

**THE SECOND HALF
2022/2023**

BUNDES LIGA

media **impact**—



PERFECT MATCH

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

The paid highlight clips 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!

axel springer—



media **impact**—

THE BUNDESLIGA AT BILD

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Reporting on the Web & Print



Stammplatz
(Podcast & Vodcast)



Reif ist live
(Digital, Podcast & DOOH)



Phrasenmäher
2x/Month
(Podcast)



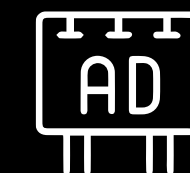
Viral Daneben
(Digital)



Reif ist live
(Digital, Podcast & DOOH)



BILD Bundesliga
Show (Digital Paid & DOOH)



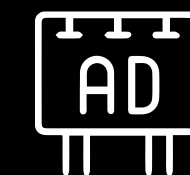
Highlight Clips
(Digital Paid & DOOH)



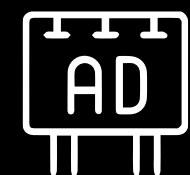
Bayern Insider
(Podcast)



BILD Bundesliga
Show (Digital Paid & DOOH)



Highlight Clips
(Digital Paid & DOOH)



Highlight Clips
(Digital Paid & DOOH)



Lage der Liga
(TV & Digital)



Summary of Reif ist live (TV)





"No Bundesliga fan can get past us - that is more than ever our claim and our customer promise to you. The fastest highlight clips of all 1st and 2nd league matches and the compact 15-minute show with all goals are perfect for every fan. It won't be boring with us ..."

Matthias Brügemann, Editor-in-Chief Sports of the BILD and WELT Group

Bild **Sport**
Bild **welt** media **impact**

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BILD

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ALL NEWS AT A GLANCE



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Bild

**Sport
Bild**

WELT

DOOH - CUT-INS

DOOH reaches an exclusive target group directly at the point of experience with emotionalizing moving image campaigns. It combines the size of outdoor billboards with the power of moving images and the dynamics of digital media.

And now new: Present your brand with a cut-in and be present during the content.

This is how you achieve maximum attention!



PRESS CTRL & CLICK TO
VIEW



PRE-ROLL ONLY

Also our popular video clips and shows go into the second round!

We now offer an additional pre-roll only package for our partners!

Put your brand in the spotlight with a 20-second spot before the high-reach moving image!

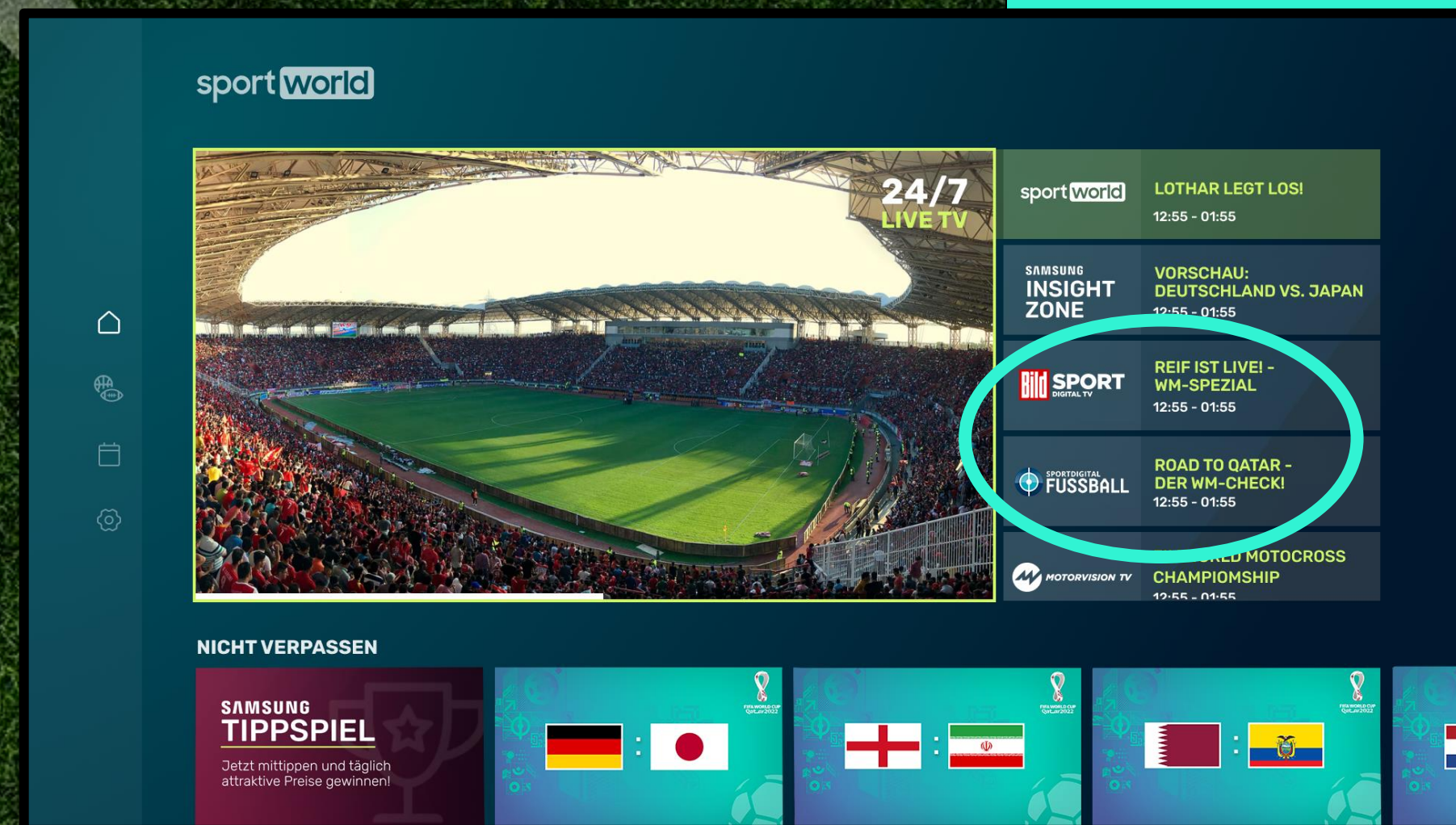


PRESS CTRL & CLICK TO
VIEW



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SPORT WORLD



Sports highlights mobile and on Samsung Smart TVs - our exciting BILD football talks and video shows are also available live on TV.

And not only that! We want to make sports a shared experience for everyone! As a partner of the Sportworld platform, we make exactly that possible. The platform for sports experiences on SmartTV and mobile solves the problems of users interested in sports by making all sports content visible and easily accessible. By aggregating the most important sports channels, Sportworld shows the diversity of sports!

Bild **SPORT**
TV



PRESS CTRL & CLICK TO
VIEW

sportworld

Bild **SPORT**
TV

medienimpact



BILD 100 SPORT

On June 02, 2023 - the date of the DFB Cup Final - BILD will bring together the TOP 100 decision-makers from the world of sports and the "Who's Who" from politics, business and the media.

In the Journalists' Club of Axel Springer Verlag, everything on this day will revolve around the DFB Cup final, exciting and, above all, exclusive insights into the world of sport, as well as the social discussion surrounding the importance of sport in the subject areas of "sustainability", "inclusion" and "diversity"!



BILD 100 SPORT – THE PROCESS

KICK-OFF: 11:00 A.M.

TILL

FINAL WHISTLE: 03:00 p.m.



