

SPORT BASIC- PRESENTATION

#Status March 2023



AGENDA

1. Our highlights
2. Object presentation
3. Best cases
4. Low overlap of users properties
5. Attachment

OUR HIGHLIGHTS

#mediaimpactsport



SPORT-HIGHLIGHTS IN 2023



**SPECIAL
OLYMPICS
2023**

17.06.-25.06.23



**FRAUEN
FOOTBALL
WORLD CUP**

10.07.-20.08.23



BUNDESLIGA

**BUNDESLIGA
SEASON 2023/
2024**

Start: 05.08.23



**NATIONAL
FOOTBALL
LEAGUE**

Start: 07.09.23



**DARTS WORLD
CUP 2024**

15.12.23 – 03.01.24

OBJECT PRESENTATION

#mediaimpactsport



MEDIA IMPACT SPORT



43 M.

USER

REACHES AND OVERLAPS

	Bild	Sport Bild	welt	transfermarkt	sport1
Bild		2,85 M. 12%	12 M. 49%	2,29 M. 9%	4,65 M. 19%
Sport Bild	2,85 M. 84%		1,61 M. 47%	0,54 M. 16%	0,94 M. 28%
welt	12 M. 51%	1,61 M. 7%		2,16 M. 9%	4,3 M. 18%
transfermarkt	2,29 M. 55%	0,54 M. 13%	2,16 M. 55%		1,55 M. 37%
sport1	4,65 M. 56%	0,94 M. 11%	4,3 M. 56%	1,55 M. 19%	

Lesebeispiel:

- 49% of BILD digital users also use WELT / 12 million users use BILD.de and WELT.de

OUR MOVING IMAGE CONTENT IN FOOTBALL

We offer premium football licensing rights for BILD, Welt, SPORTBILD and Sport1.

The highlight clips of all parties directly after the end of the match or promptly after the match day.

- Bundesliga (Paid Content)
- 2. Bundesliga (Paid Content)
- Supercup (Paid Content)
- EM 2024 (Free)
- Premier League (Free)
- Copa del Rey (Selected games free)
- Supercopa (Selected games free)
- Frauen-Bundesliga (Free)
- DFB Pokal Highlight Clips (Free)



OTHER MOVING IMAGE CONTENT

We offer licensing rights to additional sports and events as highlight clips or in livestream:

- Darts (Free)
- Basketball (Free)
- Handball (Free)
- Volleyball (Free)
- Tischtennis (Free)
- Eishockey (Free)
- Hockey (Free)
- XFL Football (Free)
- Major League Baseball (Free)
- ESL eSports (Free)
- Wimbledon Livespiele (Free)
- US Open Livespiele (Free)





Bild

14,86 M.

Digital UU

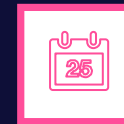
BILD

BILD knows what moves people, what creates friction. Fast, up-to-date and varied. BILD gives advertisers direct access to high-reach environments. Because no one has more daily reach!

BILD does not fit into any cliché - BILD entertains, speaks the language of the middle of society and addresses what others do not dare to.



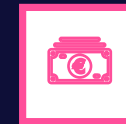
66%
male



55%
20 - 49
years old



46%
At least
A-levels



79%
At least
2000 € HNI



72%
employed

Source: agof daily digital facts; Basis: digital WNK 16+ years, single month December 2022

SPORT BILD



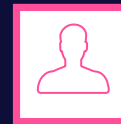
4,20 M.

Digital UU

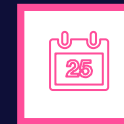
With Sportbild.de and the Sport BILD app, the reader becomes an insider!

Sportbild.de is the online portal of Europe's biggest sports magazine!

Highlights and background reports, interviews and facts about top athletes are passionately staged. Here's the best and most exclusive information from the world of motorsports.



80%
male



60%
20 - 49
years old



41%
At least
A-levels



76%
At least
2000 € HNI



74%
employed

Source: agof daily digital facts; Basis: digital WNK 16+ years, single month / average day September 2022



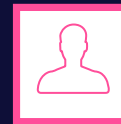
| media **impact**



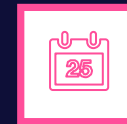
19,53 Mio.
Digitale UU

WELT

WELT is a 360-degree media brand that provides information in print, digital and TV. It stands for intelligent quality journalism in all usage situations. Every story - whether as text, video, photo or live coverage - follows the claim to inform reliably and user-oriented and to inspire our audience equally with passionate journalism, innovative products and the joy of experimentation.



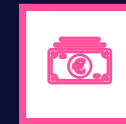
56%
male



51%
20 - 49
years old



48%
At least
A-levels



53%
At least
2000 € HNI



67%
employed

Source: agof daily digital facts, basis: digital WNK 16+ years (61.63 million); single month January 2023; retrieved on: 10.02.2023

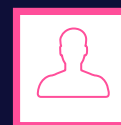


4,58 M.
Digitale UU

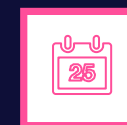
TRANSFERMARKT

Transfermarkt.de is the largest German-language football portal and the number 1 in terms of news, transfers and statistics.

Transfermarkt.de has the largest player database in the world and is by far the most cited source for market values. Germany's football experts gather in the club forums and rumor mill to discuss daily rumors, the performance of their favorite players, and current market values - backed up by a wide range of statistics from the world of football.



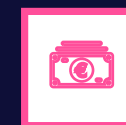
84%
male



67%
20 - 49
years old



44%
At least
A-levels



71%
At least
2000 € HNI



69%
employed

Source: agof daily digital facts; Basis: digital WNK 16+ years, single month / average day September 2022



| media **impact**

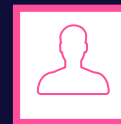
SPORT1

sport1

8,34 M.

