

media **impact**—

BUNDESLIGA

2023/2024

The new Bundesliga season at Media Impact

THE BUNDESLIGA SEASON 2023/2024

OUTPUT

On 05 August, the new Bundesliga season 2023 / 2024 starts.

The German Bundesliga is not only the most important, most emotional and highest-scoring competition, but also a cultural asset - your Bundesliga target group!

TARGET

To establish yourself in the German market and increase awareness of your brand, there is no better environment than reaching 50 million fans.

As an official partner of the DFL, we publish and broadcast more Bundesliga video content than ever before, reaching the German football fan!

FACT IS:

***PRODUCTS PLACED IN MATCHING
ENVIRONMENTS ARE SEEN!***

MEDIA EFFECT

AN OWN SURVEY HAS SHOWN:

***PRODUCTS PLACED IN THE BUNDESLIGA
ENVIRONMENT ARE BOUGHT!***

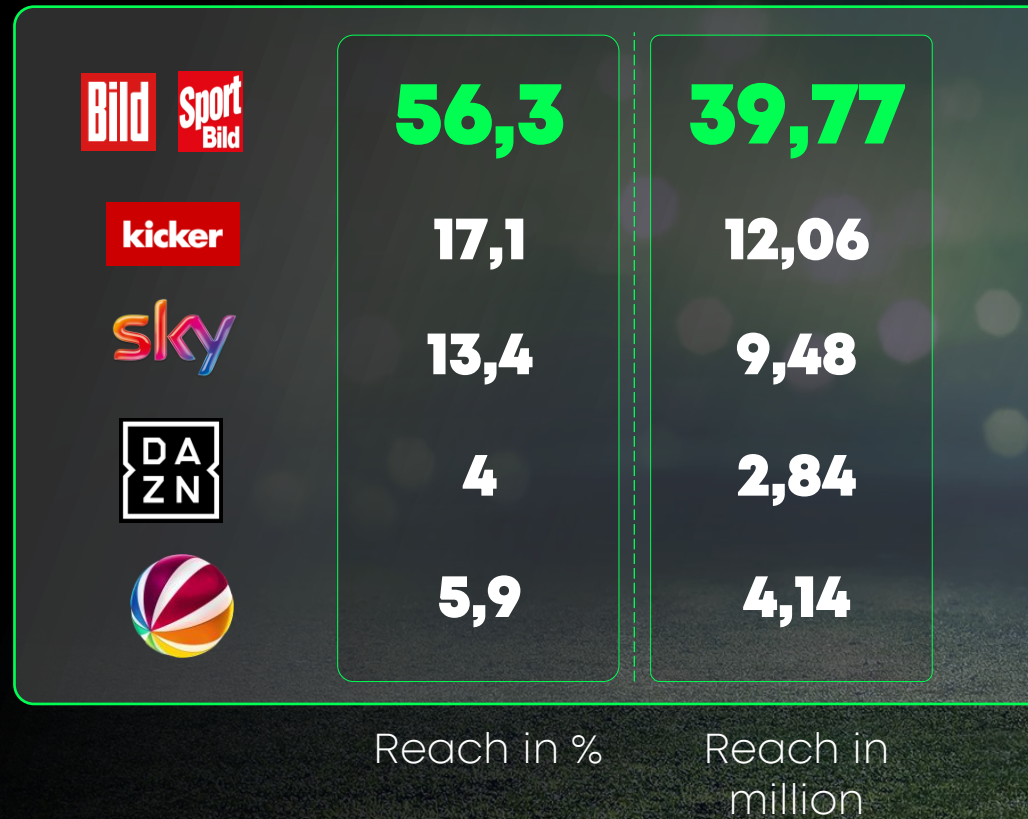
#BUNDESLIGAWORKS

THE BUNDESLIGA AT BILD






PRESS CTRL & CLICK TO VIEW

BILD AND SPORT BILD AS THE PERFECT BUNDESLIGA PARTNER



THE WHOLE WEEK BUNDESLIGA

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Berichterstattung im Web & Print						
Stammpplatz (Podcast) 						
 Reif ist live (Digital, Podcast & DOOH)	 Phrasenmäher 2x/month (Podcast)		 Viral Daneben (Digital)	 Highlight Clips (Digital Paid & DOOH)	 Highlight Clips (Digital Paid & DOOH)	 Highlight Clips (Digital Paid & DOOH)
				 Bundesliga the friday / saturday (Digital Paid & DOOH)	 Bundesliga the friday / saturday (Digital Paid & DOOH)	
				 Reif ist live (Digital, Podcast & DOOH)		
				 Bayern Insider (Podcast)		 Summary of Reif ist live (TV)

