



media **impact**—

DARTS

WORLD CUP 2024



DARTS WORLD CUP 2024

Darts has enjoyed ever-increasing popularity in recent years. This year, too, fans are looking forward to the World Championship at the end of the year for the 31st time. From December 15 to January 3, the best darts players will compete against each other at the Ally Pally.

With the widest-reach sports digital portfolio in Germany and the highlight rights to the World Darts Championship, we are offering an optimal expansion of sponsorship in the darts environment this year.



TIMELINE TO THE DARTS WM 24

ROUND 1 – 2
15.12. – 23.12.23

ROUND 3
27.12. – 29.12.23

ROUND 4
29.12. – 30.12.23

FOURTH FINAL
01.01.2024

SEMI FINAL
02.01.2024

FINAL
03.01.2024

William HILL
CHAMPIONSHIP

VIDEO-HIGHLIGHTS

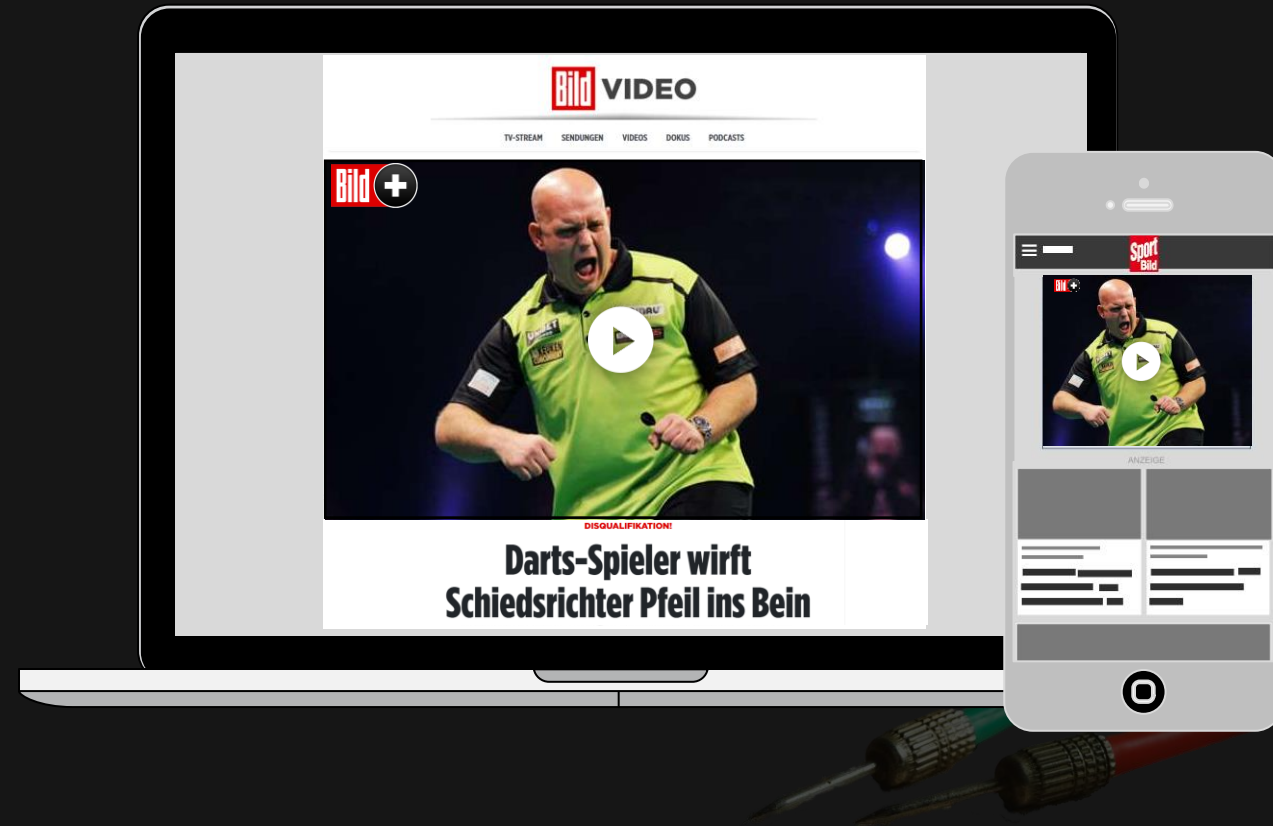
at BILD

For all those who do not manage to watch the matches live or want to watch the highlights again: We have the highlight clips of the matches on demand in the media library and in combination with the most emotional headlines in Germany.