Digitale UU

Probably no other sports medium in Germany has such strong coverage of all sports, from exclusive live streams of the Women's Bundesliga to clips of the American Football League XFL, coupled with enormous reach - and cross-media from TV to Metaverse, continuously from Mon - Sun!



83%
male



63%
20 - 49
years old



40%
At least
A-levels



71%
At least
2000 € HNI



77%
employed

Source: agof daily digital facts; Basis: digital WNK 16+ years, single month / average day September 2022

MOTORSPORT

MOTORSPORT
TOTAL.COM

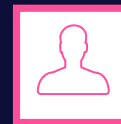
motorsport.com

.FORMEL1.de

3,54 M.

Digitale UU

Motorsport - Is passion, top speeds and perfection. Every race weekend, millions of people look forward to excitement, adrenaline and engineering. With [Formel1.de](#), [Motorsport-total.com](#) & [Motorsport.com](#), we unite the leading motorsport portals under one roof and report in detail on all relevant motorsport series.



80%
male



54%
20 - 49
years old



41%
At least
A-levels



73%
At least
2000 € HNI



66%
employed

Source: agof daily digital facts; Basis: digital WNK 16+ years, single month / average day September 2022

BEST CASES

#mediaimpactsport



BEST CASE BILD

212 M. Ais and INSERT

DVAG AND THE BUNDESLIGA

450 K CLICKS GENERATED ACROSS ALL CHANNELS



PRE-ROLL



BILLBOARD & SITEBAR



RUBRIC SPONSORING



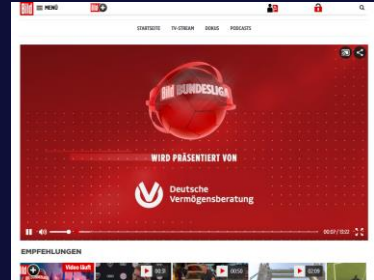
PRODUCT PLACEMENT



PRESENTER CLIP



CUTIN INSERTS & TEASER LOGO INTEGRATION



BEST CASE SPORTBILD

26,4 MIO. IMPRESSIONS

IN ONE WEEK TO NUMBER 1...