WELCOME OF THE GUESTS

WELCOME THE GUESTS OF THE AT AXEL SPRINGER PUBLISHER



ARGUMENT

THE FINALISTS OF THE DFB CUP IN DISPUTE



HIGHLIGHT TALK

HIGHLIGHT TALK WITH A TOP GUEST OF THE SPORT



SPONSOREN PANEL

SUSTAINABILITY, INCLUSION AND DIVERSITY THROUGH & WITH SPORT



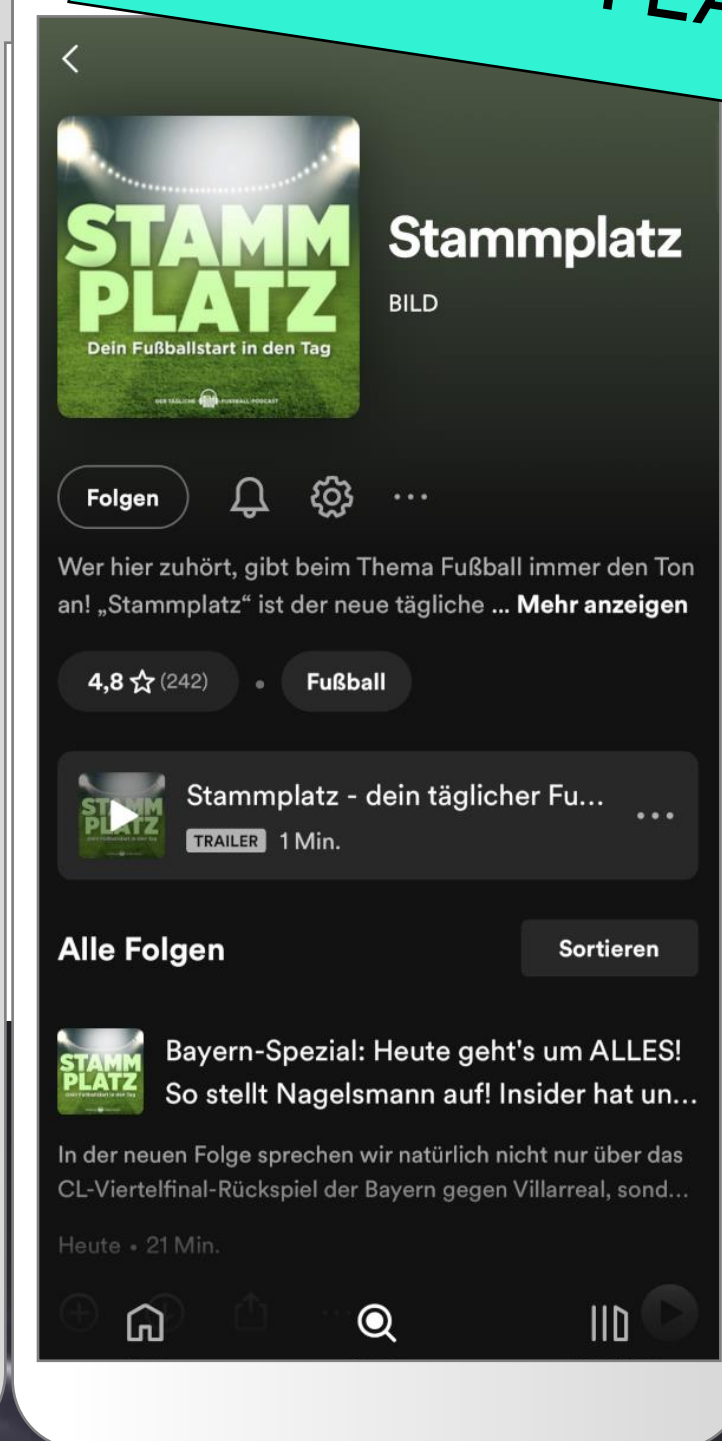
NETWORKING LUNCH

GETTING TO KNOW EACH OTHER AND EXCHANGING IDEAS OVER LUNCH IN AN EXCLUSIVE CIRCLE

HERE'S SOMETHING FOR THE EARS!

PODCAST NEWCOMER
OF THE YEAR 2022!

amazon



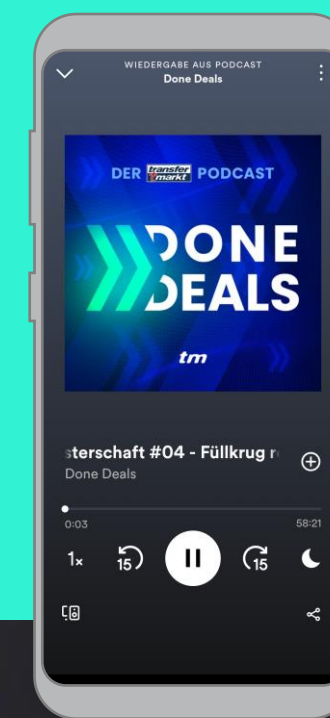
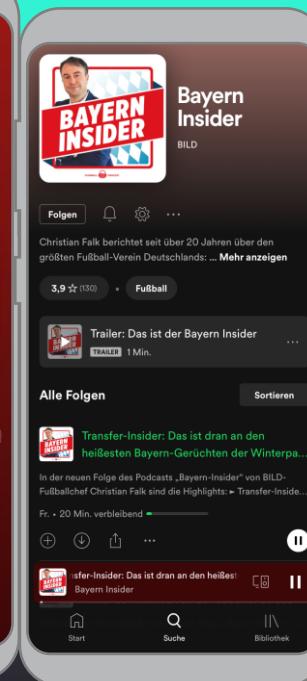
LISTEN NOW



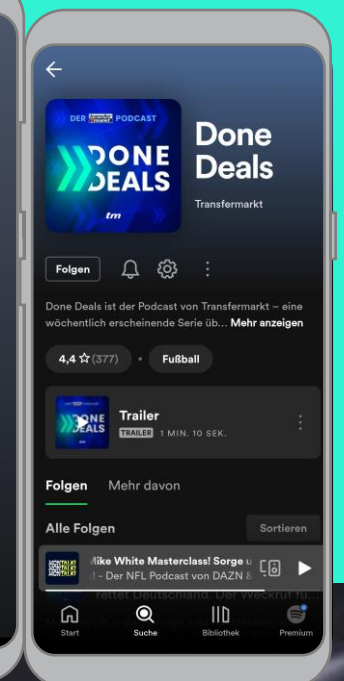
LISTEN NOW



LISTEN NOW



LISTEN NOW



LISTEN NOW



STAMM PLATZ

In addition to the podcast, our popular football talk "Stammplatz" is also available as a vodcast every Monday!

Since the beginning of the year, host Kilian and André have been informing all football fans every morning about the most important and interesting topics.

Stammplatz is not only the newcomer podcast of the year 2022, but now also runs every Monday in vodcast format, for even more football feelings!



PRESS CTRL & CLICK TO VIEW





THE FOOTBALL TALK

*With commentator legend
Marcel Reif*

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**Sport
Bild**

WELT



FOOTBALL TALK

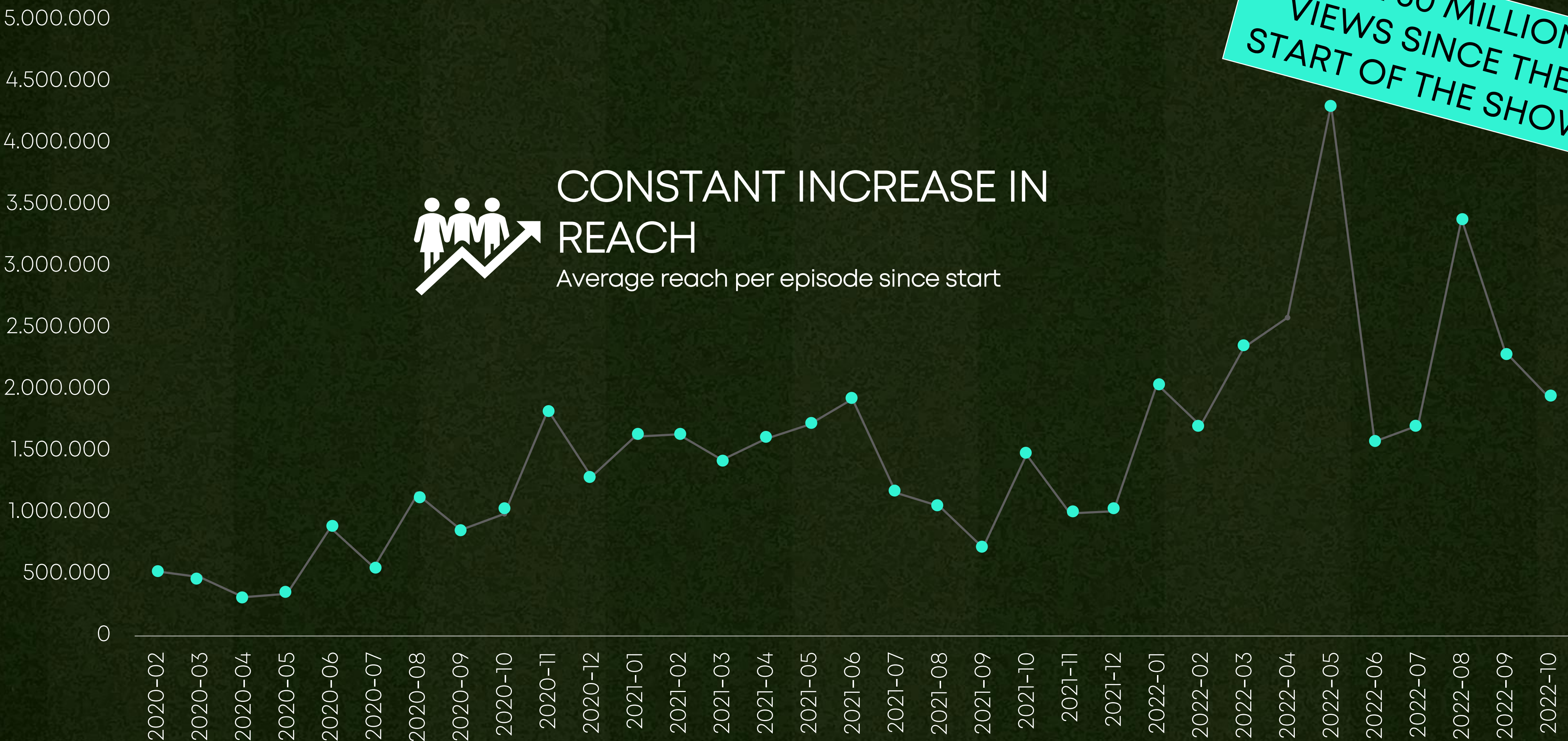
The football talk with concentrated expert power at BILD - **Reif is live!** All the important topics in football are discussed twice a week by commentator legend Marcel Reif and sports editor-in-chief Matthias Brügelmann. As the biggest show format at BILD, it thrills viewers with over half a million views per match day!