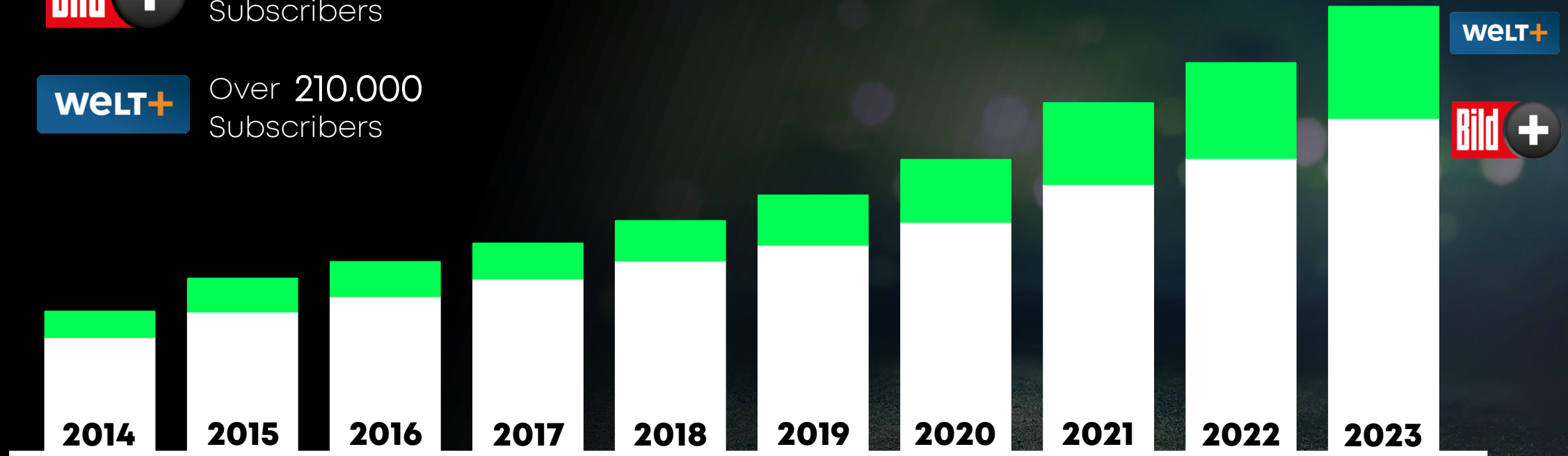
SUBSCRIBER SUCCESS STORY



Over 650.000
Subscribers



Over 210.000
Subscribers



BILDplus and WELTplus reached **over 860 thousand users** with paid content rights as early as 2022!

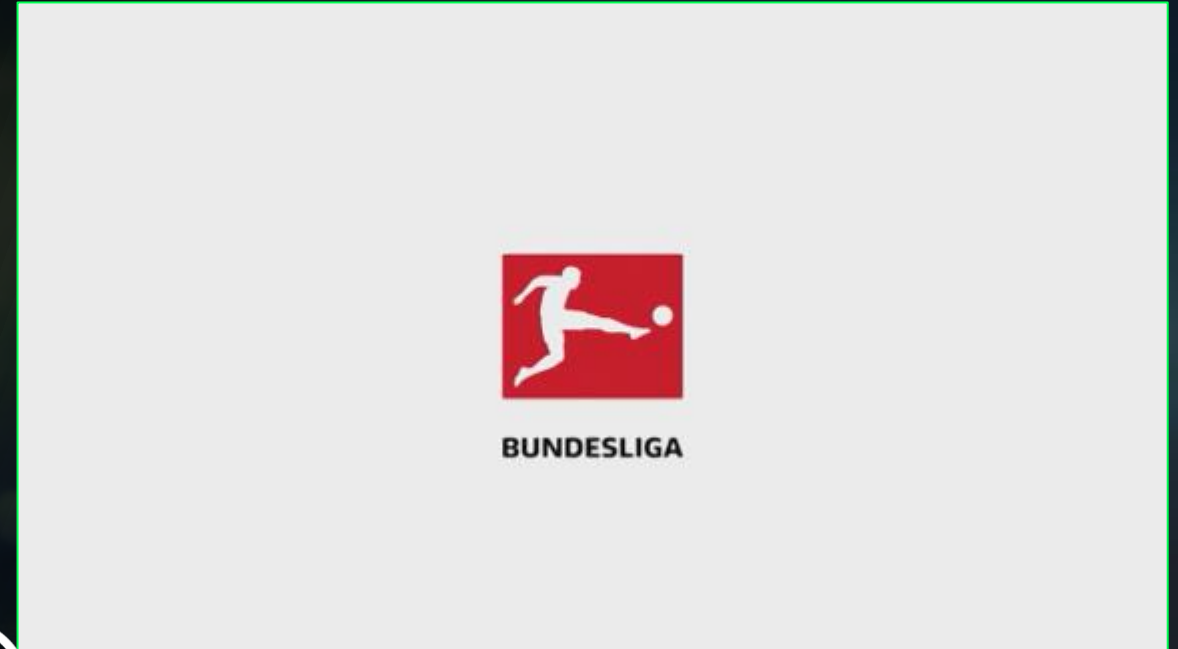
OUR LICENSE CONTENT

Exclusive, fast and everywhere!

THE HIGHLIGHT CLIPS

All highlights of the Bundesliga and 2. Bundesliga on all our brands! In the new season, the paid highlight clips will again be available for download immediately after the final whistle.

No one provides the highlights **of all the games on-demand** faster than we do!



PRESS CTRL & CLICK TO VIEW

BUNDESLIGA THE FRIDAY / SATURDAY

The **Bundesliga at BILD on Friday / Saturday** with commentator Cornelius Küpper and presenter Valentina Maceri summarizes the gripping games from Friday and Saturday in one continuous show.

_approx. 30 minutes after the final whistle of the last Bundesliga match!

_compact in 15 minutes!

Goals, highlights and analysis - compact and all in!



PRESS CTRL & CLICK TO VIEW

LAGE DER LIGA

Sunday mornings, Walter M. Straten and Alfred Draxler take a look at **Lage der Liga** and discuss current events with top-class guests.

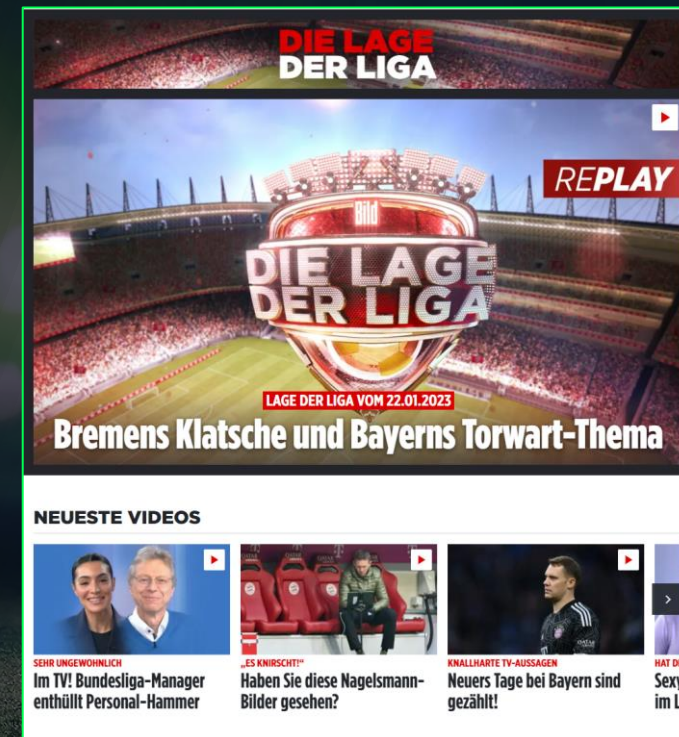
Highlights of the show are extended as high-reach clipouts at BILD.de and SPORTBILD.de.



