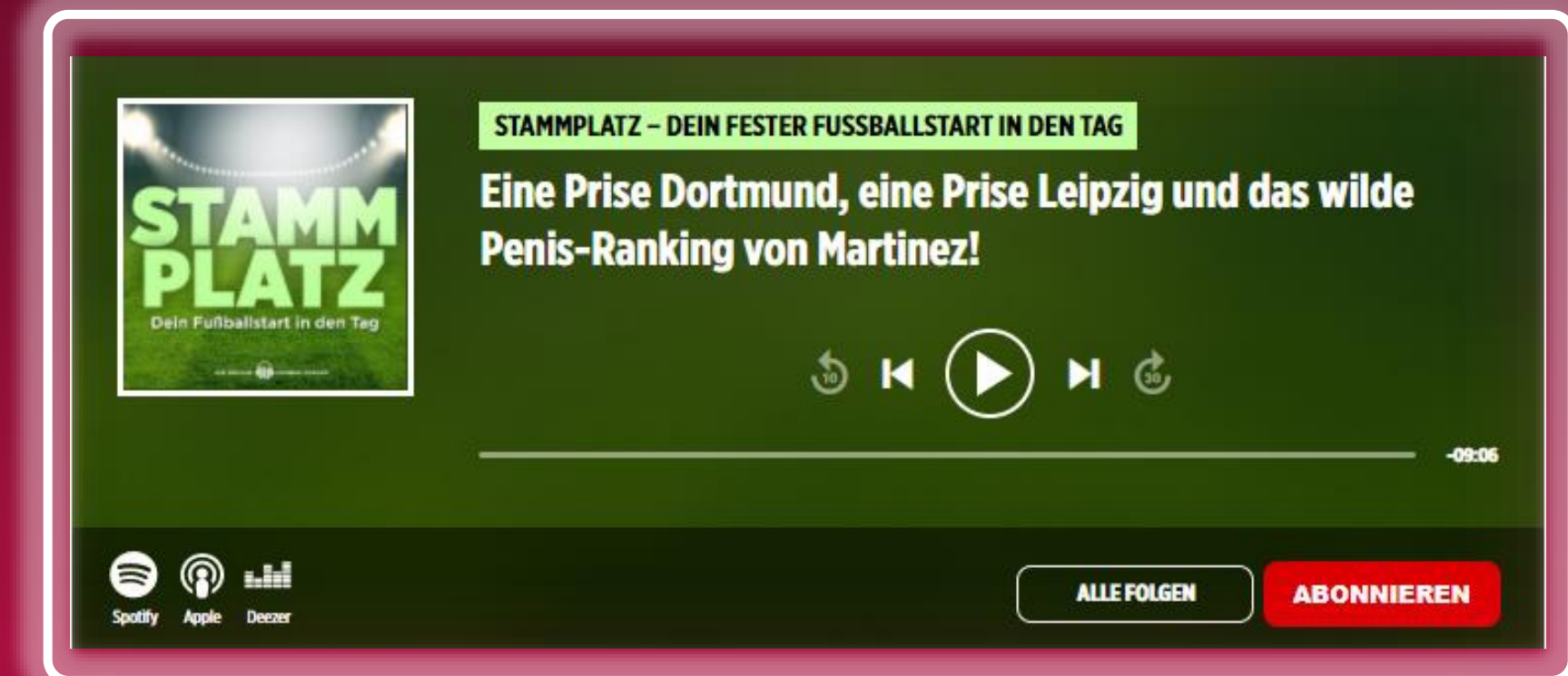
PODCAST - LISTENING CHEER

Whoever listens here sets the tone on the subject of the FIFA World Cup! "Stammplatz" is, for example, the new daily football PODCAST from BILD.

- Which coach flies? Which superstar is hitting the ground?
- What's really behind the exciting scenes from the World Cup stadiums?
- What topics are being whispered about and discussed at the World Cup?