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



PRESS CTRL & CLICK TO
VIEW

REIF IS MORE IN DEMAND THAN EVER



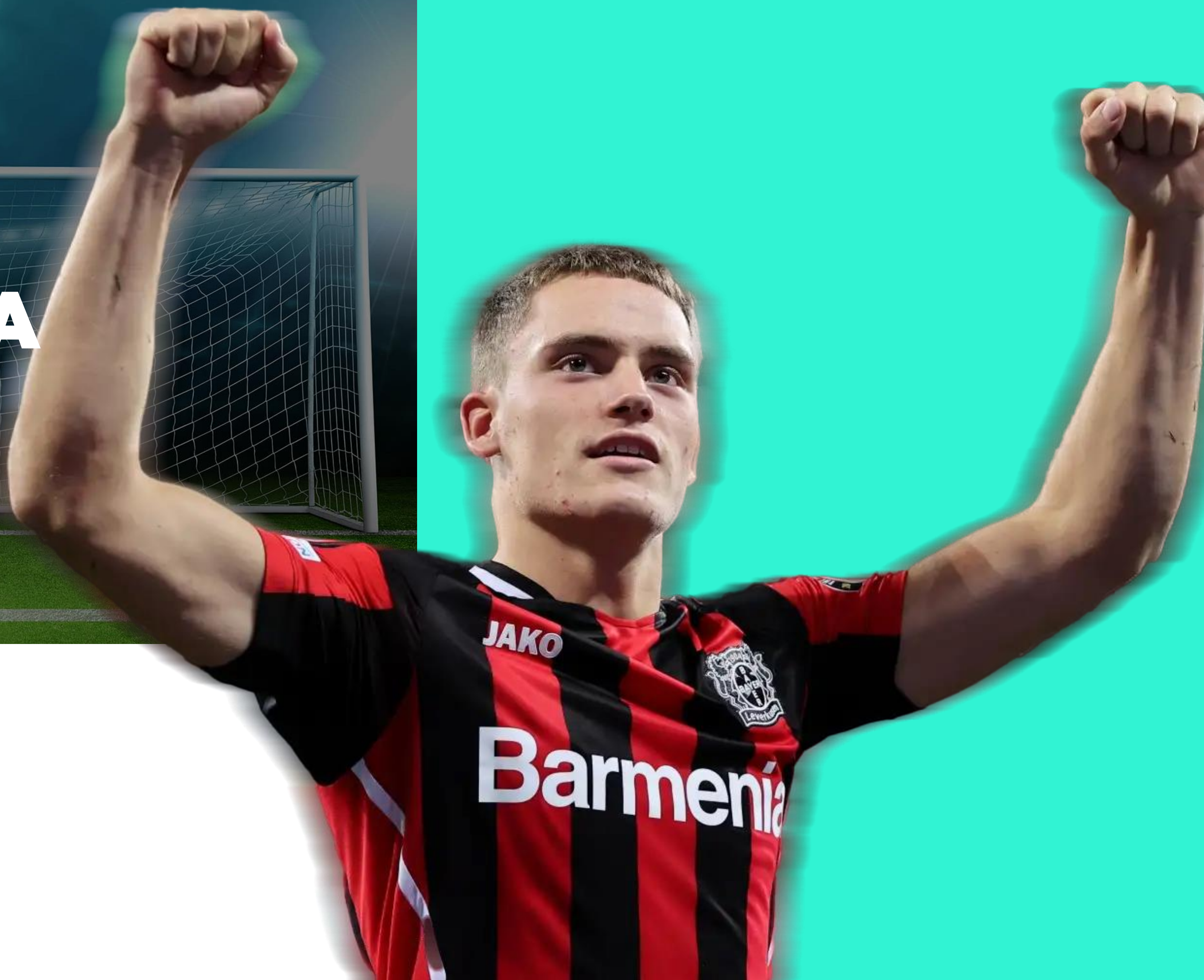
OUR BUNDESLIGA LICENSE CONTENT

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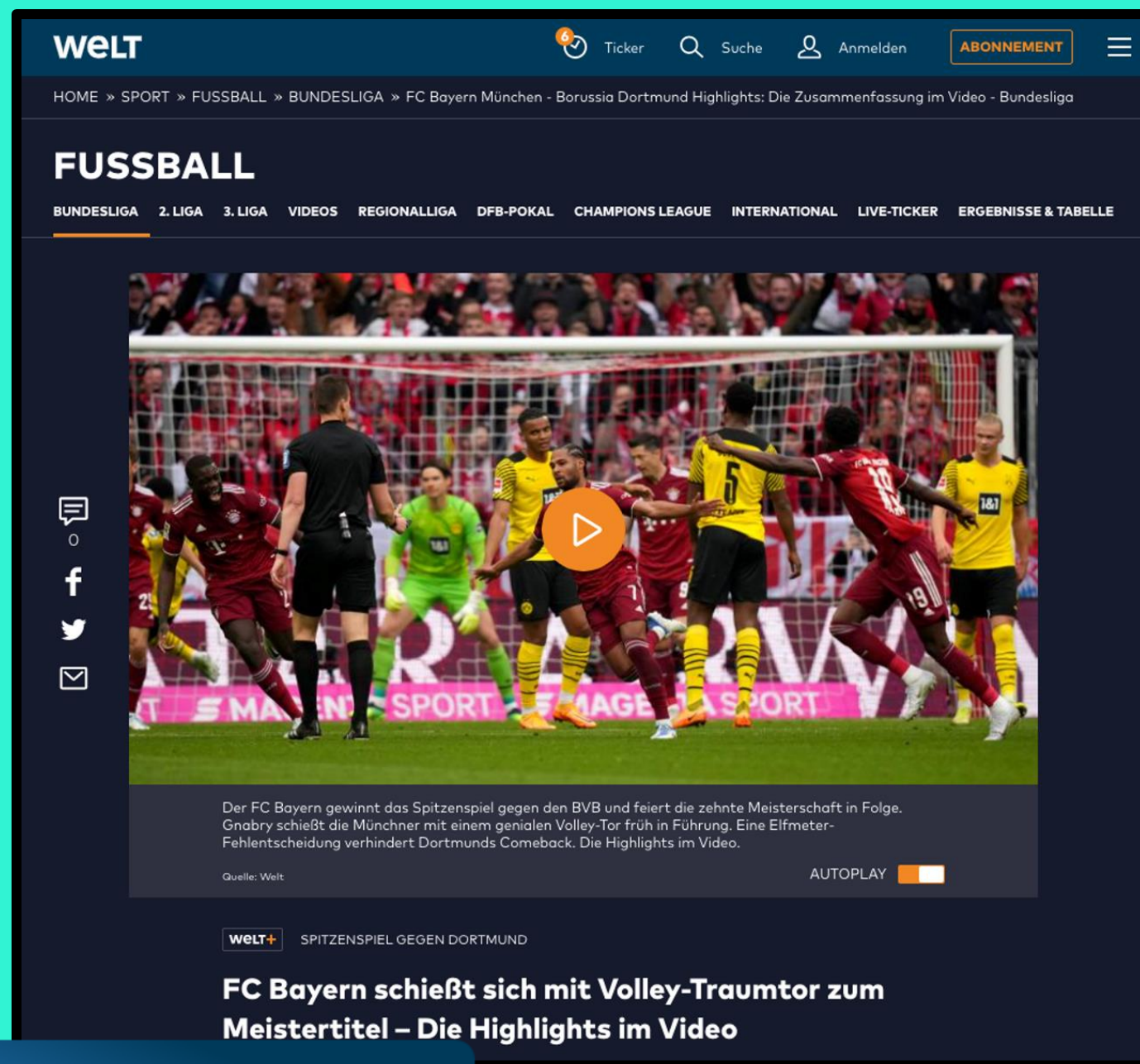
Bild