TOP PUBLISHER IN HANDBALL AFTER A FEW DAYS



HOMEBLOCK



PREROLLS



PRESENTING

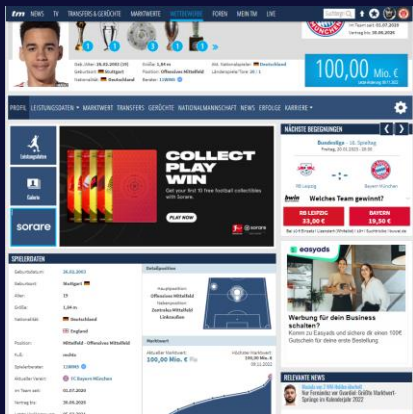


BEST CASE TRANSFERMARKT

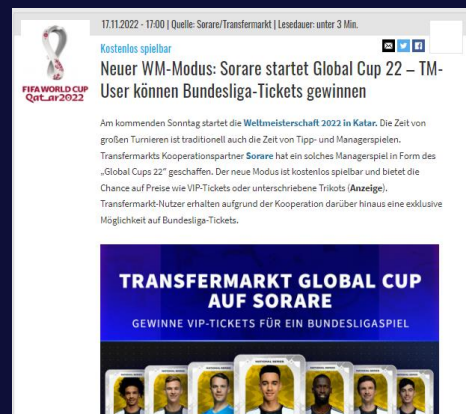
4 M. IMPRESSIONS

ADVERTISING INTEGRATED IN CONTENT

>50 K CLICKS IN THE PROFILES



PROFILE INTEGRATION



NATIVE INTEGRATION



SOCIAL MEDIA – TWITCH INTEGRATION

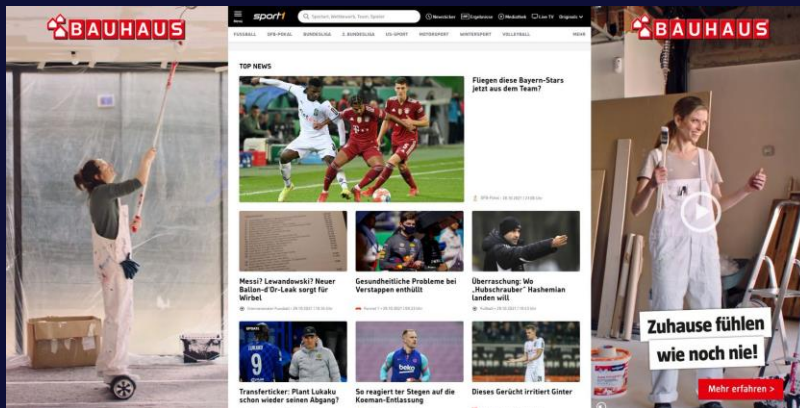


BEST CASE SPORT1

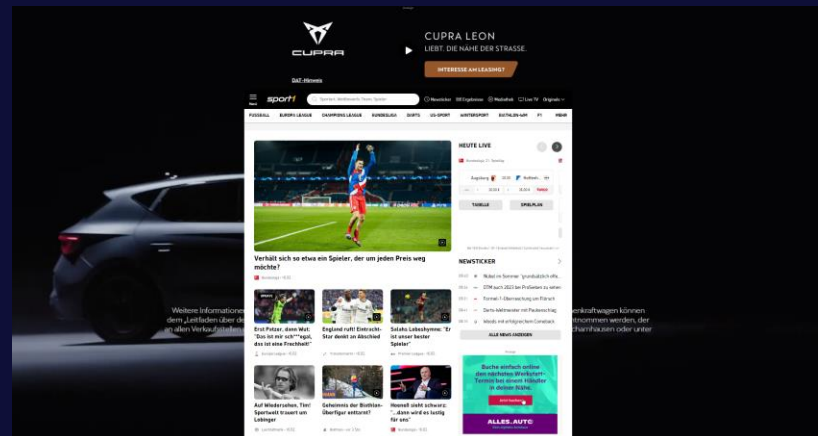
SPORT1 HOMERUN ATTENTION GUARANTEED

INCREASE CTR & VIEWABILITY VALUES WITH SELECTED ADVERTISING MEDIA

DOUBLE DY. SITEBAR 0,39 % CTR 4 MIO. AIs MULTISCREEN GUARANTEED IN 24h



DOUBLE DYNAMIC SITEBAR ON SPORT1 HOME



VIDEO WALL SPORT1 HOME



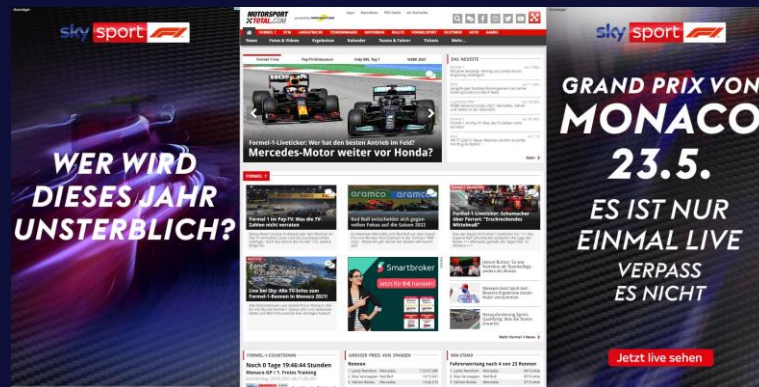
MOBILE INTERSCROLLER

BEST CASE FORMEL1 & MOTORSPORT

10,5 M. Ais & INSERT

SKY AND THE FORMEL1 IN 2022

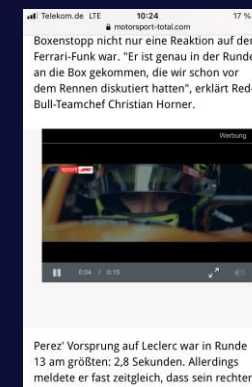
90,45 M. CONTACTS VIA ADVERTORIAL & SOCIAL MEDIA INTEGRATION



DOUBLE DYNAMIC SITEBAR



MOBILE INTERSCROLLER



VIDEO INTEXT OUTSTREAM



ADVERTORIAL / TEXTLINKS

OUR PARTNERS



ERDINGER
Weißbier

**PREMIERE
LEAGUE**



WWK
CHECK24

BUNDESLIGA



CHECK24

**NATIONAL
FOOTBALL
LEAGUE**



HUK24
DIGITAL. EINFACH. GÜNSTIGER.

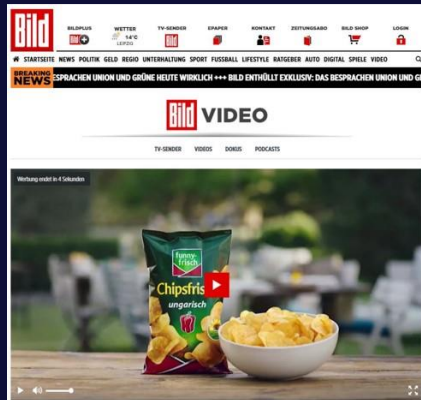
HANDBALL



PREMIERE LEAGUE AND ERDINGER



BUNDESLIGA AND FUNNY-FRISCH



BUNDESLIGA AND WWK VERSICHERUNGEN

Bild AKTIVES ABO WETTER TV-STREAM EPAPER KONTAKT ZEITUNGSABO BILD SHOP MEIN KONTAKT

STARTSEITE NEWS POLITIK GELD REGIO UNTERHALTUNG SPORT FUSSBALL LIFESTYLE RATGEBER AUTO DIGITAL SPIELE MEDIATHEK

HEUTE LIVE BUNDESLIGA 2. BUNDESLIGA 3. LIGA SERIE A BASKETBALL-EM ALLE WETTBEWERBE...

BUNDESLIGA - 4. SPIELTAG
RB LEIPZIG - WOLFSBURG
2:0
 (1:0)

1:0 Christopher Nkunku (5.)
 2:0 Christopher Nkunku (90.)

LIVETICKER AUFSTELLUNG STATISTIK TABELLE

18:00

Was steckt da denn hinter?
Rätsel um Kruses Schuhe

Fazit:
 RB Leipzig besiegt den VfL Wolfsburg dank eines Doppelpacks von Nkunku mit 2:0 und holt am 4. Spieltag den ersten Saisonsieg! Los ging die Partie heute direkt mit einer kalten Dusche für den VfL: Schon in der 5. Minute verursachte Wolfsburgs

AKTUELLE SPIELE
 Freitag, 26.08.2022
 Samstag, 27.08.2022
 Sonntag, 28.08.2022

Freiburg 1:0 Bochum
 RB Leipzig 2:0 Wolfsburg
 Mainz 05 0:3 Leverkusen
 Hoffenheim 1:0 Augsburg
 Hertha BSC 0:1 Dortmund
 Schalke 1:6 Union Berlin
 Bayern 1:1 M'gladbach
 Köln 0:0 Stuttgart
 Würder 3:4 Frankfurt