The host team of Kilian Gaffrey, Chris Hüb and André Albers discuss the topics of the day in a whimsical manner. The BILD World Cup reporters provide the insights that only they can give in Germany.

At Media Impact!
Daily World Cup Special Podcast



[Press STRG and Click here for audio sample](#)



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INDIVIDUAL STAGING | YOUTUBE

#YOUTUBE – PURE EMOTIONS

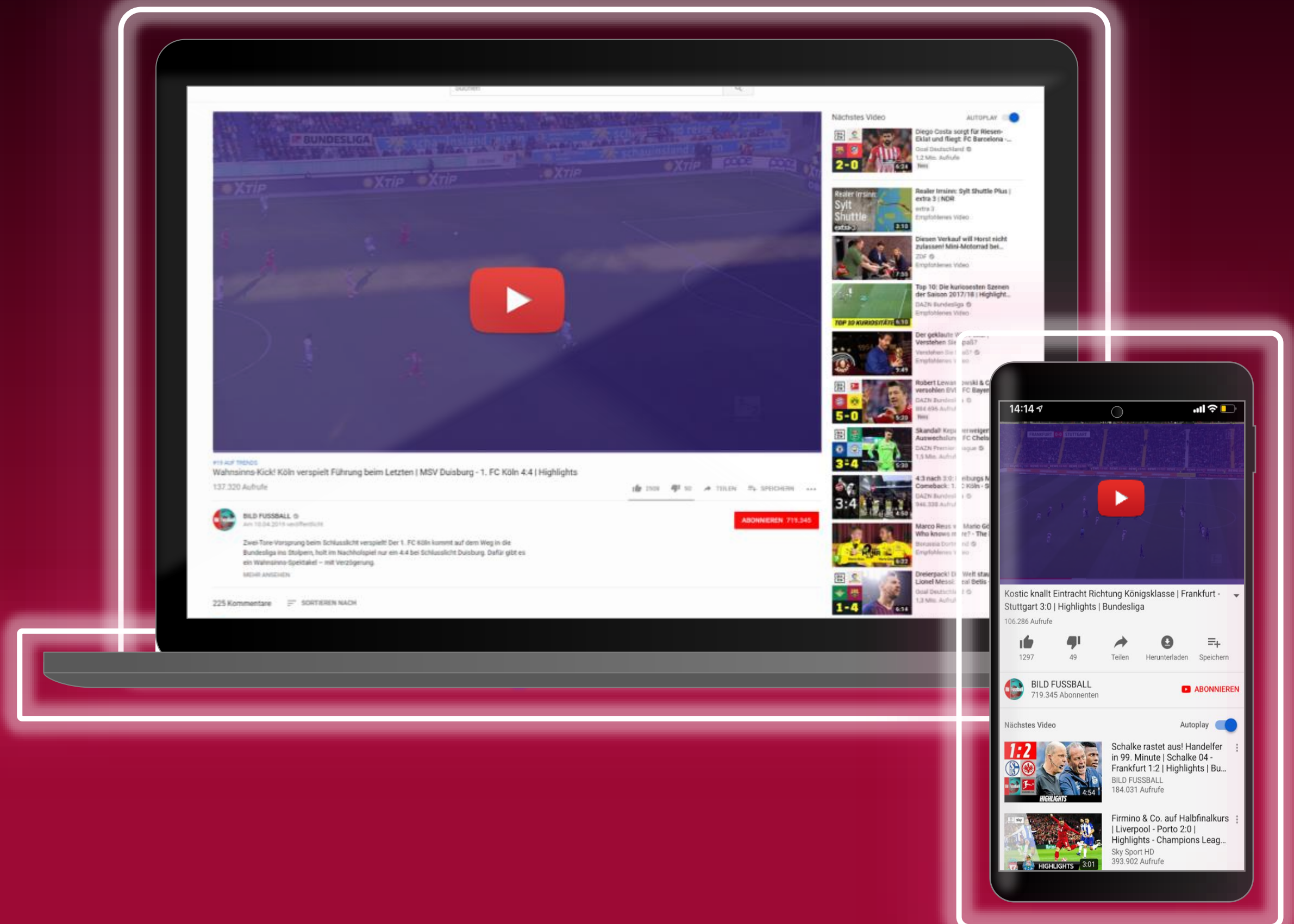
Book additional reach now through our YouTube channels BILD and SportBILD. Use our brand awareness to showcase your products in conjunction with our sports formats on Germany's most popular video platform.