**Sport
Bild**

WELT



HIGHLIGHT CLIPS



welt+



PRESS CTRL & CLICK TO VIEW



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!

REACH GROWTH



Over 645.000
Subscribers



Over 210.000
Subscribers

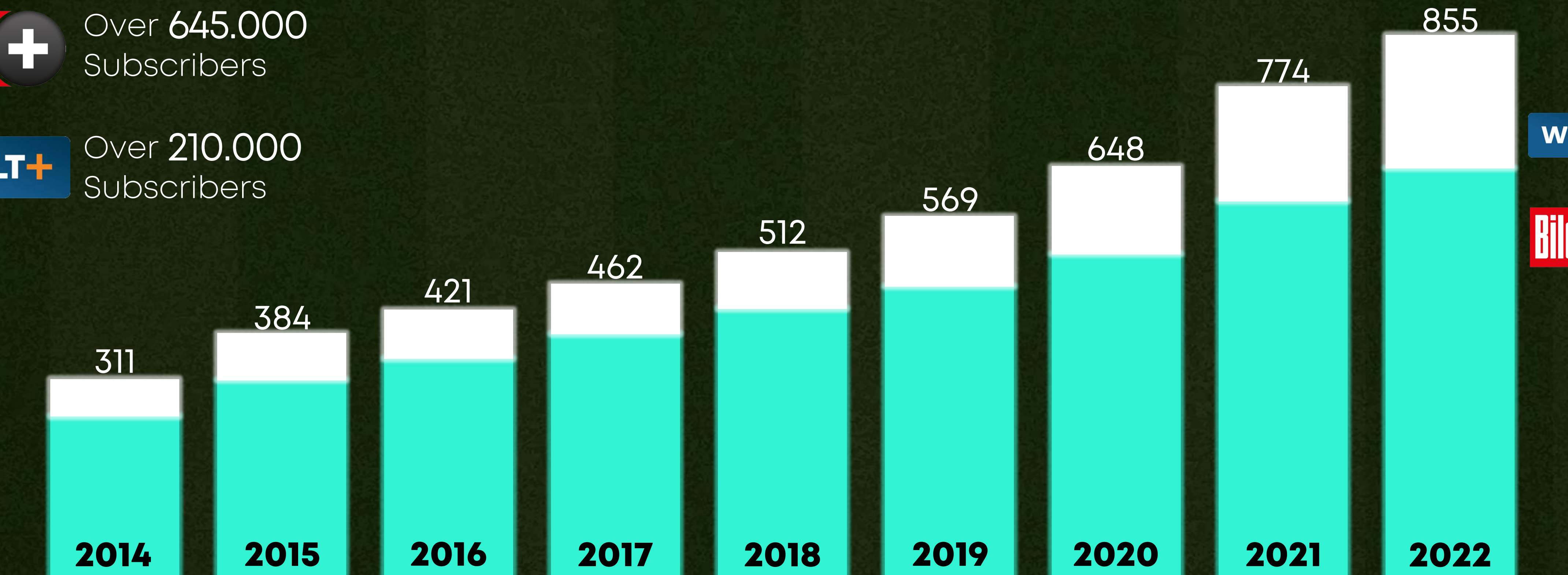


BILD- and WELTplus reach over 850 thousand users with paid content rights!

BULI SHOW

The Bundesliga Show at BILD, with commentator Cornelius Küpper and presenter Valentina Maceri, shows all matches & all goals of the match day entertainingly in a show before everyone else!

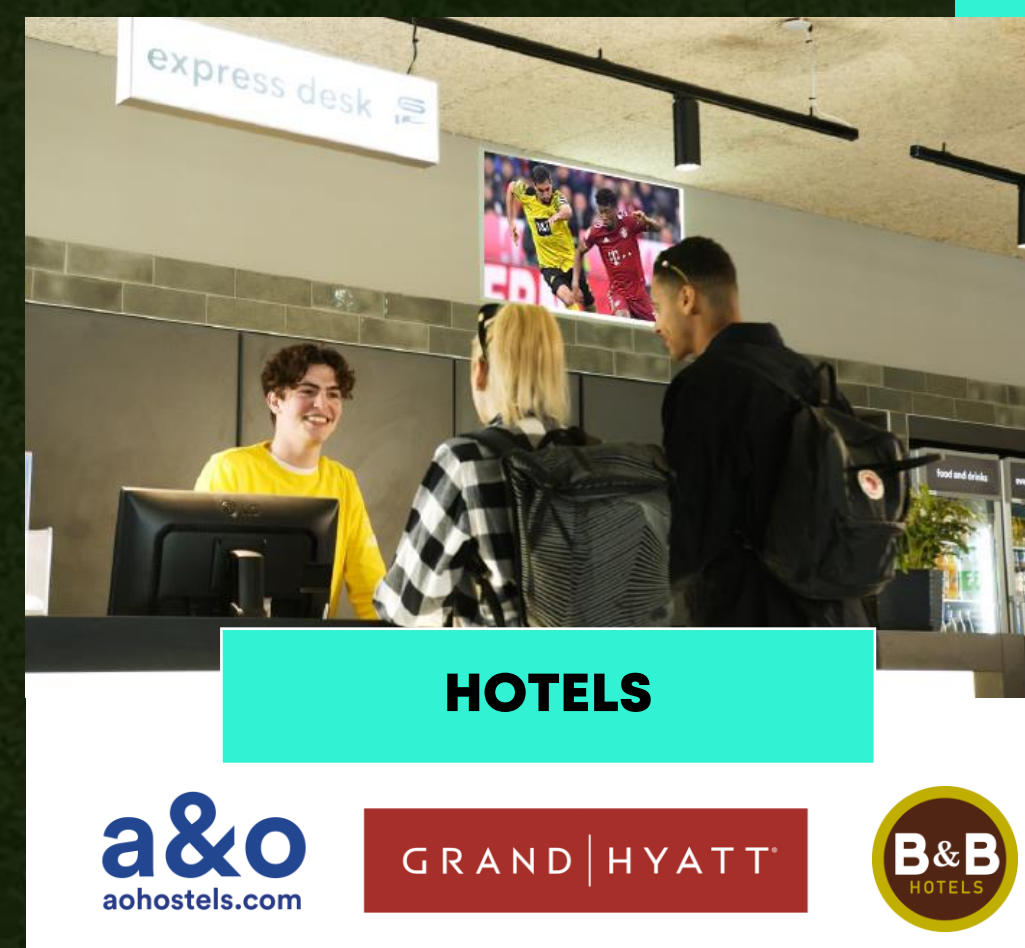
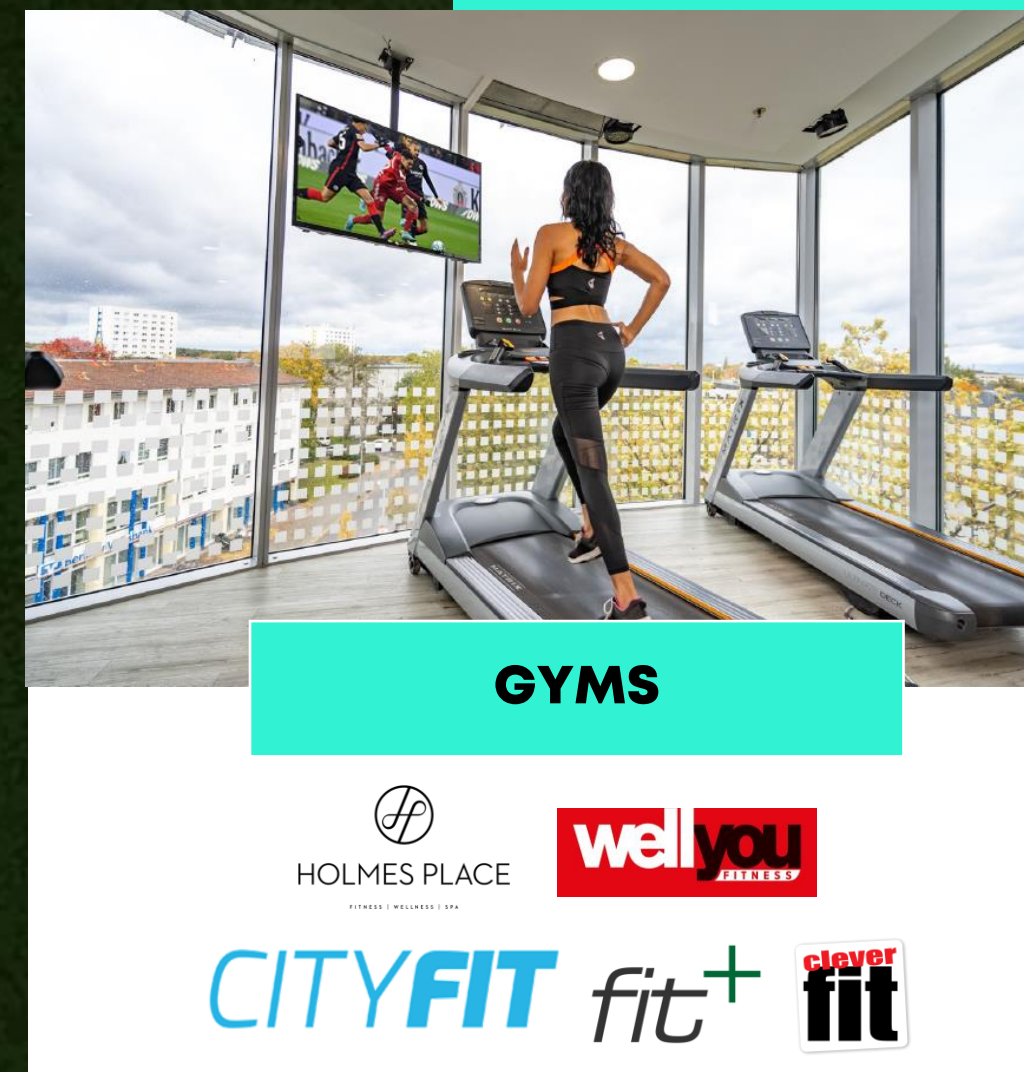
_ approx. 30 minutes after the final whistle of the last Bundesliga match!
_ compact in 15 minutes! Goals, highlights and analysis - it's all there!