PRESS CTRL & CLICK TO VIEW



QUOTE HIT



DIGITAL OUT OF HOME

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 dynamism of digital media.

And also in the new season, our partner Framen offers 3,000 screens in about 1,800 cities and brings the Bundesliga highlights everywhere!

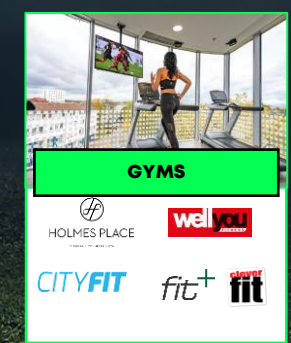
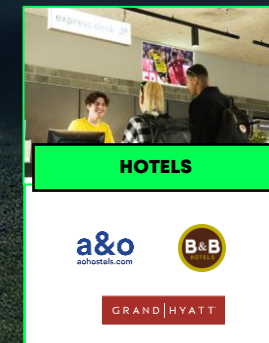
And now new: Present your brand with a cut-in and be present during the Bundesliga content.

This way you achieve maximum attention!



PRESS CTRL & CLICK TO VIEW

Our DOOH-Locations:



THE BILD **FOOTBALL TALK**

with commentator legend Marcel Reif



REIF IST LIVE

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!

But Reif ist live is not only available as a video format, but also for reading on bild.de and in the BILD newspaper and for listening in the Reif ist live podcast.

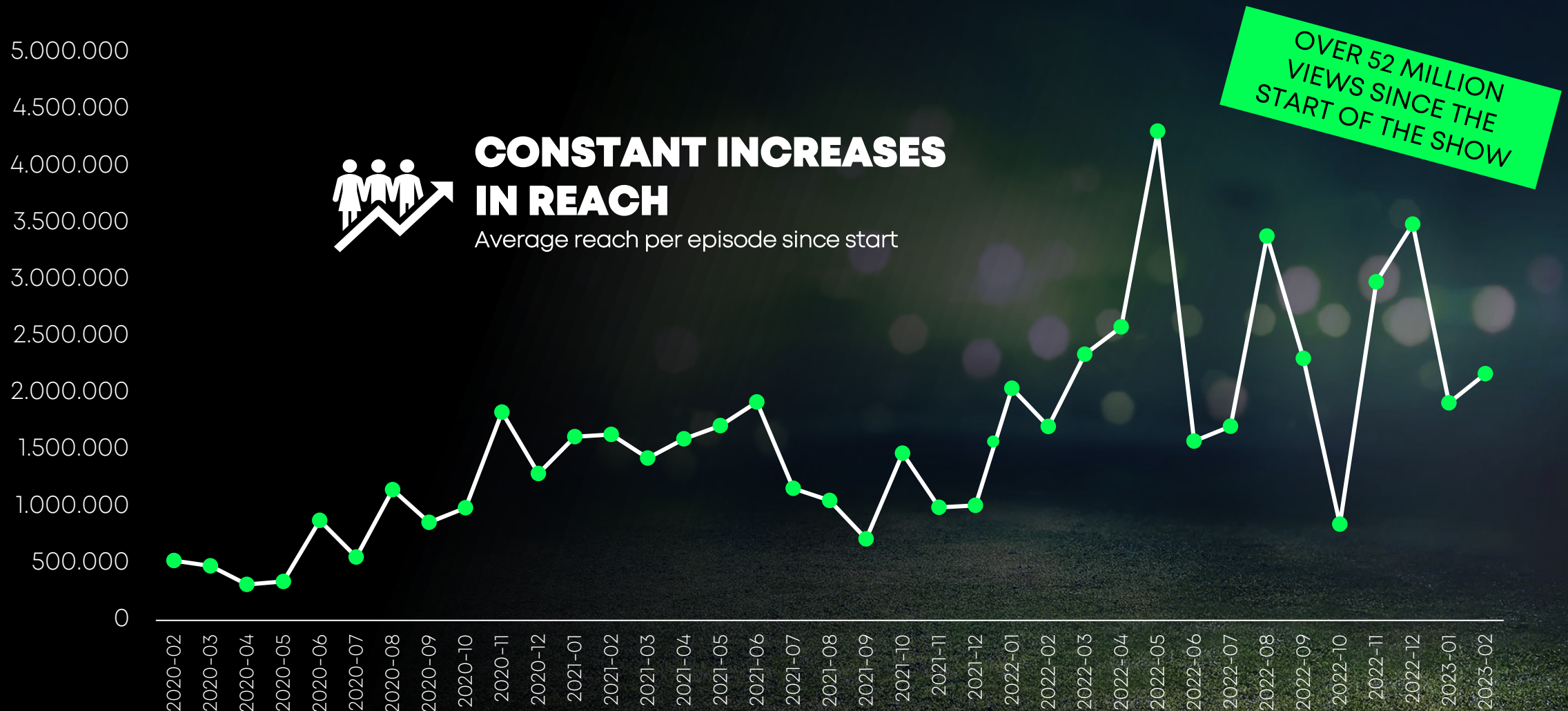
Always opinionated and straight to the point. Matchday feeling even during the week.