All World Cup highlight clips on our high-reach YouTube channels of BILD and SportBILD.

Be placed exclusively via Media Impact in front of this high-quality, emotional and up-to-date content and reach exactly your target group.



Exklusive Platzierung bei
Media Impact!



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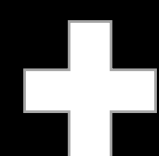
DATA PLACEMENT | BRANDING

New / from Team DATA

#DATA-SPECIAL WORLD CUP 2022

Our data special format combines contextual with interest targeting to achieve optimal reach:

Your advertising will be integrated in all articles dealing with the 2022 World Cup¹ – portfolio wide.



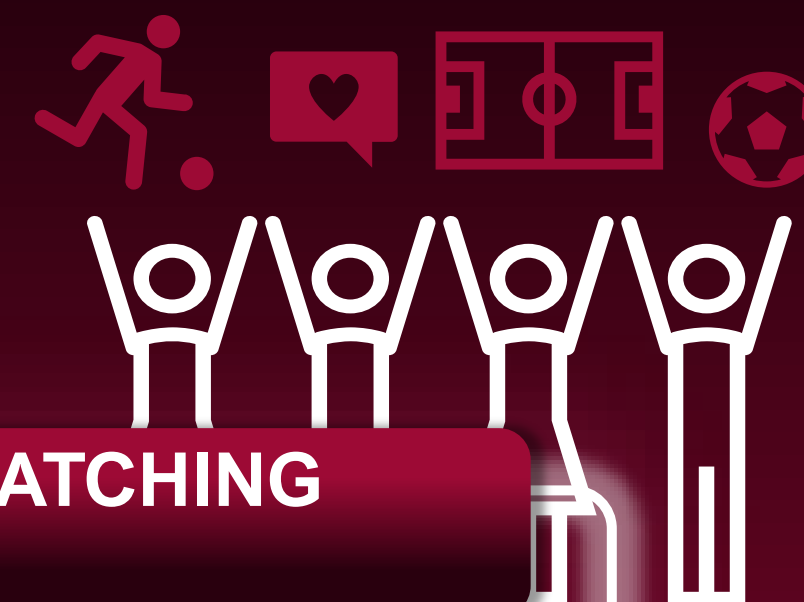
Your advertising will be played to all users across the entire Media Impact portfolio who are interested in the topic of the 2022 World Cup in Qatar² - regardless of the environment.