Goals, highlights and analysis - it's all there!



PRESS CTRL & CLICK TO VIEW

Our DOOH-Locations:



DOOH

DOOH brings the sport of BILD and Welt into our everyday lives. Our partner Framen offers 10,000 screens in around 1,000 cities and brings the Bundesliga everywhere.

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

Whether with the classic content roll or with our cut-ins, we put your brand perfectly in the spotlight everywhere!



OUR BUNDES LIGA PACKAGES



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**Sport
Bild**

WELT

OUR PACKAGES

ALL OUR PACKAGES ARE
ALSO AVAILABLE AS 3-
MONTH PACKAGES BY
ARRANGEMENT

HIGHLIGHT CLIPS (3x)

BRUTTOPRICE

1,6 M. €

POSSIBLE NET 2 PRICE

535 K €

BUNDESLIGA SHOW (2x)

BRUTTOPRICE

1,5 M. €

POSSIBLE NET 2 PRICE

524 K €

REIF IST LIVE (2x)

BRUTTOPRICE

1,1 M. €

POSSIBLE NET 2 PRICE

370 K €



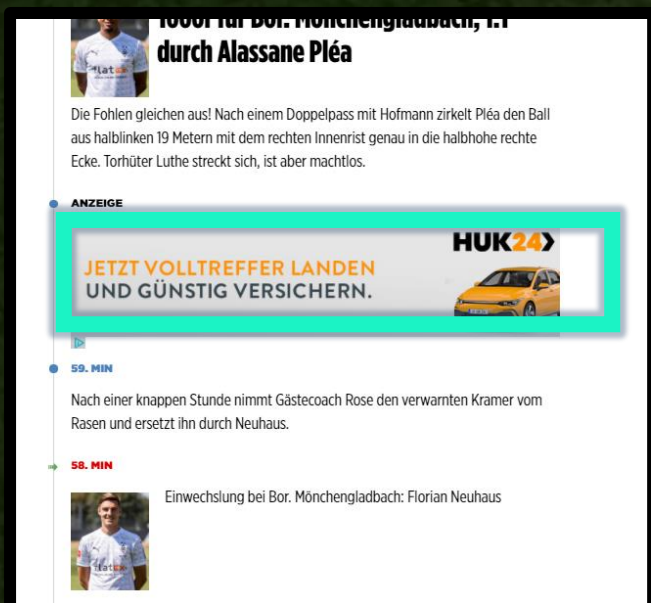
YOUR ADVERTISING INTEGRATION OPPORTUNITIES



DIGITAL
PRESENTING HEADER
(ALSO ON LIVE TICKER)



DIGITAL
LOGO INTEGRATION TEASER



DIGITAL
KONTEXTSENSITIVES
TICKER AD



PRINT PRESENTING or
FESTPLATZIERUNG



DOOH
CONTENT ROLL OR CUT-IN



VIDEO
PRE-ROLL & PRESENTER
CLIP



VIDEO
BANDEROLE OR
L-FRAME



VIDEO
SLOW MOTION
SEPARATOR



VIDEO
PRODUCT PLACEMENT



RUBRICS PRESENTING



JETZT REINHÖREN

PODCAST AUDIO
PRESENTER

EVEN MORE BUNDES LIGA?

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SPORT1

The perfect extension.

SPORT1 shows the digital highlight clips of the football Bundesliga.

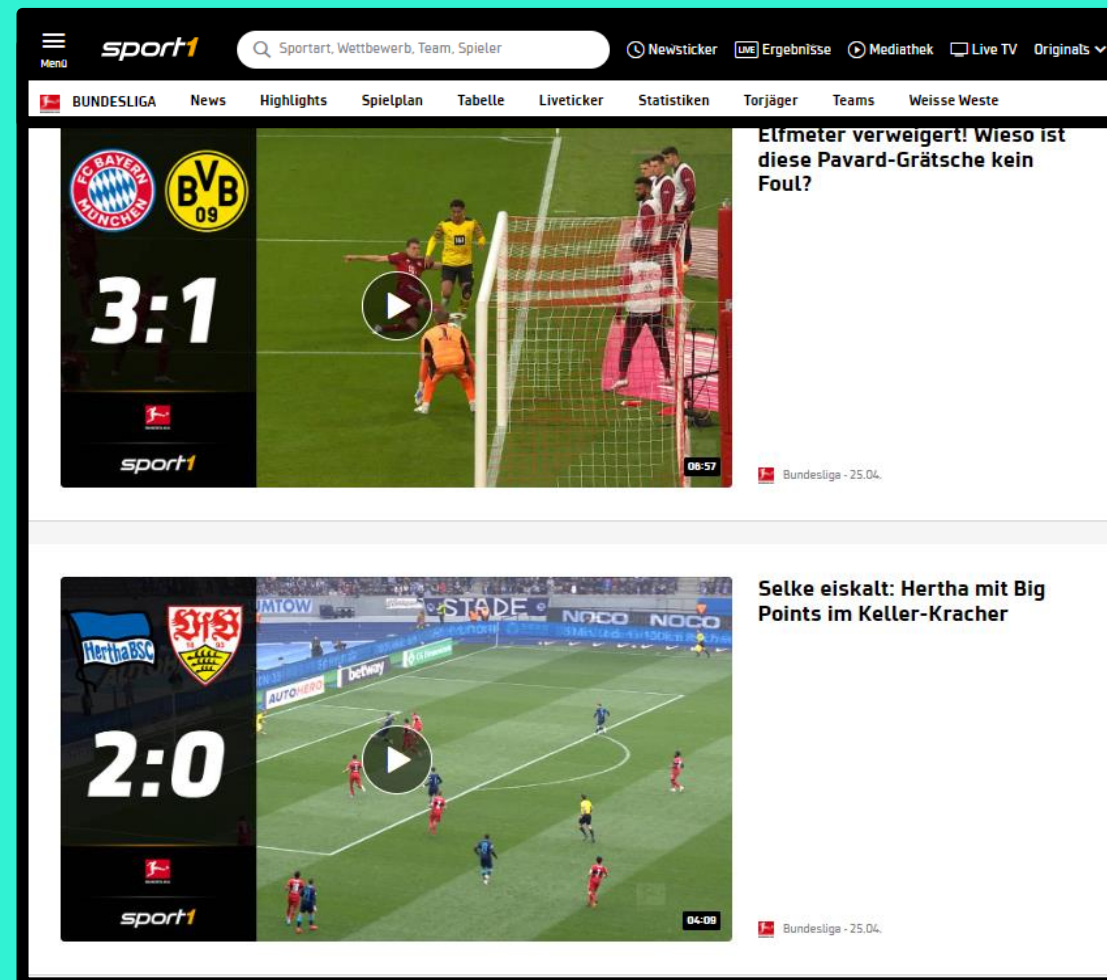
"All matches, all goals" of the Bundesliga and 2nd League can be experienced by users in the 2022/23 season on SPORT1.de, in the SPORT1 App and on SPORT1's social media channels on match days from 0:00 on each Monday.