PRESS CTRL & CLICK TO VIEW



REIF IS MORE IN DEMAND THAN EVER





EVEN MORE **BUNDESLIGA**

With the number 1 sports portfolio

THE NUMBER 1 SPORTS PORTFOLIO

THE OPINION
MAKER



25,61
M. UU

THE BUNDESLIGA
PLATFORM



THE SPORT
INSIDER



4,20
M. UU

THE FOOTBALL
GEEK



4,58
M. UU

THE 360 DEGREE
REPORTER



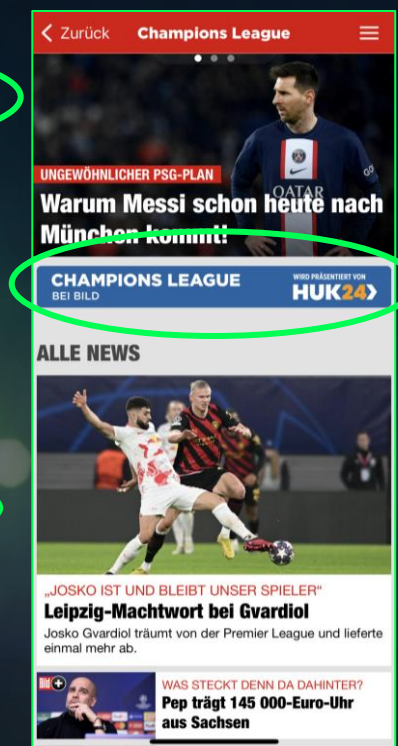
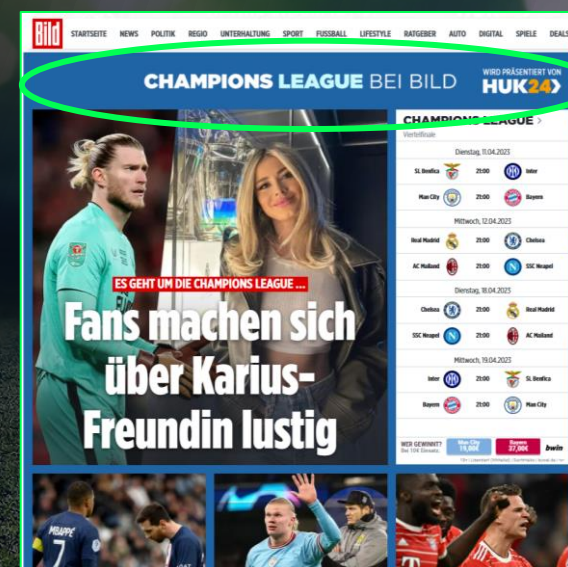
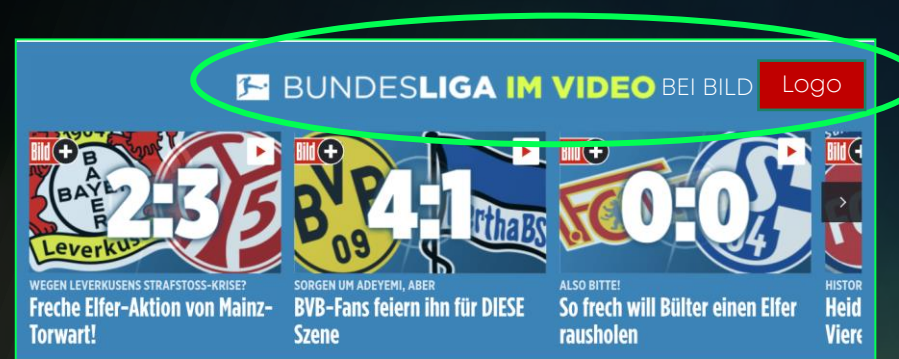
8,52
M. UU

LOGO PRESENTING

NEW: Our logo presentation across all channels (desktop, mobile, app) offers the opportunity to always associate your brand with the Bundesliga.

Your brand presents the Bundesliga on BILD and SPORT BILD! The logo takes place throughout the Bundesliga, Football and Sport Channel. Likewise, the logo is in the media libraries and on match days even **on the Home** or in the **Sport Block** on bild.de and in the **Bundesliga Channel** or **on the Home** on sportbild.de.

You can't get more reach than that!