You exclusively (100% SOV) present all 20"-Pre Rolls (alternatively 6"-Presenter Clips) and thus get an optimal integration into the emotional Darts World Cup coverage.

Formats: Pre Roll, Presenter Clip

Bookable on:



MORE VIDEO

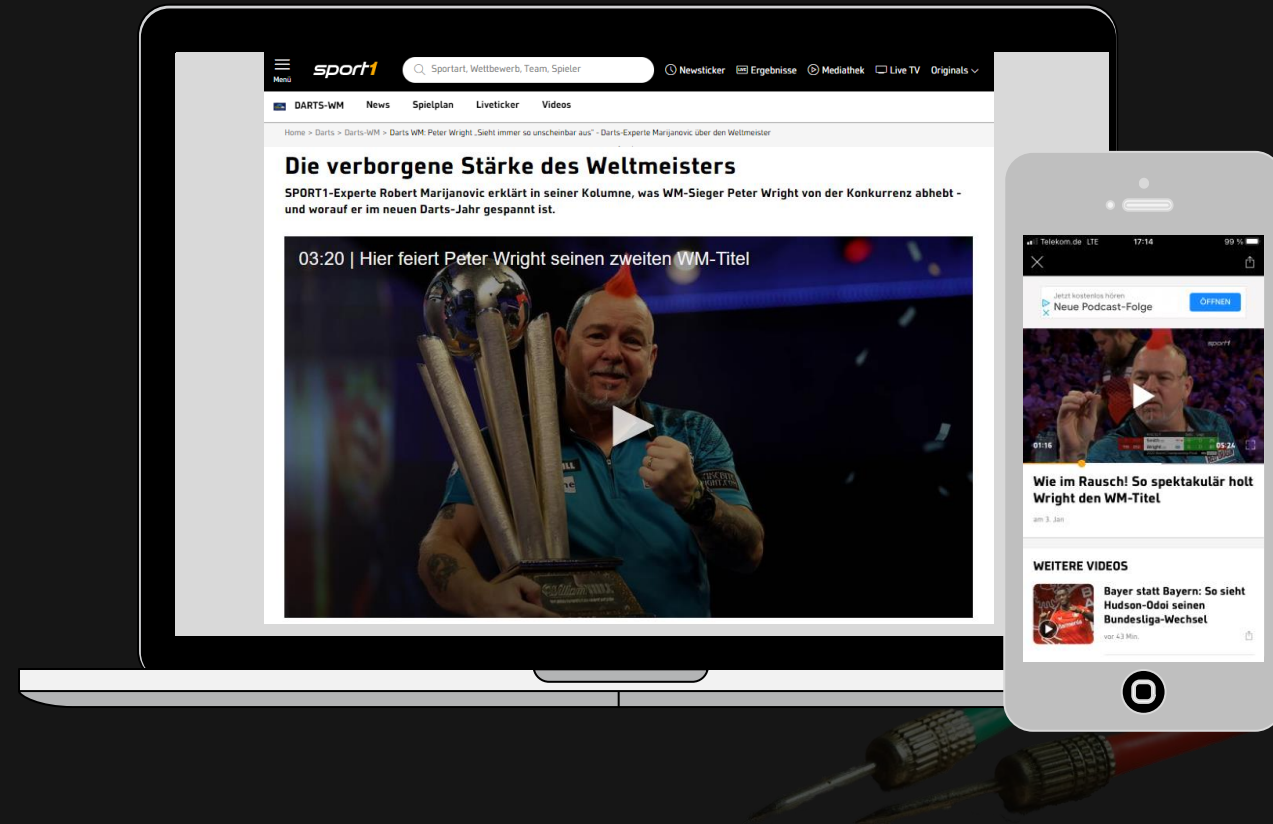
at Sport1

The mecca of darts from London's Ally Pally. Sport1 broadcasts over 140 hours live on free TV and on all digital platforms via livestream. In addition, the highlights of the World Darts Championship are available in the media center.