Formats: free selectable

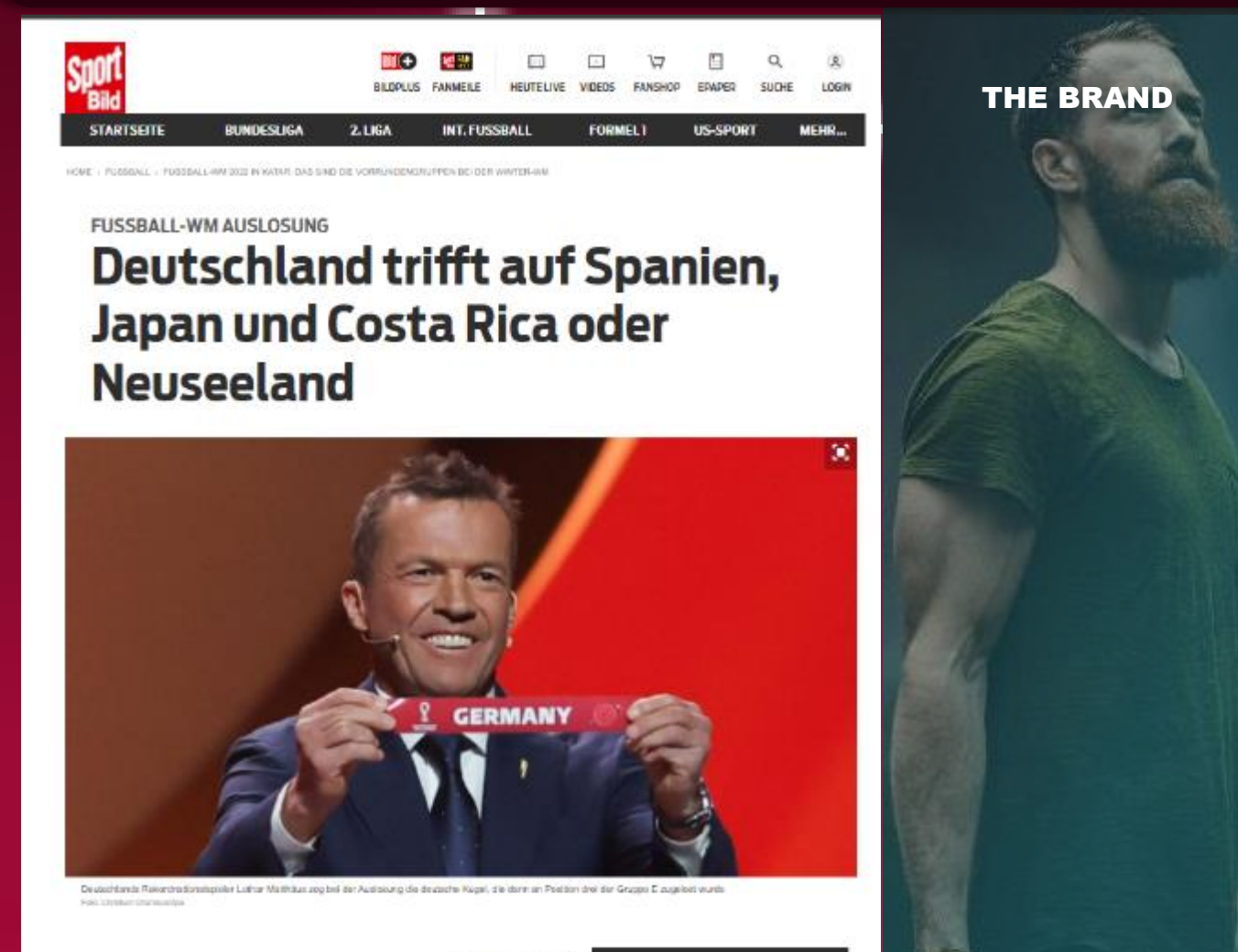
Brutto CPM: 10€^{1,2} Surcharge on your volume booking

¹ via contextual targeting
² About Interest Targeting

ADVERTISING TO ALL FOOTBALL
WORLD CUP FANS



ADVERTISING IN MATCHING
ARTICLES



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INDIVIDUAL PRODUCTIONS | BRAND STORIES

NATIVE WORLD CUP STORIES FOR YOUR BRAND



„Der war definitiv ein Fehleinkauf!“

FORMER PROFESSIONAL FOOTBALL PLAYERS DISCUSS

...about current topics of the World Cup. Optionally, one winner gets a place of honor in the alumni club.



Laufen Sie mit der Nationalelf ins Stadion ein!

WITH THE NATIONAL TEAM TO THE STADIUM

For many fans, entering the stadium with their football idols is a dream come true. The Brand Story makes these dreams come true and links them to the stories behind them.



Das geheime Fit-Food der DFB-Stars

INSIGHTS AROUND THE NATIONAL TEAM

The brand story combines relaxed cooking with an interview on the subject of nutrition and private insights from the life of the goal scorer.



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FIFA WORLD CUP KATAR 2022

#bepartofit



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