



OLYMPIC GAMES

PARIS 2024



media **impact**—

THE WORLD IS A GUEST IN PARIS!

Sustainability & Inclusion

From July 26 to August 11, 2024, the XXXIII Olympic Games will be held in the French capital. Paris 2024 aims to host the most sustainable Games ever. Its three pillars are sport at the heart of society, a more inclusive society and environmental excellence.

Crucially, Paris 2024 will be the first Games to be fully compliant with the Paris Climate Agreement, leaving a positive legacy locally and internationally, as well as a positive impact on sport.

In addition to competition venues, 100 million euros will be invested in local sports facilities. A special focus will be placed on improving these facilities to make them fully accessible. Finally, an important and invaluable impact of hosting the Games will be the change in mentality regarding people with a disability, not only within the sports community, but throughout French society."

THE NUMBER ONE SPORTS PORTFOLIO IN GERMANY

ALL PLACEMENTS AT A GLANCE

THE OPINION MAKER



THE 360 DEGREE REPORTER



THE GEEK



THE SPORTS INSIDER



ROAD TO PARIS

TO THE 2024 SUMMER OLYMPIC GAMES

The anticipation for a lasting event in the heart of Europe is great - with Road to Paris we reach all fans early.

We explain the 33rd Olympic Games in Paris and present the various sports and, above all, our German athletes and the international competition in a cross-media series. For example, we could travel directly to the various athletes and their clubs or visit them at home in a kind of "home story" to get to know the athlete away from the sport.

Additional highlight events such as "BILD 100 Sport - Olympia" or the "SPORT BILD Award" can be used to spark interest in the direction of the Olympics at an early stage.



BILD 100 SPORT

2024 SUMMER OLYMPICS

With **BILD100 SPORT** - Summer Olympics 2024, we bring together the top shortly before the event in Berlin, we bring together top decision-makers from the world of sports and the who's who of politics, business and the media.

We give the topic and the special athletes an attention-grabbing media stage in the run-up and discuss together.

As a partner of BILD100 Sport, we stage your important message at a panel discussion.

Combined with classic sponsoring services (logo integrations) and the strong reach of BILD, we create unique and value-added cooperations.



DIE SHOW

TO THE 2024 SUMMER OLYMPIC GAMES

In our daily Olympia Show we show the highlights, exciting interviews and talks of the Olympic Games 2024.

The show is broadcast via BILD TV and bild.de. Special integrations, such as category sponsoring or product placement, are possible by arrangement.

Formats

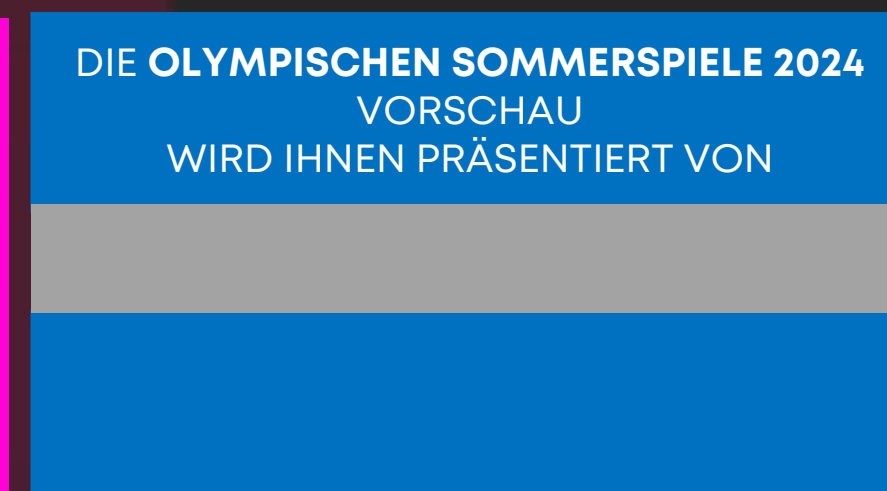
TV Presenting, Pre-Roll, Presenter Clip, Cut-In Format (Banderole or L-Frame) & Rubric incl. Logo Integration etc.