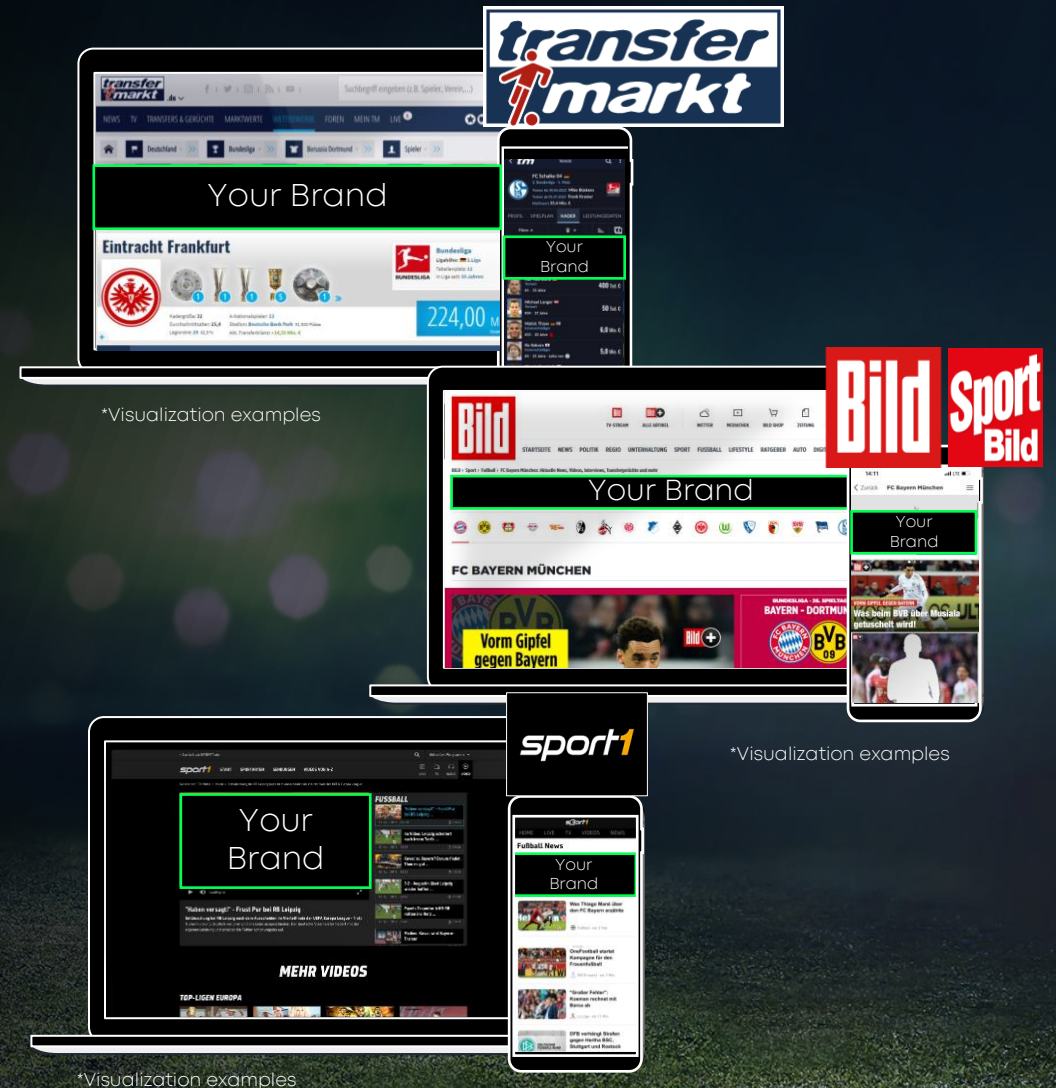
MORE BULI

CLUB PRESENTING

Use the attractive **club environment** of your choice to activate your sponsorship or to target fan groups!

Individual timings and a variety of advertising formats are available.

Clubs offer three components for an optimal presentation of the desired club with the player profiles and the club profiles. In addition, take advantage of the **commitment** and **high retention rate** of fans and football experts in the club forums.



SOCIAL MEDIA

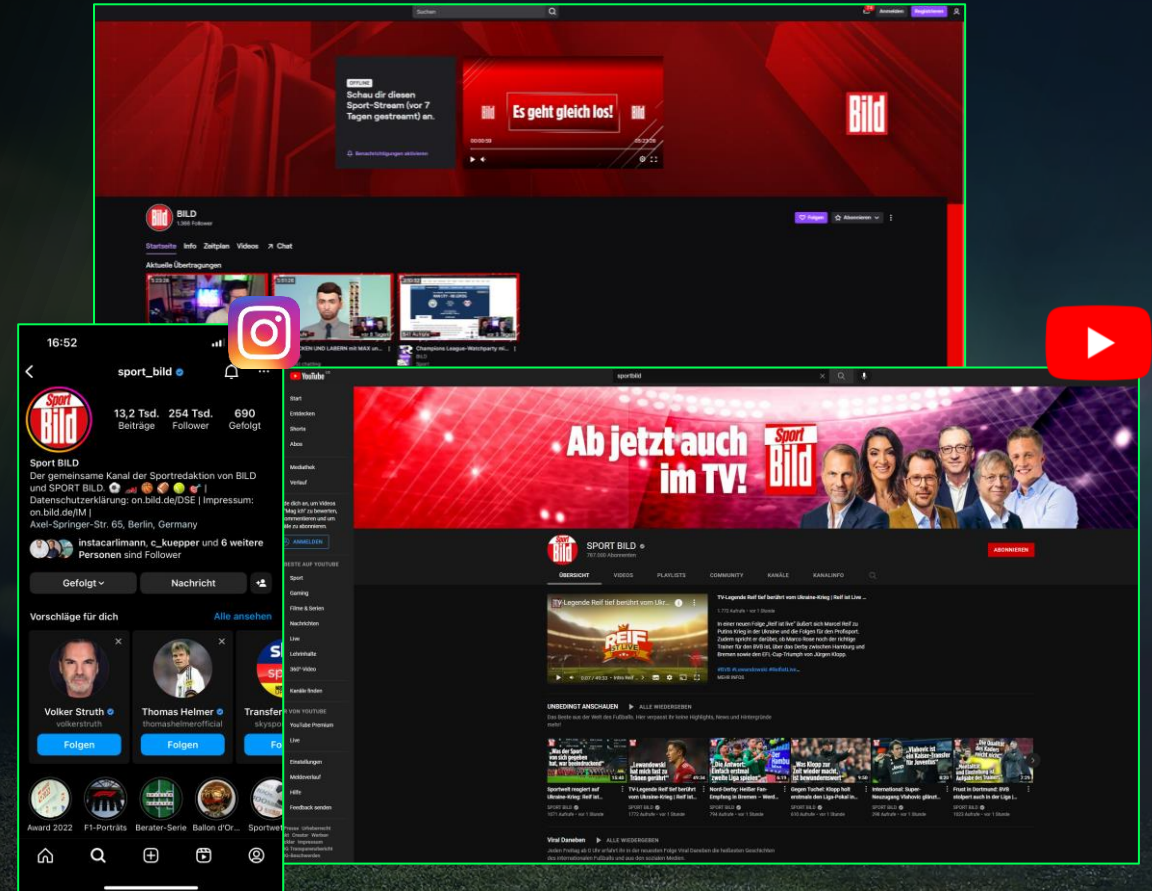
Whether Twitch, YouTube or Instagram... No one can get around social media platforms!

The BILD and SPORT BILD channels offer exclusive content (e.g. **directly** from our reporters **from** the **training sessions of all Bundesliga teams**), from news reels to live streams on Twitch or the popular video content Reif ist Live, Viral daneben or Lage der Liga.

We not only provide users with all the news and information on the Bundesliga via the classic media!

NEW: Become a **YouTube partner** now and be present with your brand exclusively in front of the most popular Bundesliga videos.