PRESS CTRL & CLICK TO VIEW



365 DAYS BUNDESLIGA 360 DEGREE



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.

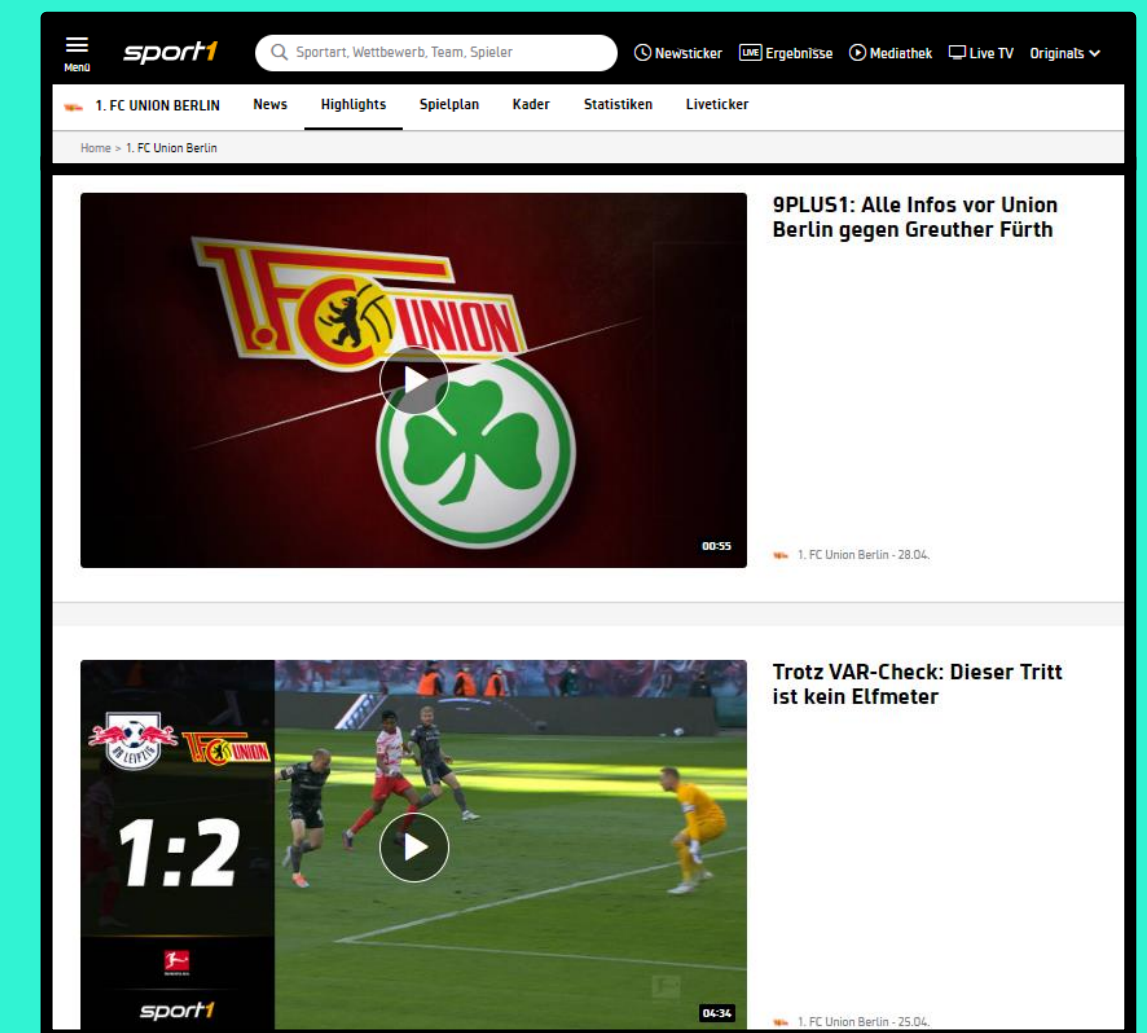
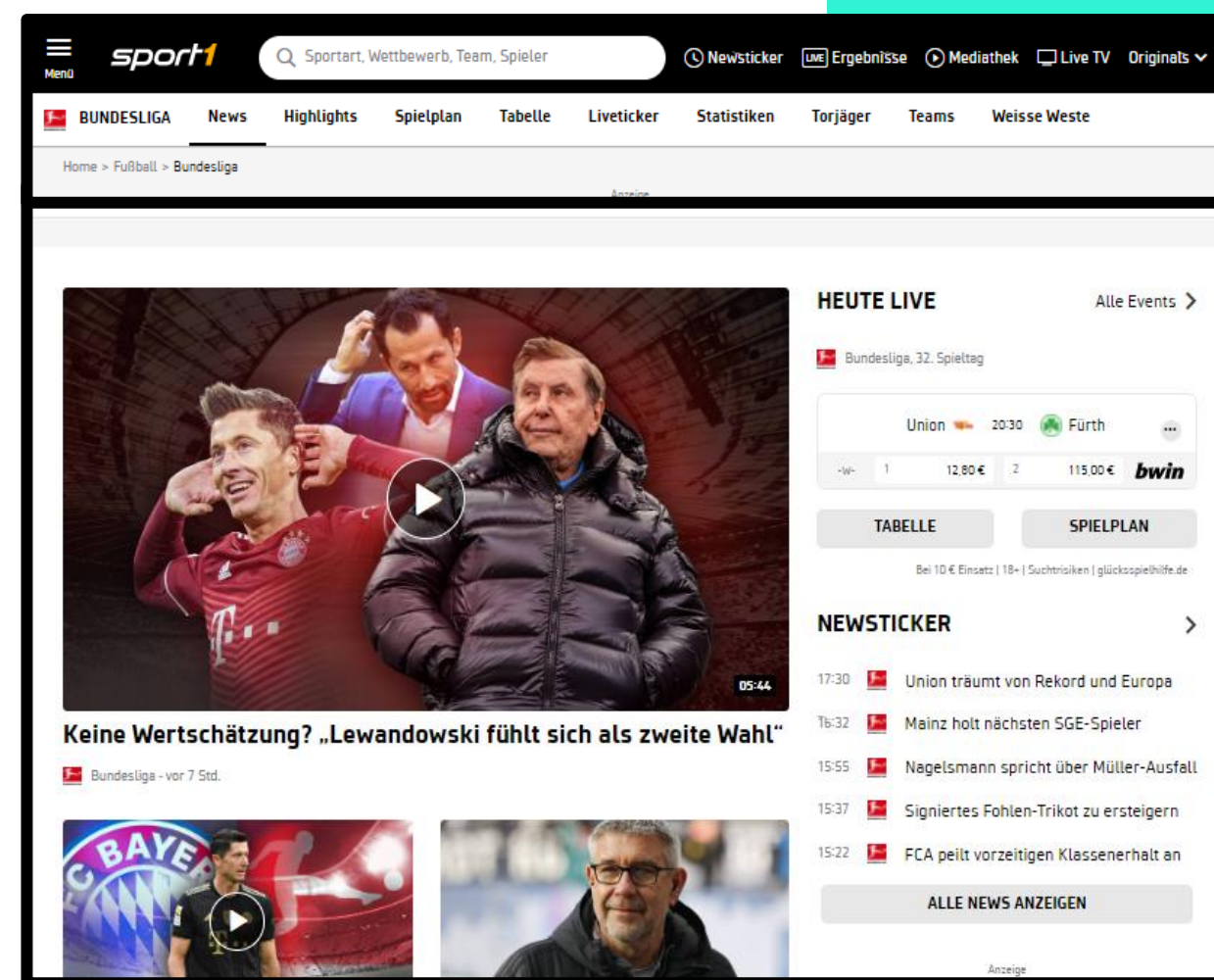
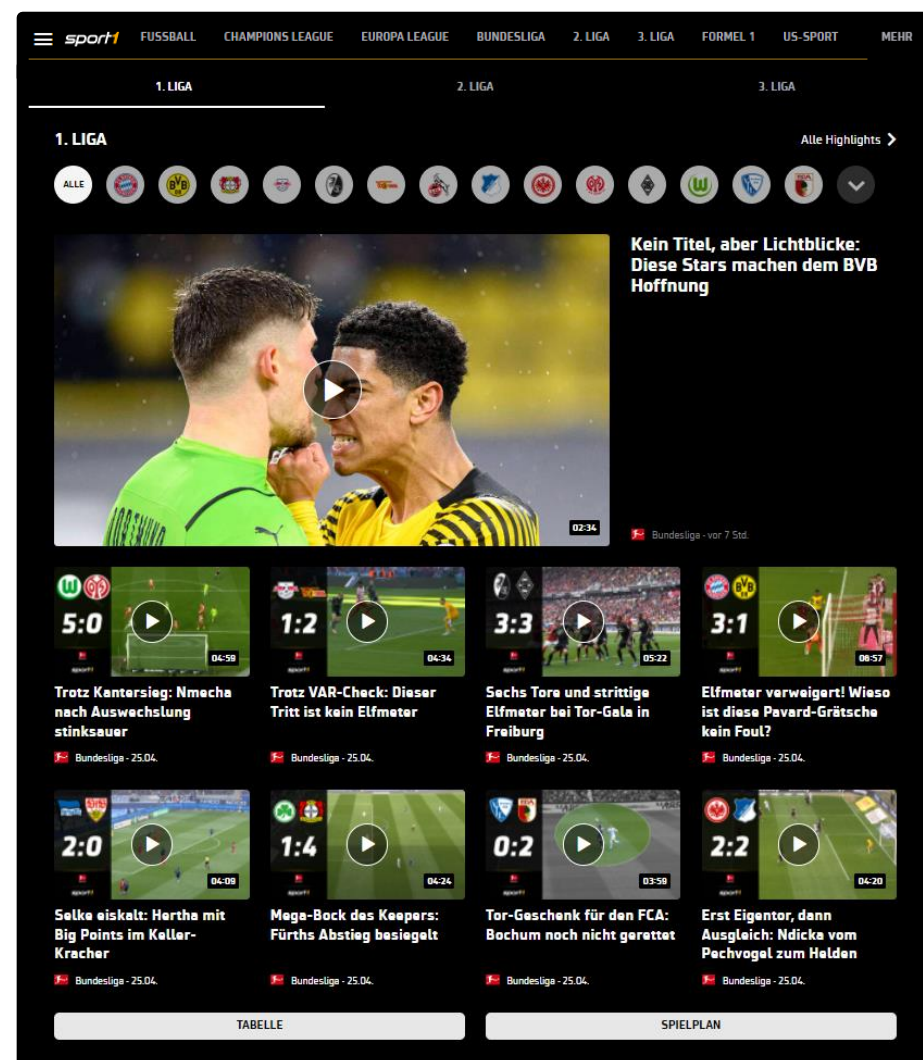
LIVE