PRE-ROLL /
PRESENTER CLIP



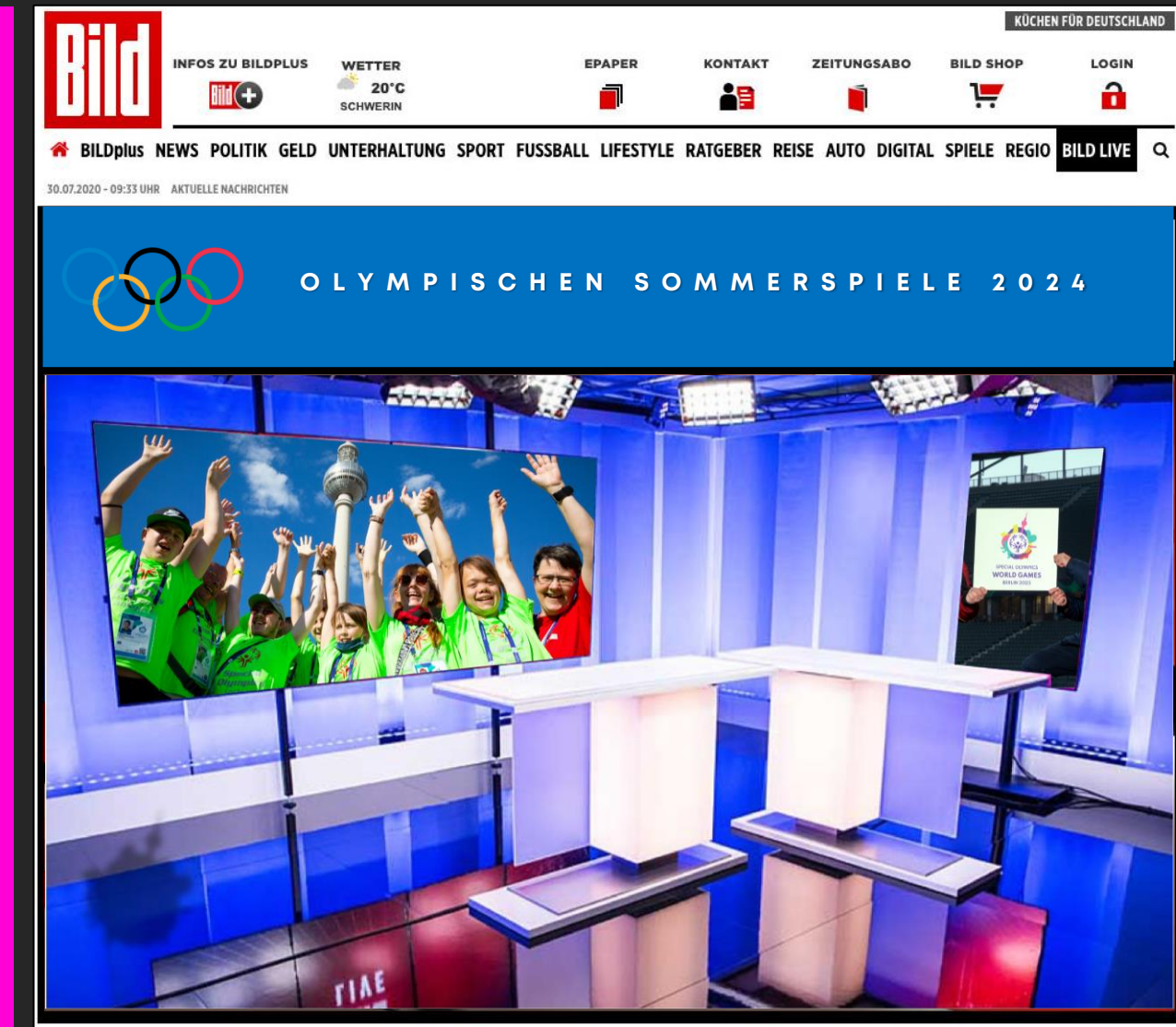
RUBRICS
SPONSORING



L-FRAME



HOMEPAGE PLACEMENT



BANDEROLE



DIE OLYMPISCHEN
SOMMERSPIELE 2024 BEI BILD

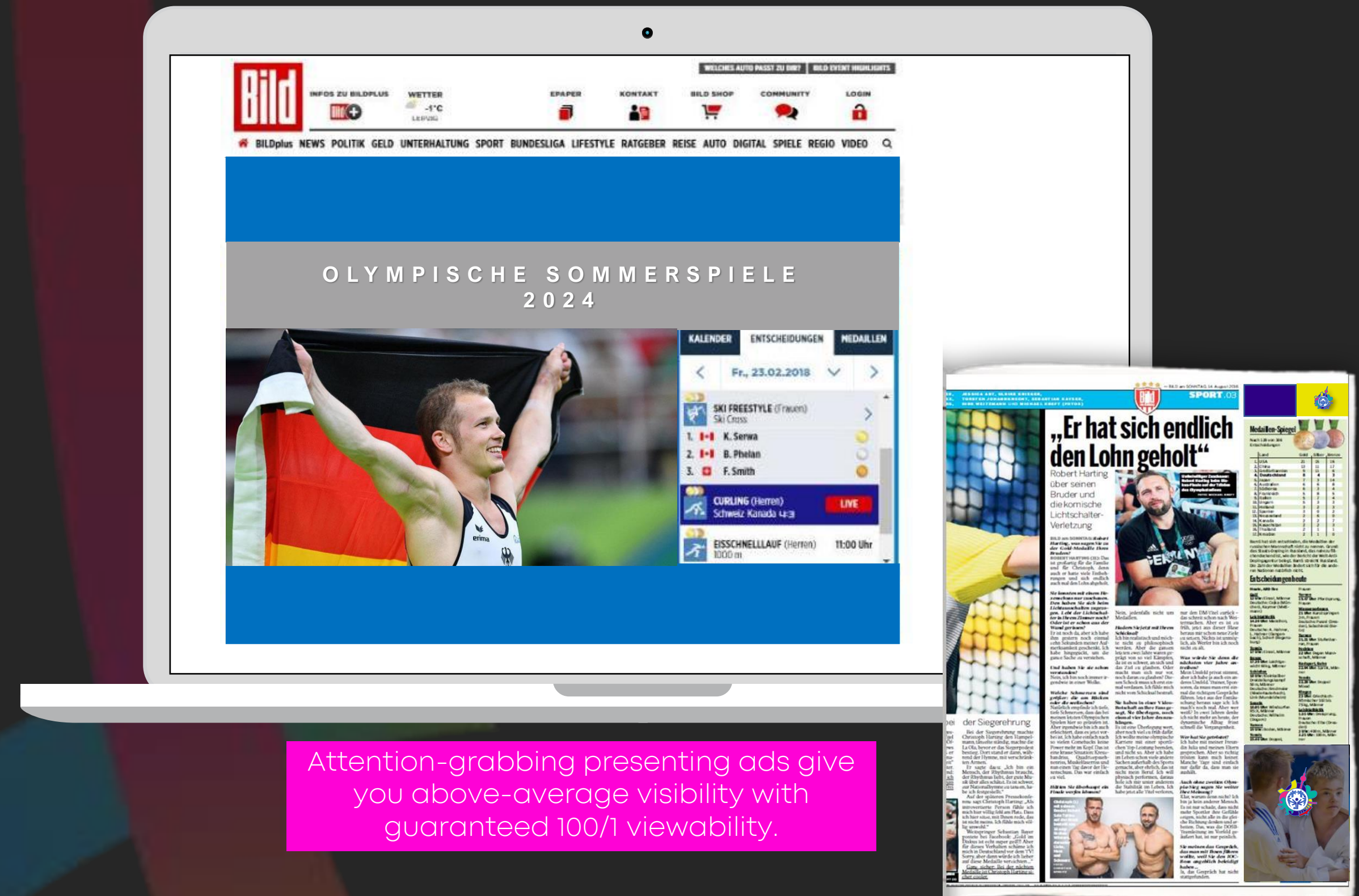
PRESENTING

DURING THE 2024 SUMMER OLYMPICS

As a partner, you present all the info, background reports and daily news on Team Germany during the Olympic Games. You are placed cross-medially in the middle of the coverage - on the channel start page and in the articles.

Formats

Presenting header multiscreen (viewability 100:1), further fixed placements digital, print, DOOH & presentations possible in consultation.



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



BRAND STORY

ZU DEN OLYMPISCHEN SOMMERSPIELEN 2024

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 individually designed and testimonials can also be included.


The whole thing can be topped off with competitions.



[ZUR STARTSEITE](#)**BRAND
STORY**[MEIN KONTO](#)

DAS SIND DIE DEUTSCHEN TOP-ATHLETEN

**DAS SIND UNSERE
ATHLETEN**



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Lorem ipsum


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