IHR MACHT EUCH AUF DEN WEG.
JETZT GEWINNEN

WWK
 VERSICHERUNGEN

Bild TV-STREAM INFO ZU BILDFLUS WETTER MEDIATHEK BILD SHOP ZEITUNG SUCHE ANMELDEN

STARTSEITE NEWS POLITIK REGIO UNTERHALTUNG SPORT FUSSBALL LIFESTYLE RATGEBER AUTO DIGITAL SPIELE DEALS

BILD - Sport - Fußball: Aktuelle Ergebnisse, News und Videos

KRASSES GEWINNSPIEL FÜR FUSSBALL-FANS
HIER GIBT ES DAZN, SKY UND CO. FÜR EIN JAHR UMSONST!
WOW

FUSSBALL

BUNDESLIGA
 3. Spieltag
 M'gladbach 1:0 Hertha BSC
 Samstag, 20.08.2022
 Dortmund 2:3 Werder
 Leverkusen 0:3 Hoffenheim
 Wolfsburg 0:0 Schalke

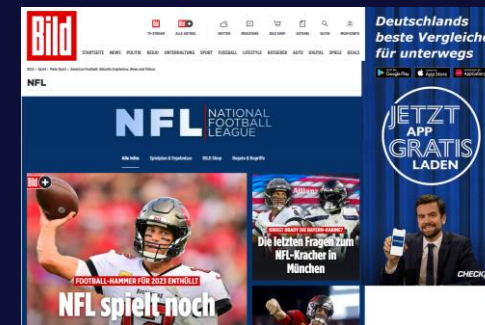
IHR MACHT EUCH BEREIT.
JETZT GEWINNEN

WWK
 VERSICHERUNGEN

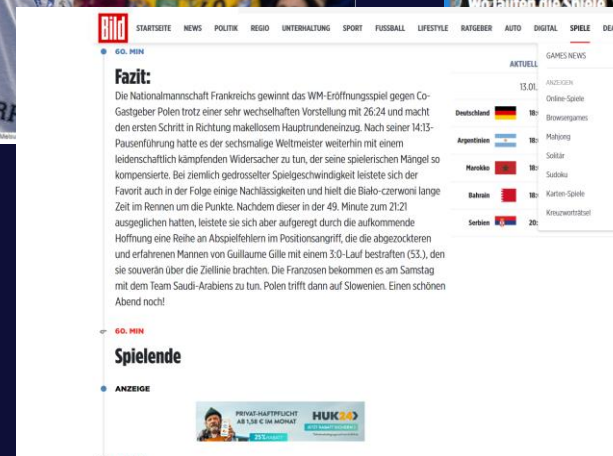
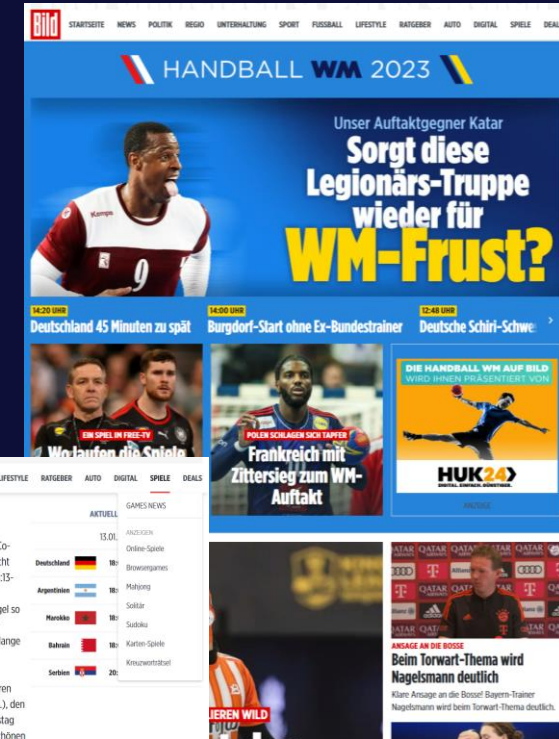
BUNDESLIGA AND CHECK24