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

SPORT1 BUNDESLIGA PAKETE



TOTAL VIDEO

HIGHLIGHT CLIPS: 1 & 2 Bundesliga
1 month

- **Bundesliga Environment:** 1.5 million PreRolls
- **Bundesliga Channel:** Sponsorship banner
- Multiscreen on stage, articles, statistics & Liveticker with 8.5 million 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 Mio. AI
- **Sport1 Home:** Dashboard-Presenting incl. Logo integration with 14.6 million AI's.
- **Bundesliga Channel:** Sponsorship banner multiscreen on stage, articles, statistics & live ticker with 8.5 million AI's.

MY CLUB

CLUB ENVIRONMENT: Example
1 season Eintracht Frankfurt

- **Club 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 around the partner club.



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.

HOMEPAGE EVENT MATCH DAY



Present exclusively the Bundesliga news of the day at SPORTBILD on the homepage, integrated into the content in an eye-catching way.

The CMS area clearly stands out from the other content and is also filled with thematically appropriate editorial content. In addition to the logo integration, there is also an advertising integration for your message to the fans of the sport. To make the branding complete, a home run is added.

Components:

Homeblock (CMS Content Integration)

Homerun (24 h Fixed placement)

1.1 M. Ai's guaranteed

Your brand takes place in a fixed position on all platforms (desktop, MEW & app).



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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, all news of the day are presented 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'll find all the background and real insider knowledge.