MORE BULI



SOCIAL MEDIA

A market full of opportunities - **Transfermarkt!**
In addition to the established formats on Instagram and Twitch such as:

- Matchday statistics, statistics on top matches
- Market value updates & "special graphics".
- expert tips & result graphics

there is always the possibility to launch rubrics with strong coverage. For example, how about "Rumor Mill" powered by food industry or "Player with most games without injury break" powered by health industry.



PRINT

Whether it's a **Bundesliga special** in BILD am Sonntag at the start of the season or the **Bundesliga special edition** of SPORT BILD.

We are always on the ball before, during and after the season!

With direct fixed placements, table presentations or special forms of advertising, you are right in the middle of the emotional Bundesliga environment!

Maybe even a **season poster** or the famous **magnetic table**?

In PRINT, we offer everything for the Bundesliga. And of course we also extend cross-media!



SPORTS EVENTS

To present a brand optimally in the sports network, nothing lends itself better than our sports events.

The **SPORT BILD Award** honors outstanding achievements in sports every year. In up to ten categories top athletes, legends and sports personalities are honored with the SPORT BILD Award.

AND

BILD 100 Sport is all about the DFB Cup final. In the Axel Springer Verlag journalists' club, there are exciting and exclusive insights into the world of sport, as well as around the social discussion about the importance of sport in the subject areas of "sustainability", "inclusion" and "diversity"!

00:00:08:20

**Sport
Bild**

PRESS CTRL & CLICK TO
VIEW



PRESS CTRL & CLICK TO
VIEW

As a cooperation partner of BILD or SPORT BILD, exclusive competitions can also be implemented!

Cross-media across all channels, we reach all fans who want to fulfill their fan dream.

Whether to the derby as a **VIP** or as a **fan reporter** and **insider** behind the scenes - everything and much more is possible!

Together we activate every sponsorship and bundle it with our reach and possibilities!



PODCAST

Everyone loves podcasts – and we have something for everyone!

- Bayern Insider Knowledge with Christian Falk in Bayern Insider
- The most important daily news at Stammpplatz
- The most important and interesting football personalities such as Kai Havertz or Max Eberl in detailed conversation in the Phrasenmäher
- The most spectacular transfers of the 21st century in the Transfermarkt podcast Done Deals
- An analysis of the most important topics on the Bundesliga, Champions League and everything that's important with our expert Marcel Reif and the BILD editor-in-chief in the Reif is Live podcast



Podcasts are more in demand than ever and with our football podcasts we reach over 1.6 million streams per month.

OUR PACKAGE

Become our Bundesliga Partner!



OUR BUNDESLIGA PACKAGES

(Each package can be booked 2x! Industry exclusivity within one package)

HIGHLIGHT CLIPS



REACH 130 M.
AIs

Present the most spectacular and beautiful highlights of the current Bundesliga match day and use the enormous reach of our titles!

- Digital
- Video
- DOOH
- Print
- Events

BUNDESLIGA THE FRIDAY / SATURDAY INCL. LAGE DER LIGA



REACH 95 M.
AIs

Present the match day football shows with the fastest analysis, the most important high-lights and the big football talk on Sunday!

- Digital
- Video
- 2x SHOW (e.g. incl. rubric & PP)
- DOOH
- Print
- Events

REIF IST LIVE



REACH 70 M.
AIs

Marcel Reif: „Bei ihm fehlen mir einfach die Worte. Das ist eine Qualität, die nicht unbeobachtet bleibt!“

The big preview on Fridays and the big review on Mondays. Benefit from the wide coverage and the emotional and professional expertise!

- Digital
- Video
- SHOW (e.g. incl. rubric & PP)
- DOOH
- Print
- Events

THE ADVERTISING OPPORTUNITIES

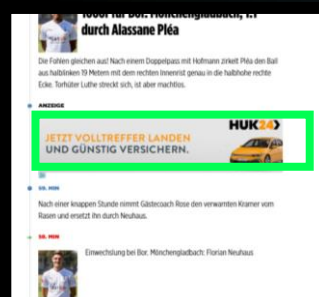
(HIGHLIGHT CLIPS OR BUNDESLIGA THE FRIDAY / SATURDAY INCL. LAGE DER LIGA)



**DIGITAL
PRESENTING HEADER
(ALSO IN LIVE TICKER)**



**DIGITAL
LOGO INTEGRATION TEASER**



**DIGITAL
KONTEXTSENSITIVES
TICKER AD**



**PRINT
PRESENTING OR FIXED
PLACEMENT**



**DOOH
CONTENT ROLL
OR CUT-IN**



**VIDEO
PRE-ROLL & PRESENTER
CLIP**



**VIDEO
BANDEROLE OR
L-FRAME**



**VIDEO SLOW
MOTION
SEPARATOR**



**VIDEO
PRODUCT PLACEMENT**



RUBRIC PRESENTING



JETZT REINHÖREN

**PODCAST AUDIO
PRESENTER OR
HOST READ**

BUNDESLIGA MATCHDAY- PACKAGES

Present yourself in the entire sports portfolio with BILD, SPORT BILD, WELT Transfermarkt and Sport1!

DIGITAL: 9 million AIs guaranteed! Presenting header for Bundesliga articles on match days as well as logo integrations in the teaser.