NFL AND CHECK24



HANDBALL AND HUK24

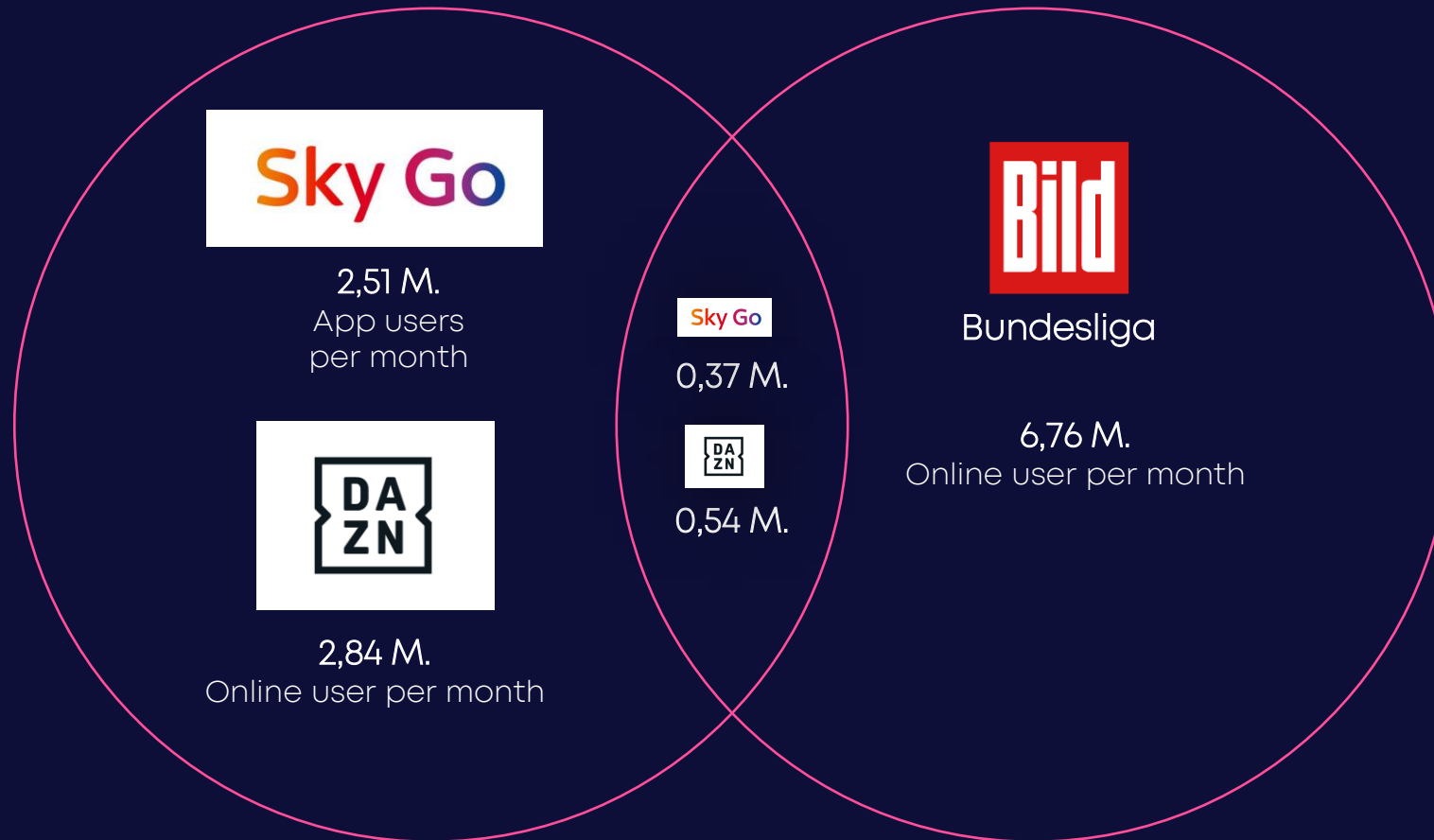


LOW OVERLAP OF USER PROPERTIES

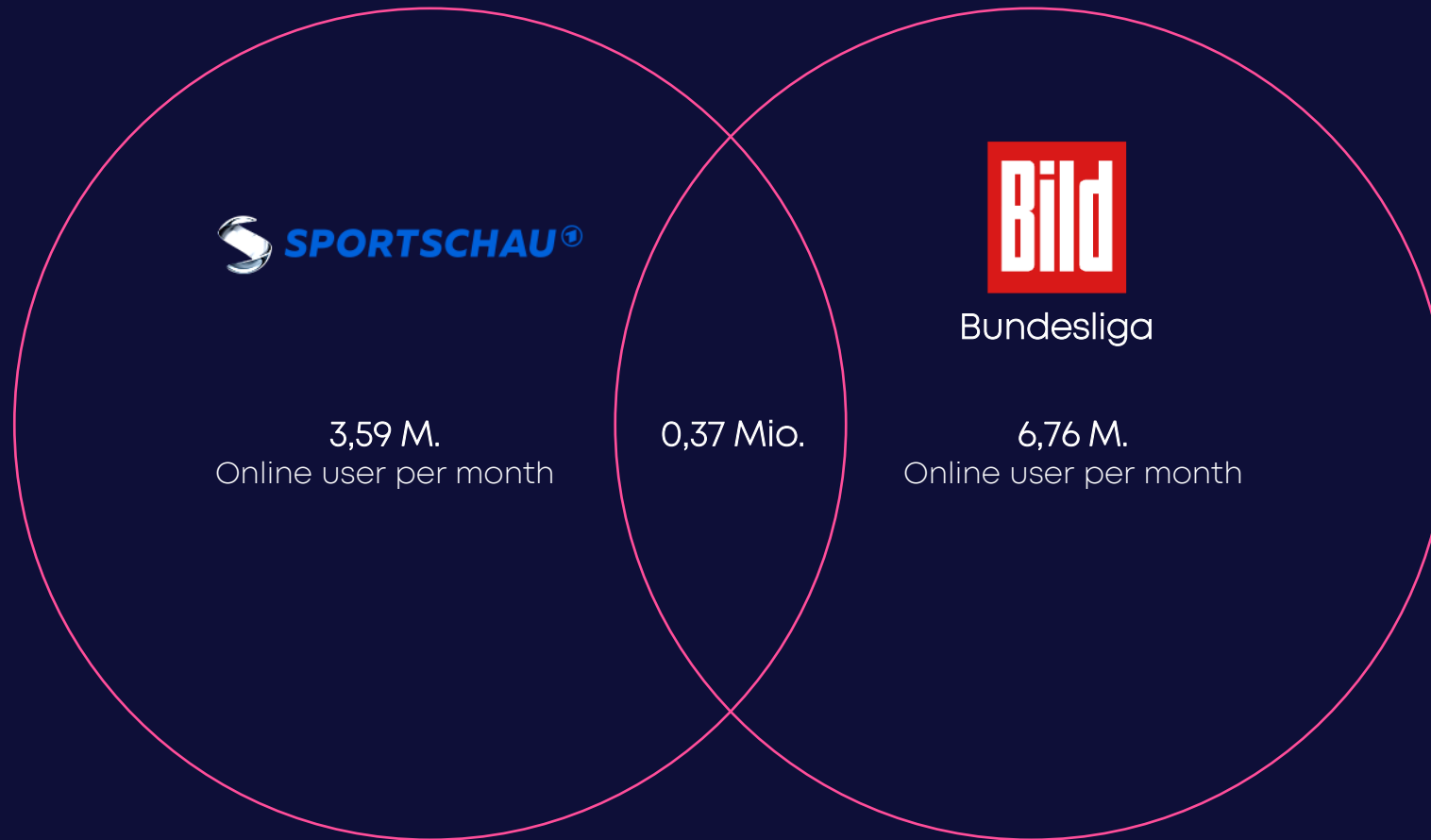
#mediaimpactsport



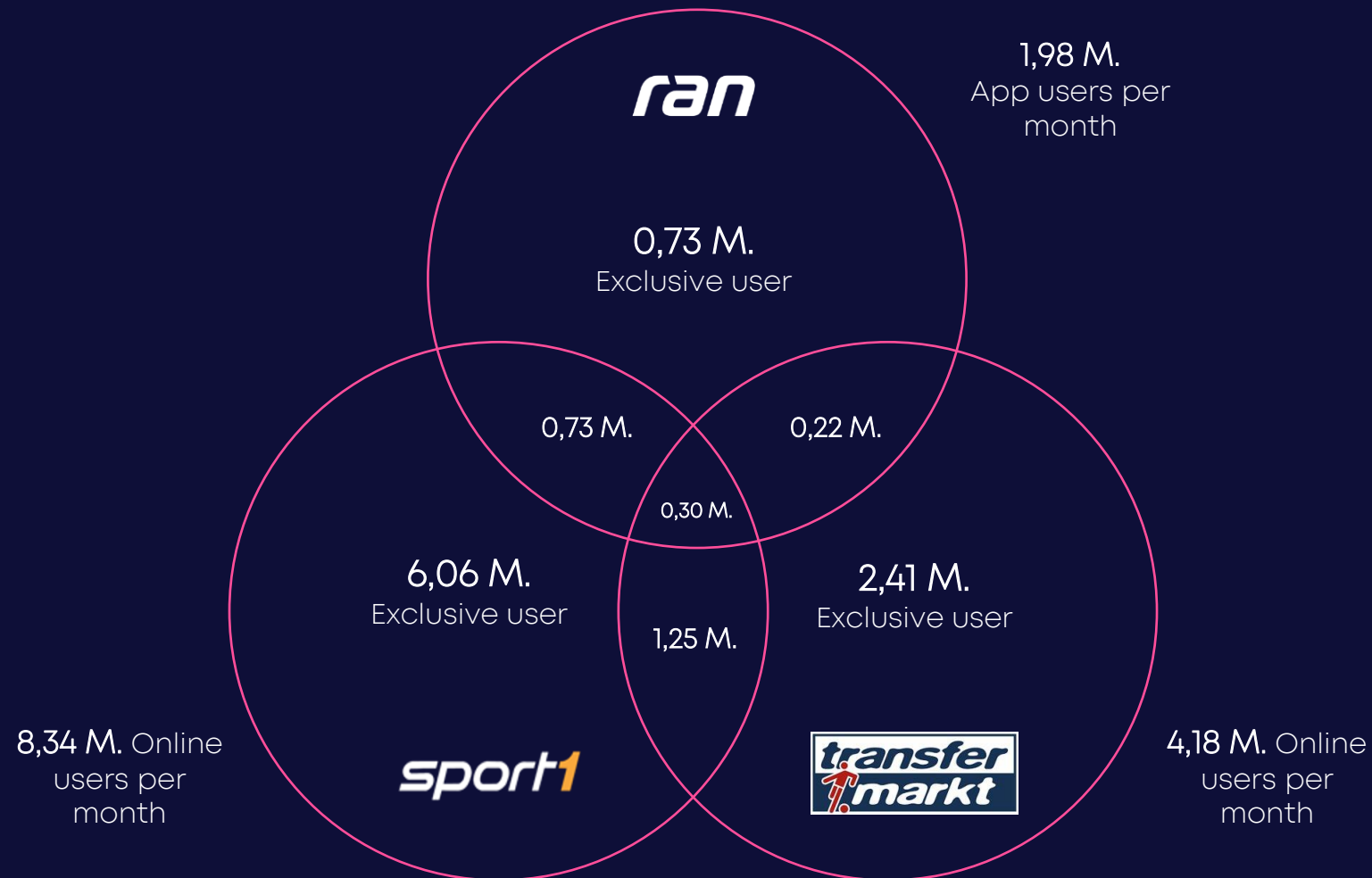
SKY GO VS. DAZN VS. BILD BUNDESLIGA