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



media **impact** wefox

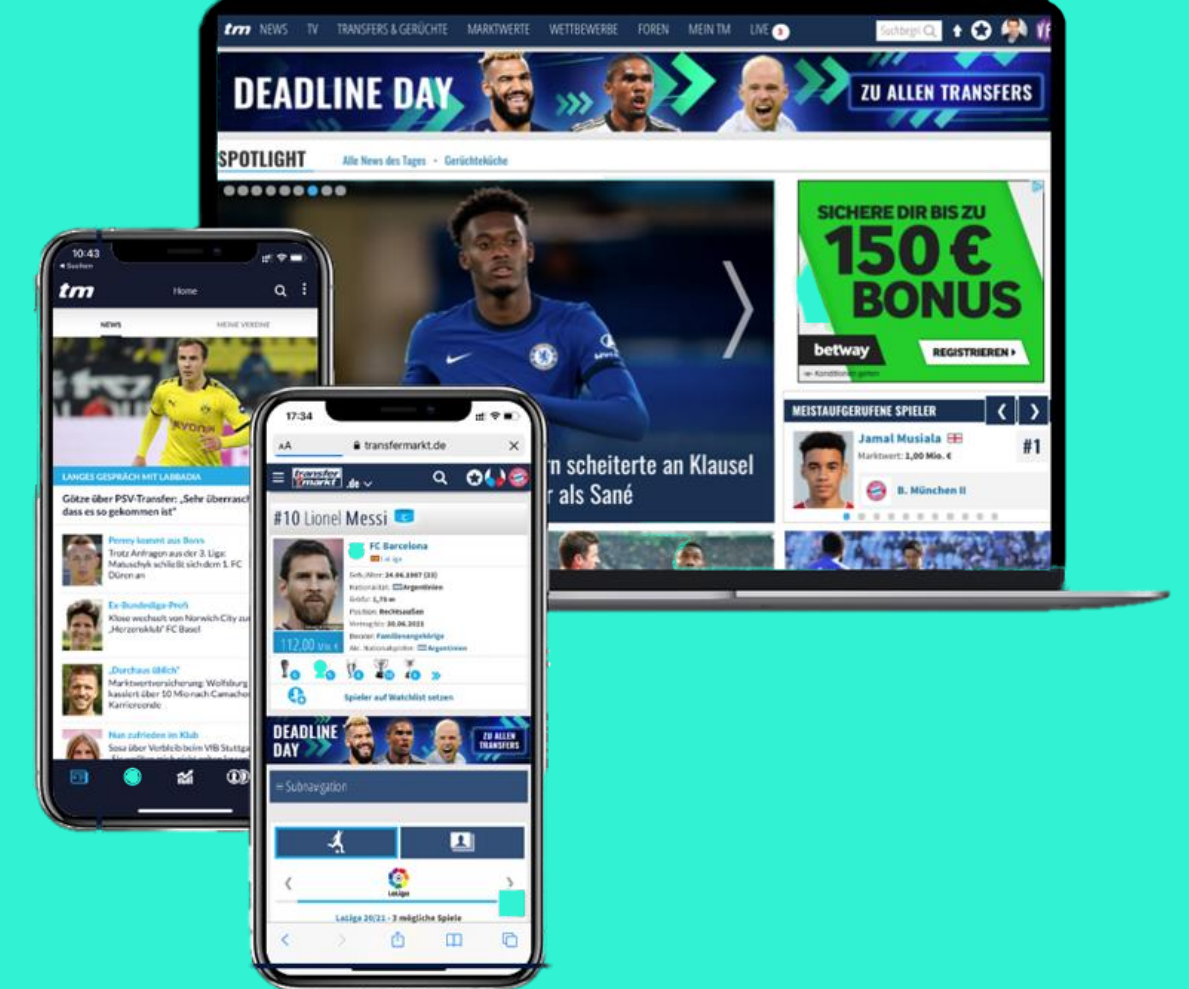
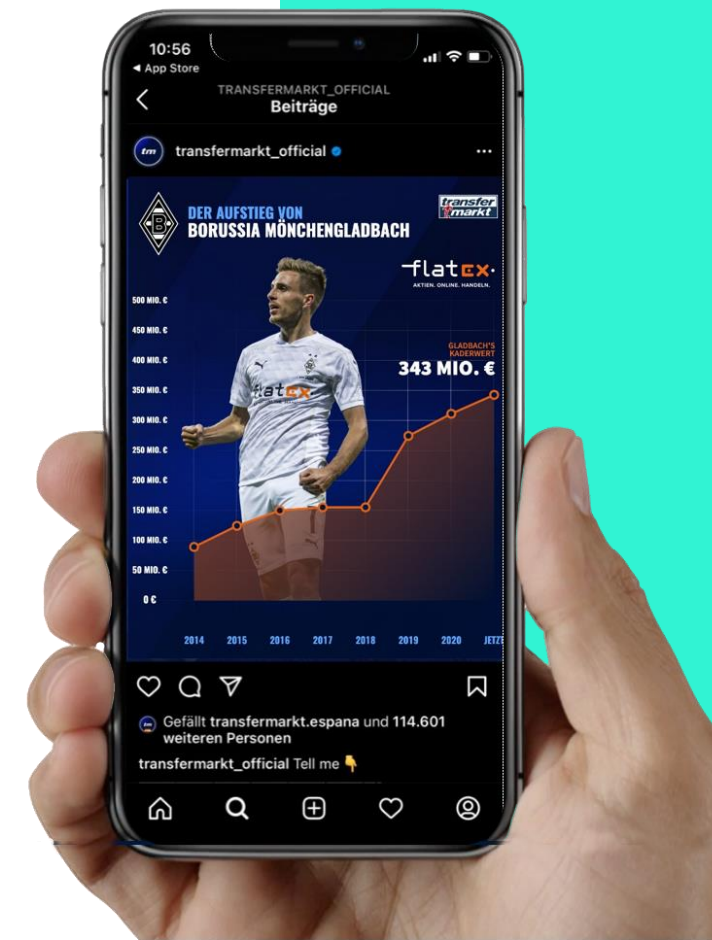


TRANSFER MARKT

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.

MORE THAN PRESENTING



GAMIFICATION

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

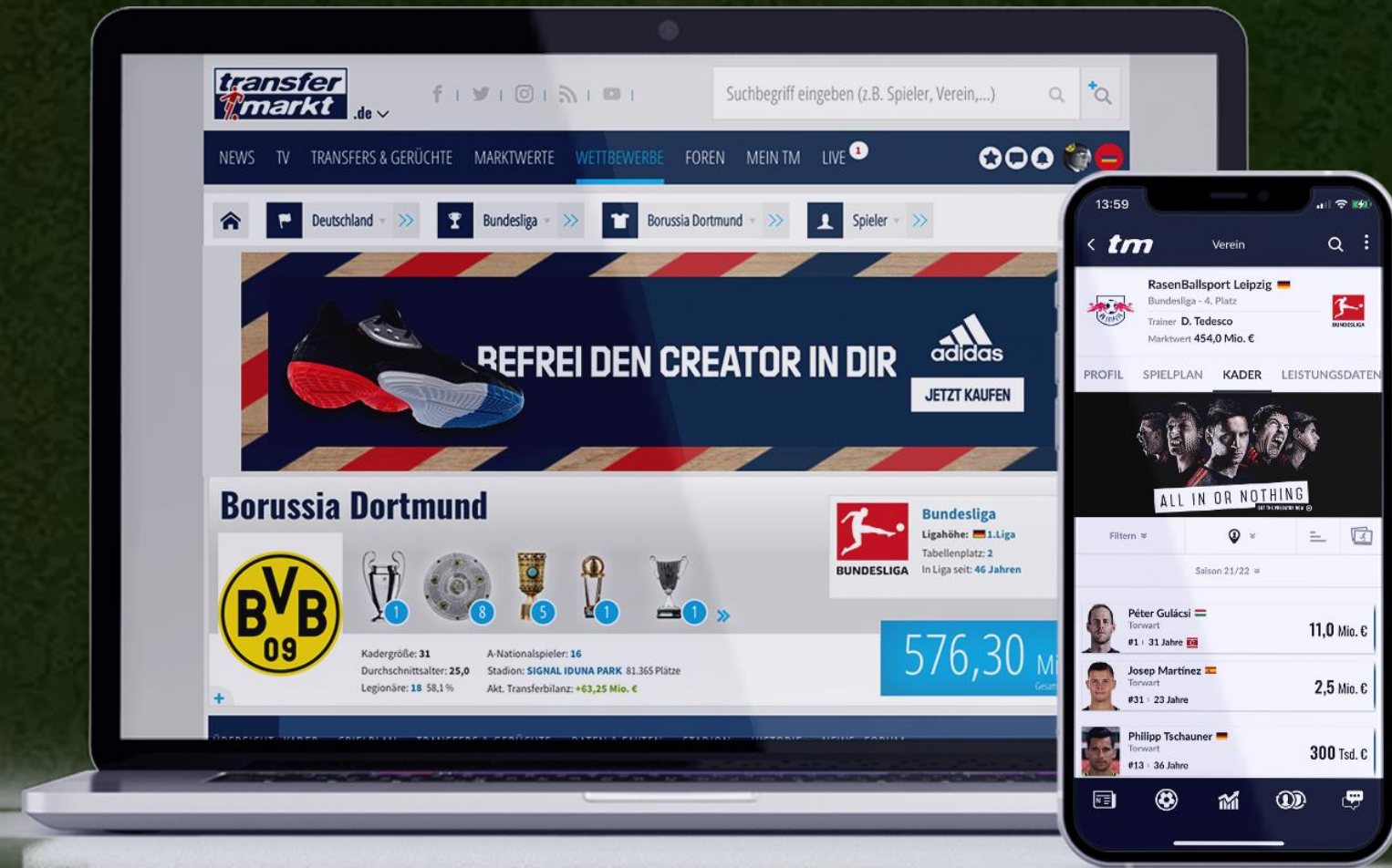
SOCIAL MEDIA

INSTAGRAM & CO.: Up to 1.5 million PI's on average! A dwell time of about 10 minutes per user, plus a lot of fun and 52.4 PI's per user. Here the fans interact with your message.

DEADLINE DAY

INDIVIDUAL: Attention guaranteed! New statistics and columns e.g. Coaching or DEADLINE DAY! Presenting partner with a fixed rubric on Transfermarkt (web + social media)- we will find a solution!

CLUB PRESENTING



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! Clubs offer three components for an optimal presentation of the club of your choice with the player profiles and the club profiles. In addition, use the commitment and the high retention time of fans and football experts in the club forums.

CLUB S

1. FSV Mainz 05
0,35 M. Ai's / 100% SOV

12.200*€

CLUB M

1. FC Köln
0,77 M. Ai's / 100% SOV

30.800*€

CLUB L

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).



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EVERYTHING YOU WANT

**ATTENTION AND
COMMITMENT**



EVERYTHING YOU NEED

**BUNDESLIGA
AND AXEL SPRINGER**