Digital: Presenter Clip, PreRoll & MidRoll, Social Media Post, Premium Partner Presenting, Category

TV: Classic Spot, Sponsoring, Rubric,

Bookable on:



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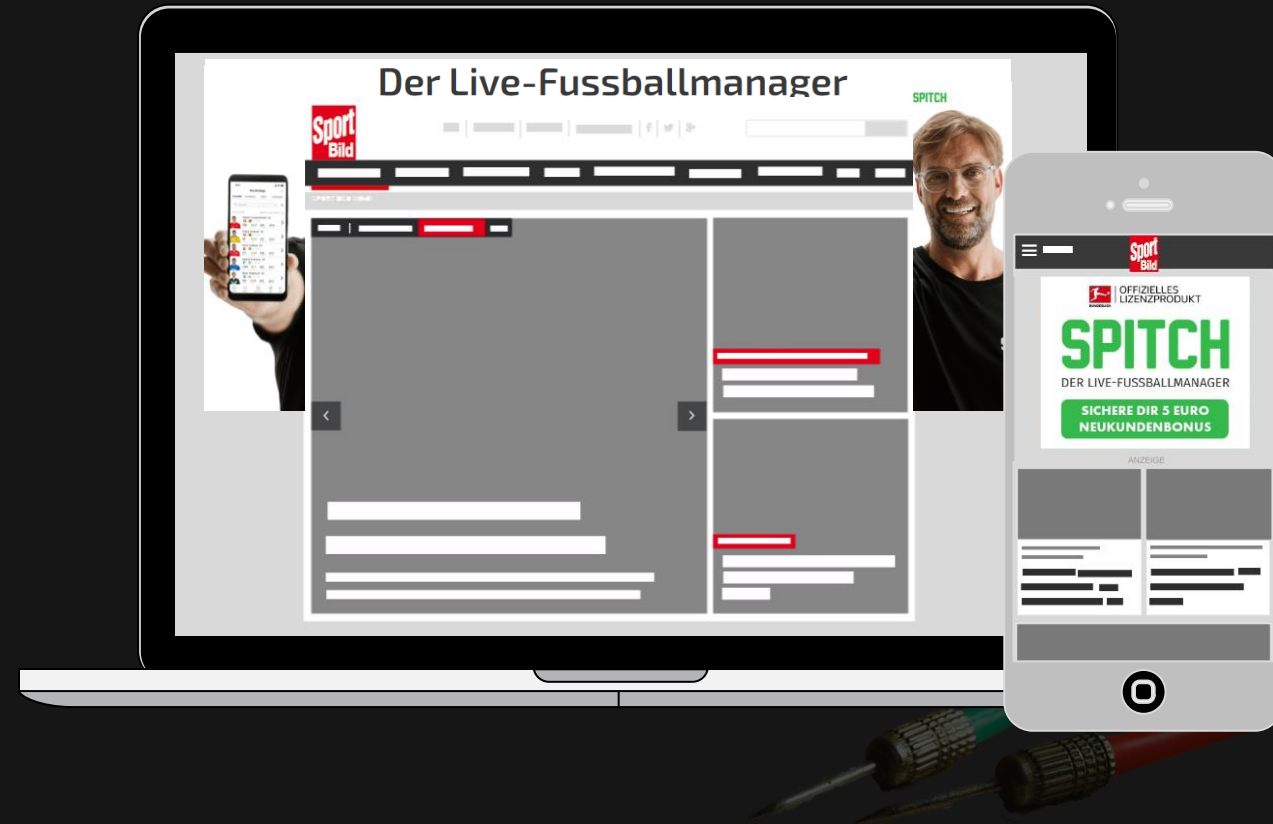
HOMERUN

The home run (24h fixed placement) as a classic staging approach achieves a strong reach within a very short time on the Home, e.g. of Sportbild.de and/or the Sport BILD App. An optimal product for a big bang at the World Darts Championship.