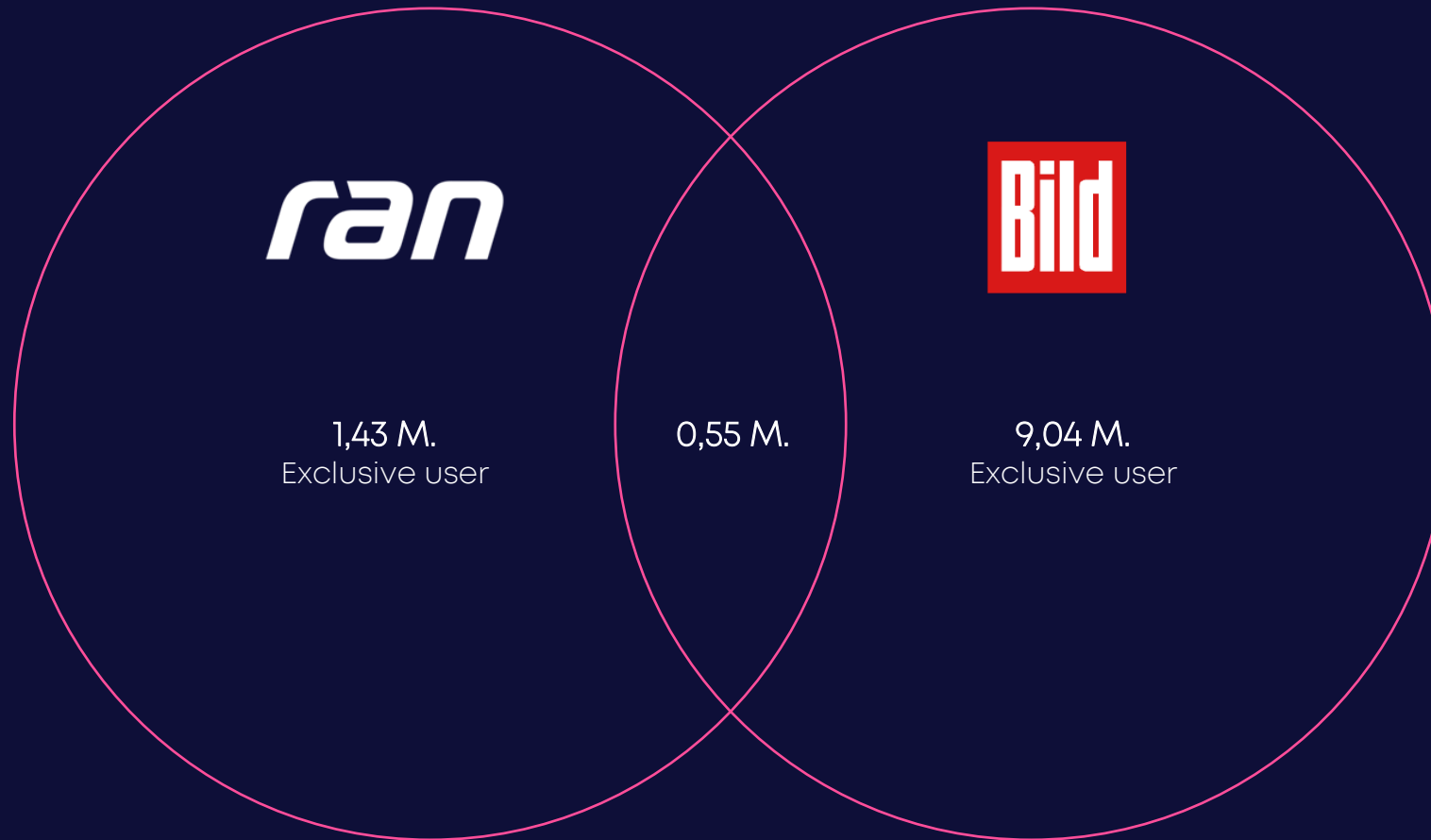
SPORTSCHAU MOBILE VS. BILD BUNDESLIGA



RAN VS. SPORT1 VS. TRANSFERMARKT



RAN VS. BILD SPORT



KICKER VS. SPORT1 FUSSBALL 1. BUNDESLIGA VS. TRANSFERMARKT

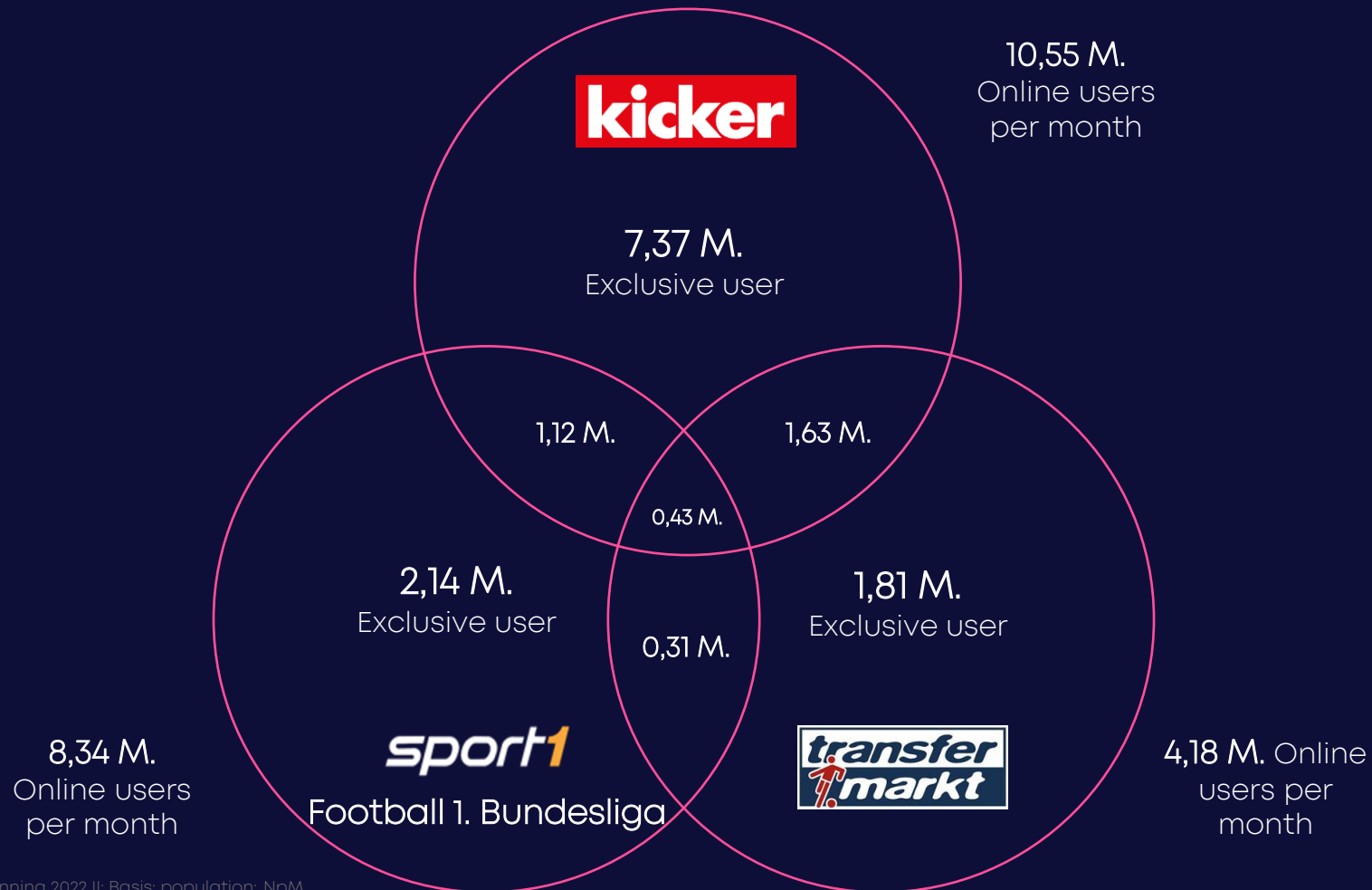
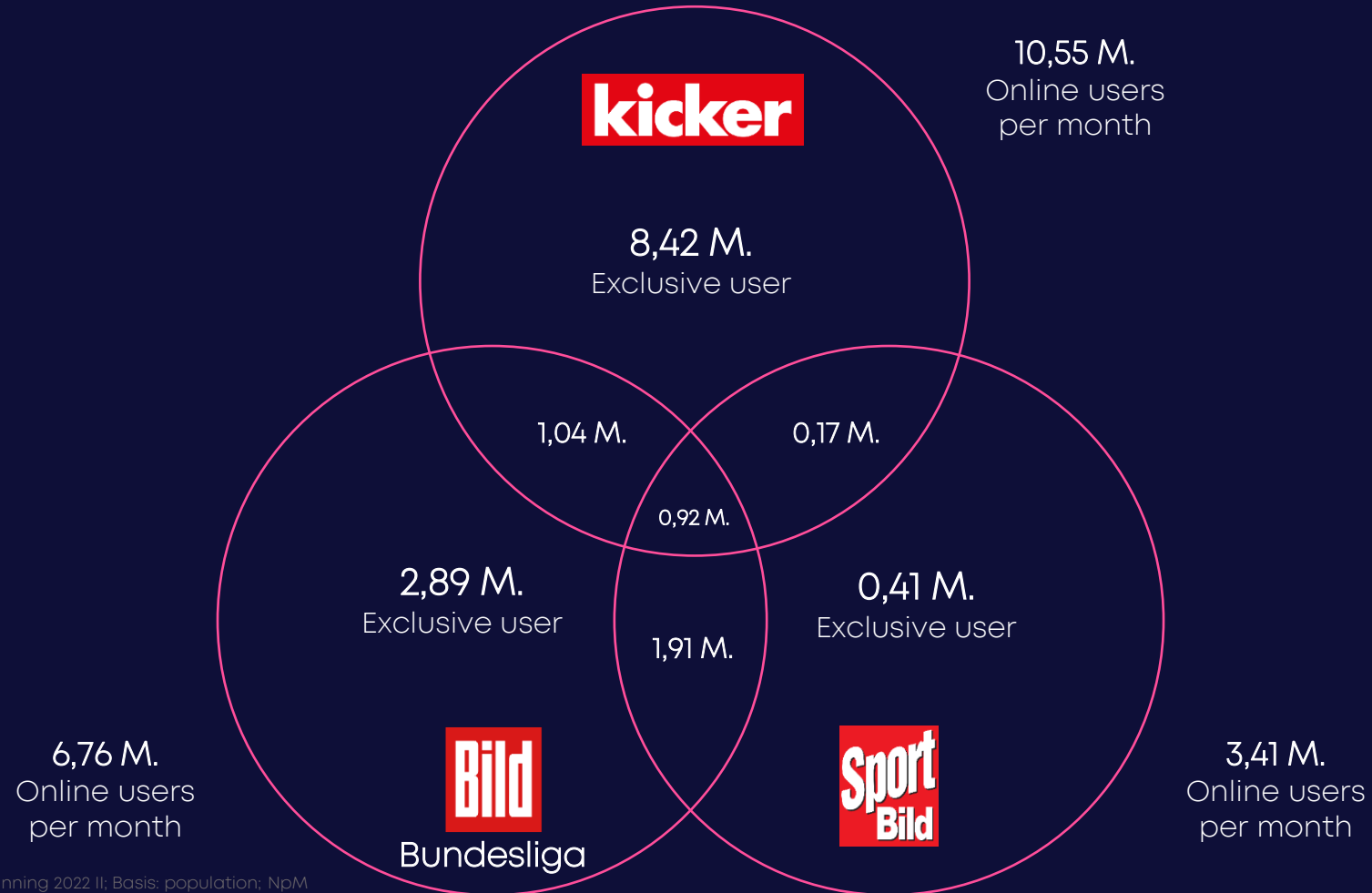


BILD BUNDESLIGA VS. KICKER VS. SPORTBILD.DE & APP



ATTACHMENT

#mediaimpactsport



VIDEO LINKS

- [Bundesliga-Trailer](#)
- [Kampfsport-Trailer](#)
- [Highlight Clips Bundesliga](#)
- [Bundesliga-Show](#)
- [Reif ist live](#)
- [DOOH Beispiel WELT](#)
- [SPORTBILD Preis](#)
- [Coaching Zone Beispiel DVAG](#)
- [InTORnational](#)
- [EM News Clip](#)
- [RIF Countdown Einbindung](#)
- [Playbook Show](#)
- [Stammplatz Vodcast](#)
- [DOOH Bundesliga – L-Frame Beispiel](#)
- [Imagetrailer SportTV](#)