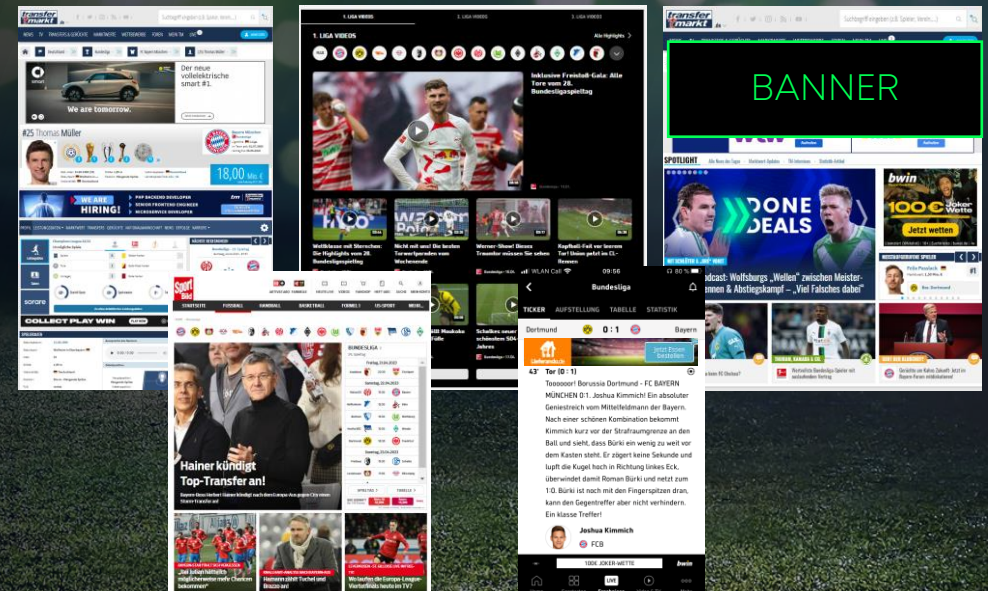
DAILY FIXED: Over 8 million AIs! Whether channel run, home run or newflight, we achieve maximum reach with our daily fixed placements.

VIDEO: We reach almost half a million VVs with our popular pre-rolls on BILD.de, sportbild.de, sport1.de and welt.de!

DOOH: At least 10 million VVs! Content rolls in the direct vicinity of the highlights

LIVETICKER CONTENT: We also report on every match in the live ticker. The advertising material is displayed at all important events during the match, e.g. at kick-off, goal, penalty kick, etc.

PRINT: Flexible modules on BILD, BamS, WELT or SPORT BILD



BUNDESLIGA **BEI SPORT1**

The Bundesliga at Sport1!

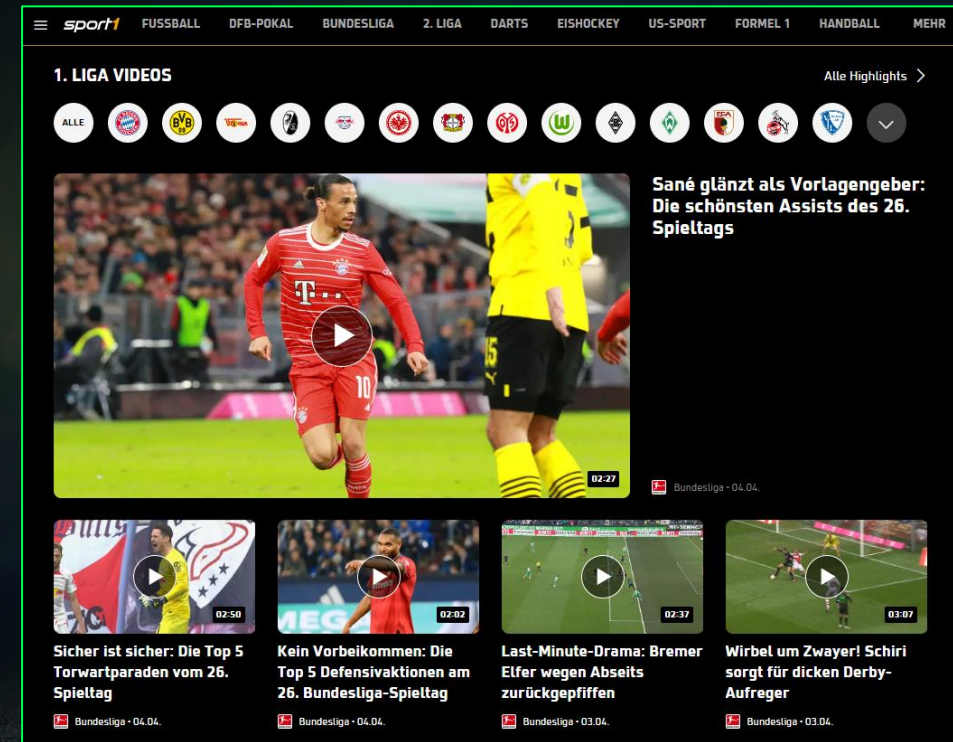
SPORT1

BUNDESLIGA

All games, all goals!

Let's go into the new season 2023/24! **The highlights of the Bundesliga & 2. Liga** will still be available as usual every Monday on Sport1.de, in the SPORT1 App and on the social media channels.

Goals, highlights, interviews and everything important about the match day!