Formats: Advertising media of choice

Environment: Home page

Bookable on:



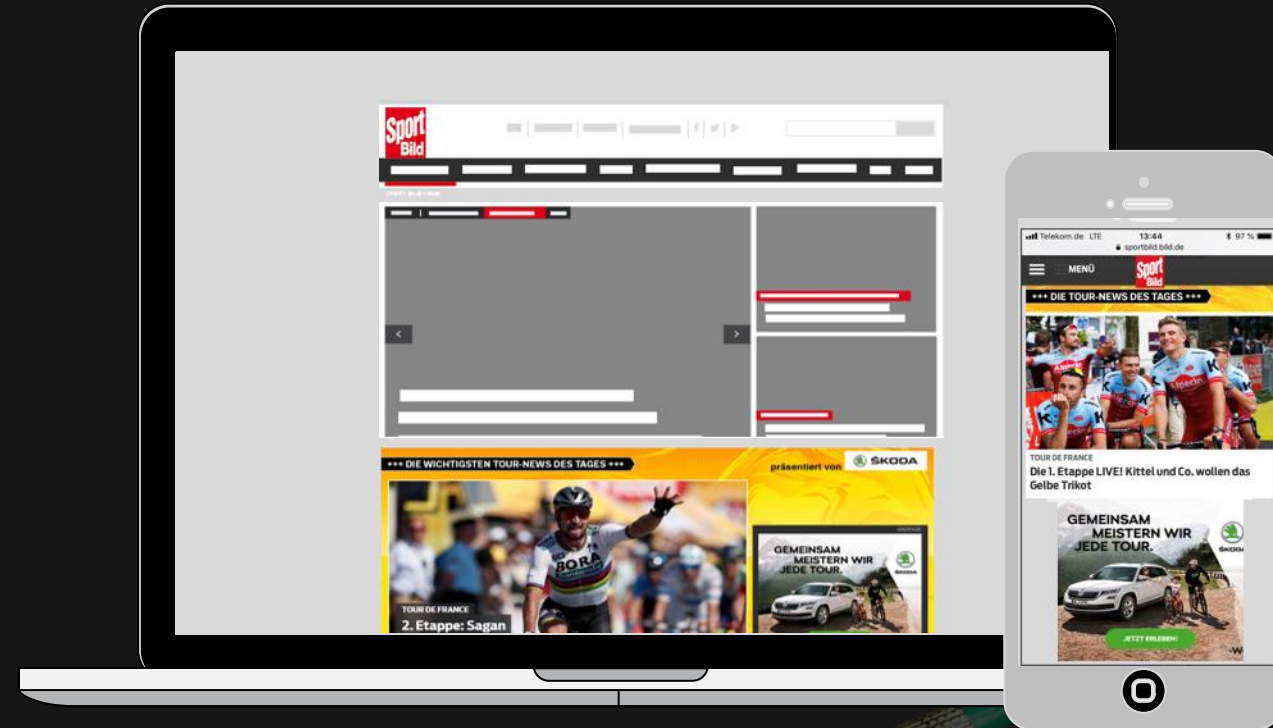
HOMEBLOCK

You present exclusively the darts news of the World Cup on the SPORTBILD Home. Your advertising media are clearly visible in the middle of the current sports news of the day. All background information, articles and news about the World Darts Championship are visibly presented by you in a block on the home page.