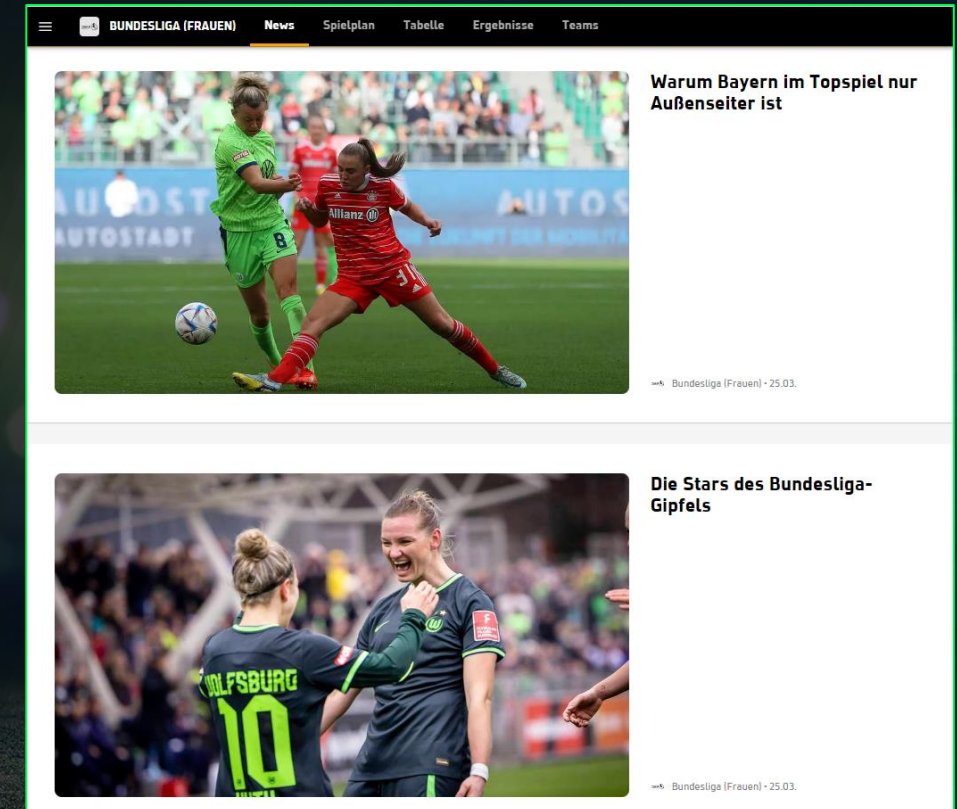


SPORT1 WOMEN- BUNDESLIGA

The **Women's Bundesliga** has a new cross-media home!

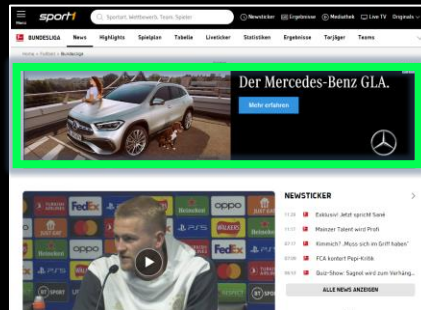
- **TV:** 22 top matches of the Women's Bundesliga LIVE on SPORT1 in free-TV incl. extensive pre & post match coverage, the "Doppelpass der Frauen-Bundesliga".
- **DIGITAL:** Women's Bundesliga Channel: All relevant info on the Women's Bundesliga around the clock on SPORT1.de & App
- **SOCIAL MEDIA:** Extensive coverage of the Women's Bundesliga with all info on current match results, transfer news & much more on the SPORT1 social media channels

GOOD TO KNOW: Highlight clips of all games - available 24/7!

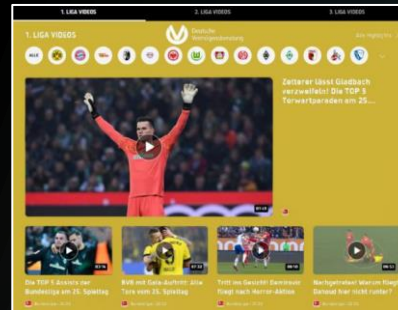


THE ADVERTISING OPPORTUNITIES

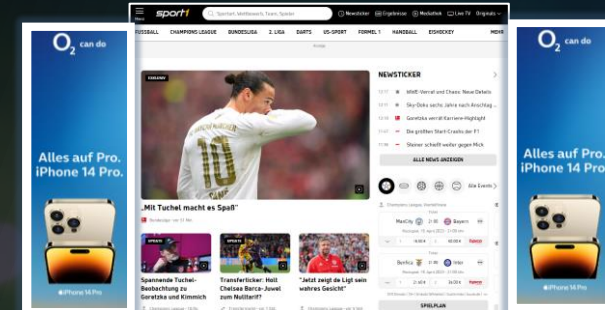
(BUNDESLIGA AT SPORT1)



**DIGITAL PRESENTING
HEADER**



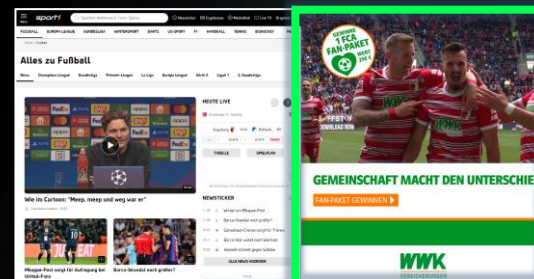
**BULI HOME DASHBOARD
IN CUSTOMERS CI**



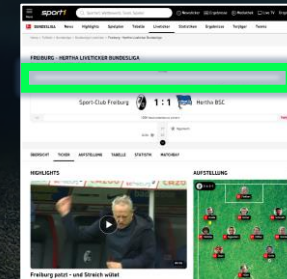
**HOMEPAGE 24h FIXED ON FEDERAL
LEAGUE GAME DAY**



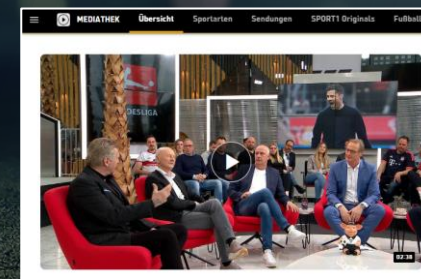
**VIDEO PRE-ROLL /
PRESENTER CLIP**



**FOOTBALL CHANNEL 24h FIXED
POSITION ON MATCHDAY**



**LIVETICKER EVENT AD
ON MATCHDAY**



**VIDEO PRE-ROLL
LIVESTREAM DOPPELPASS &
2. LIGA LIVE ON SATURDAY**

media **impact**—

IT'S TIME TO TALK

VORNAME NACHNAME

Stellenbezeichnung Zeile 1

Stellenbezeichnung Zeile 2

+49 (0) 1234 456 7889

Vorname.nachname@axelspringer.com

📍 Düsseldorf

VORNAME NACHNAME

Stellenbezeichnung Zeile 1

Stellenbezeichnung Zeile 2

+49 (0) 1234 456 7889

Vorname.nachname@axelspringer.com

📍 Düsseldorf

media **impact**—

IT'S TIME TO TALK

PHILIPP SCHROBENHAUSER

Senior Sales Manager Brand
Partnerships Sport

+49 (0) 170 375 30 89

philipp.schrobenhauser@axelspringer.com

📍 Düsseldorf

ACHRAF HACHANI

Sales Manager Brand
Partnerships Sport

+49 (0) 89 743 259 649 6

achraf.hachani@axelspringer.com

📍 München