Formats: MREC + CMS integration

Placement: SPORTBILD Homepage

Bookable on:

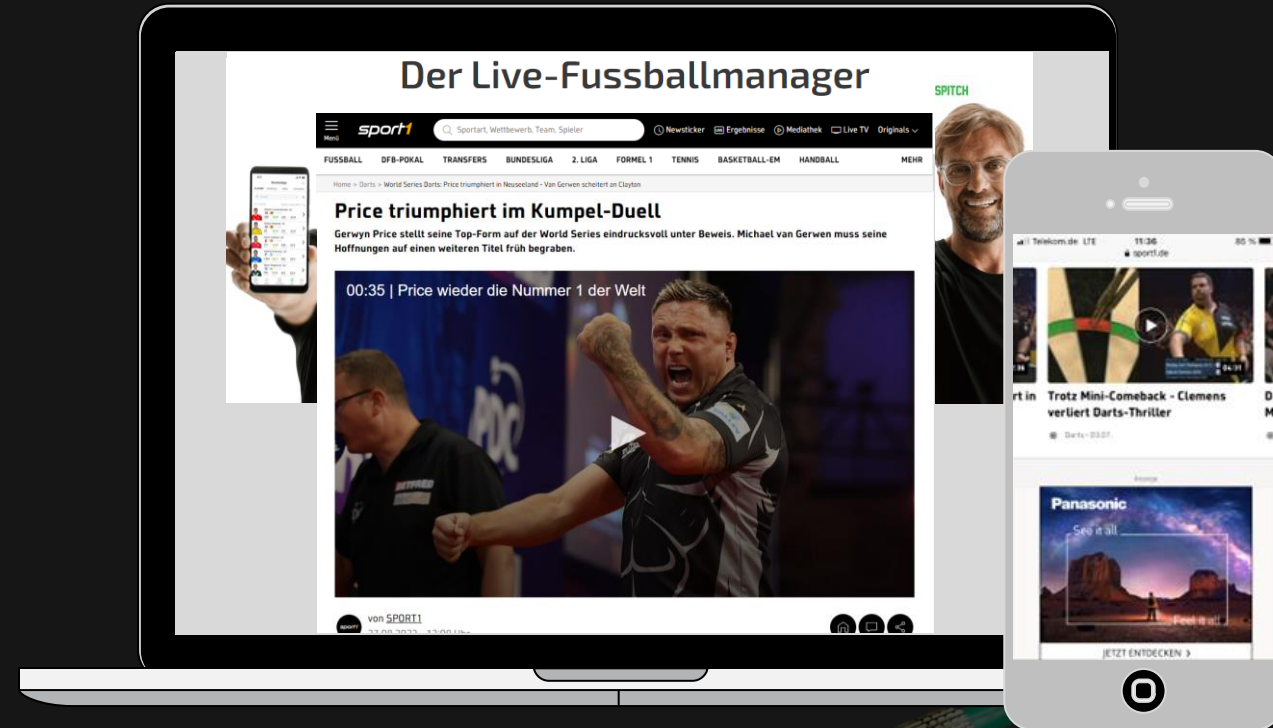


CONTENT RUN

The ContentRun combines a topic-related environment with the staging approach of a daily fixed placement. The ContentRun also runs for 24 hours and can be booked flexibly on the day of your choice. Your brand runs in a fixed placement around all articles in a news environment (e.g. darts) and on all digital platforms (desktop, MEW & app).

Formats: Sitebar + Lead Ad + Mrec

Bookable on:



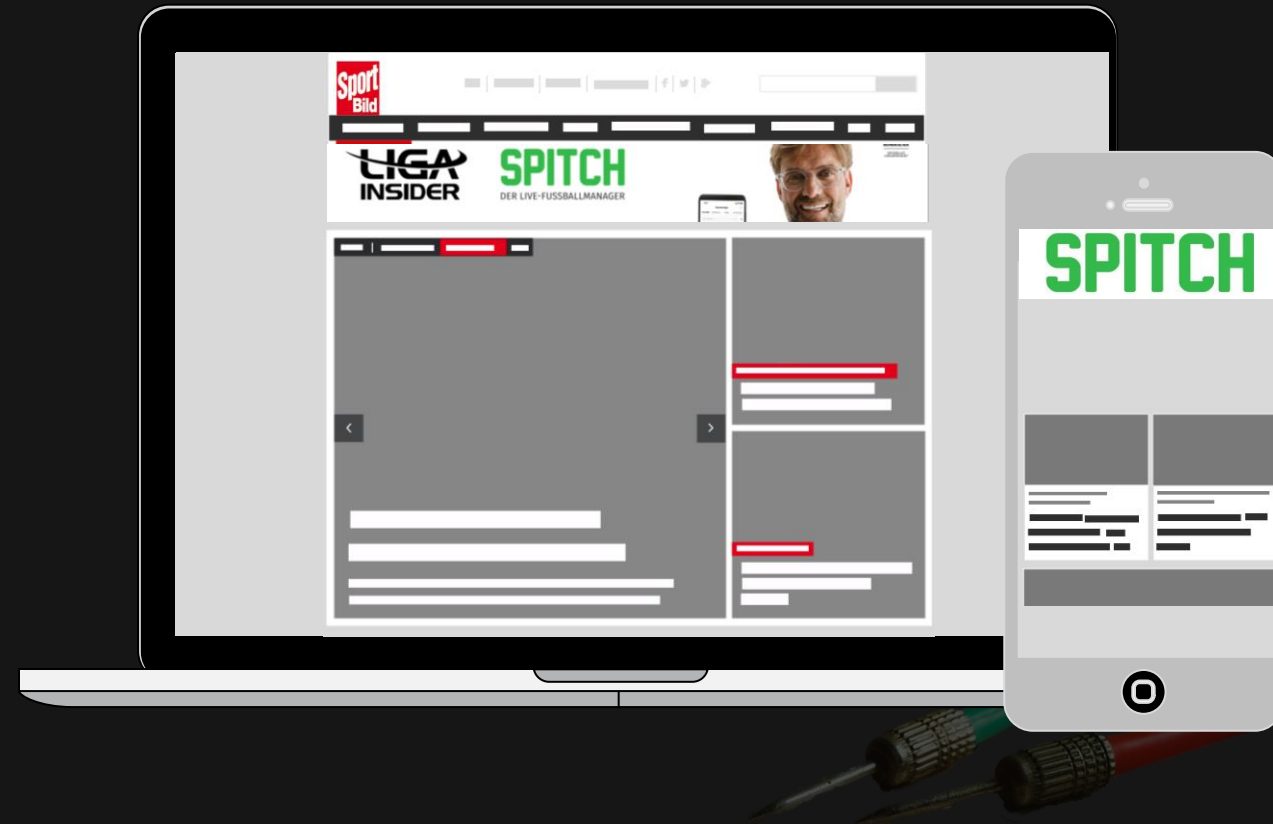
DISPLAY PRESENTING

You exclusively present all articles for the entire duration of the World Darts Championship. The advertising media are placed clearly visible above the content of the World Darts Championship and thus offer an optimal opportunity to place yourself as a holistic presenter of this environment.

Formats: Presenting Header

Placement: Darts environment

Bookable on:



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QUOTEN

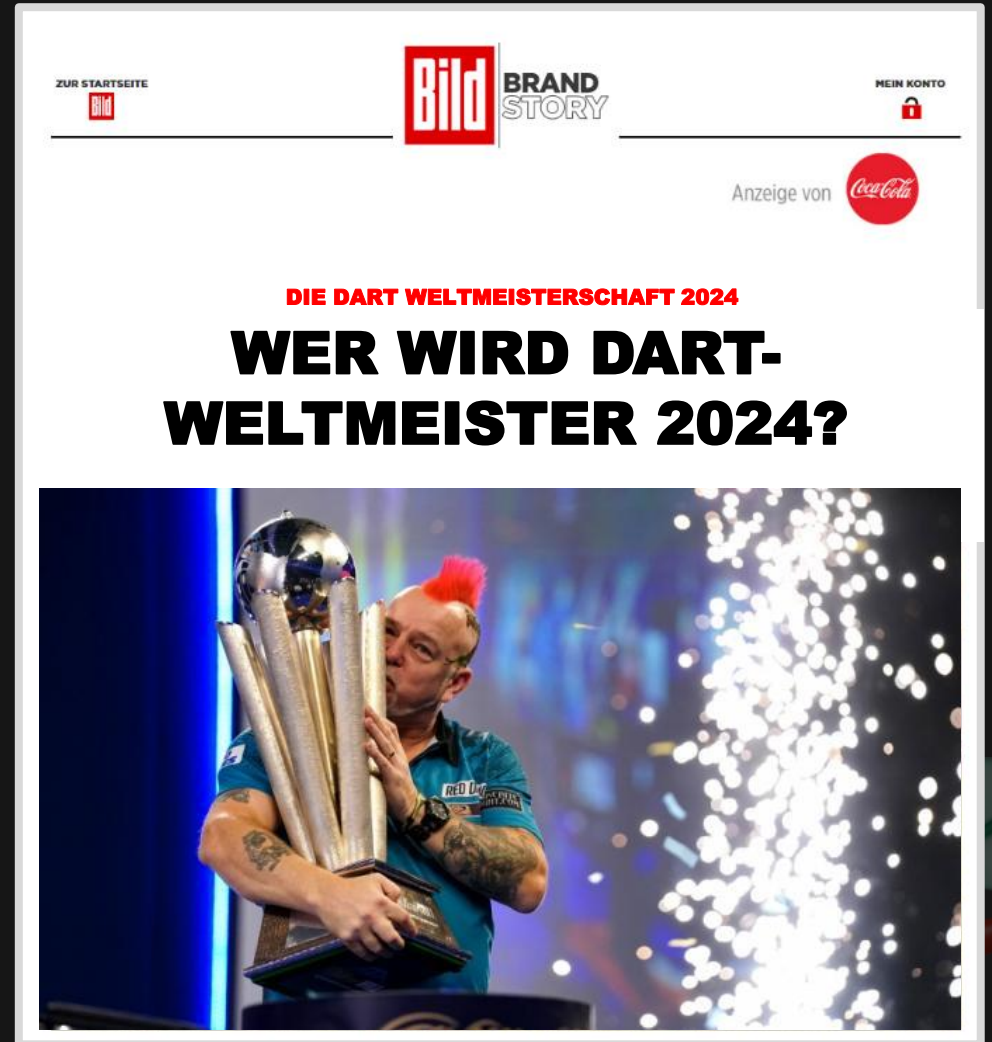
Place your odds directly under the sports data centers and live tickers and achieve optimal visibility and attention with your brand, in the direct darts environment.

Donnerstag den 15.12.2022					
Gerwyn Price		20:00		Peter Wright	
	-w-	1 1,66	x 4,40	2 4,33	bwin
Freitag den 16.12.2022					
Michael van Gerwen		13:30		Michael Smith	
	-w-	1 1,88	x 3,70	2 3,80	bwin
James Wade		20:00		Gary Anderson	
	-w-	1 6,75	x 5,50	2 1,35	bwin

BRAND STORY

Brand storytelling with journalistic narrative competence. Individually conceived stories with page views guarantee, elaborate storytelling elements, videos and graphics. Your brand runs with a native approach. Advertise credibly while entertaining and informing. High level of service through creation, reporting, monitoring and optimization.

The brand story can be designed individually or other specific wishes can be implemented. The whole thing can also be topped with competitions.



PRINT SPECIAL

For the annual spectacle in the Ally Pally a special issue of SPORTBILD on the World Darts Championship will be published. In the special issue all relevant information about the tournament will be highlighted in detail:

The players, the schedule, the favorites, the venue. That and much more. Everything compactly in its own special edition.

Print edition Circulation: 60,000 National

Bookable on:

