



media **impact**—

# DARTS WORLD CUP 2024

The new Darts World Championship 2024

# THE 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.

## 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

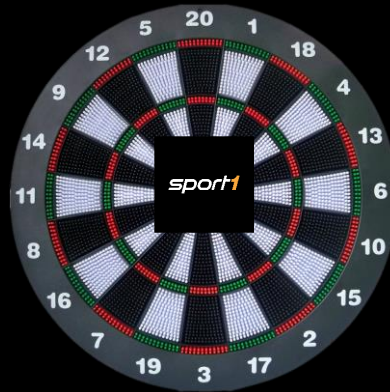
# THE NUMBER 1 SPORTS PORTFOLIO



## THE RULEMAKER

BILD DETERMINES THE  
TOPICS IN SPORTS

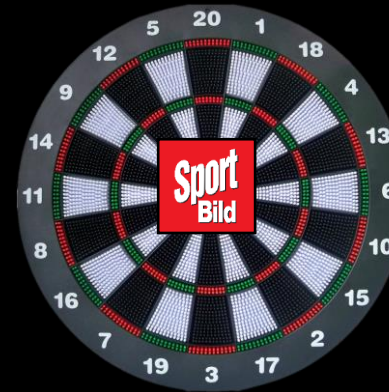
14,86  
M. UU



## THE 360° REPORTER

THE 360° PLATFORM FOR  
CONTENT FROM ALL  
SPORTS.

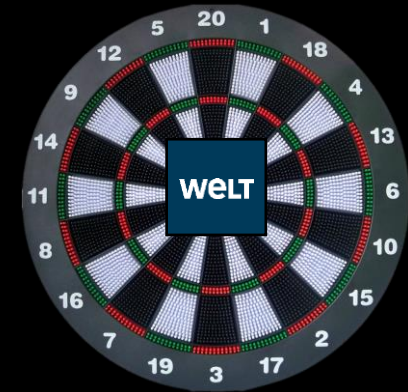
8,34  
M. UU



## THE INSIDER

THE PORTAL OF EUROPA'S  
BIGGEST SPORTS  
MAGAZINE.

4,47  
M. UU



## THE SPORTS MANAGER

THE QUALITY MEDIUM AT  
AXEL SPRINGER.

2,72  
M. UU



# MOVING IMAGE HIGHLIGHT

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) presents all 20"-Pre Rolls (alternatively 6"-Presenter Clips) and thus receives an optimal integration into the emotional Darts World Cup coverage.

Formats: Pre Roll, Presenter Clip

Bookable on:



# MORE MOVING IMAGES

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

**Digital:** Presenter Clip, Pre Roll & Mid Roll, Social Media Post, Premium Partner Presenting, Rubric

**TV:** Classic Spot, Sponsoring, Rubrix

Bookable on:



PRESS CTRL & CLICK TO VIEW





# 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 for the Darts World Cup.

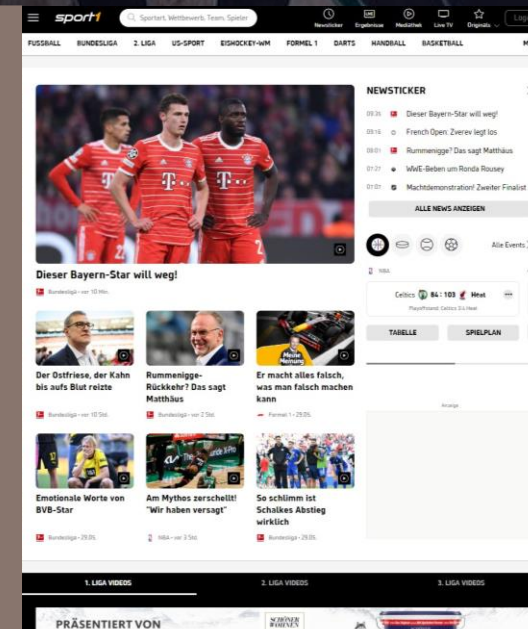
Formats: Advertising media of choice

Environment: Home page

Bookable on:



YOUR  
ADVERTISING



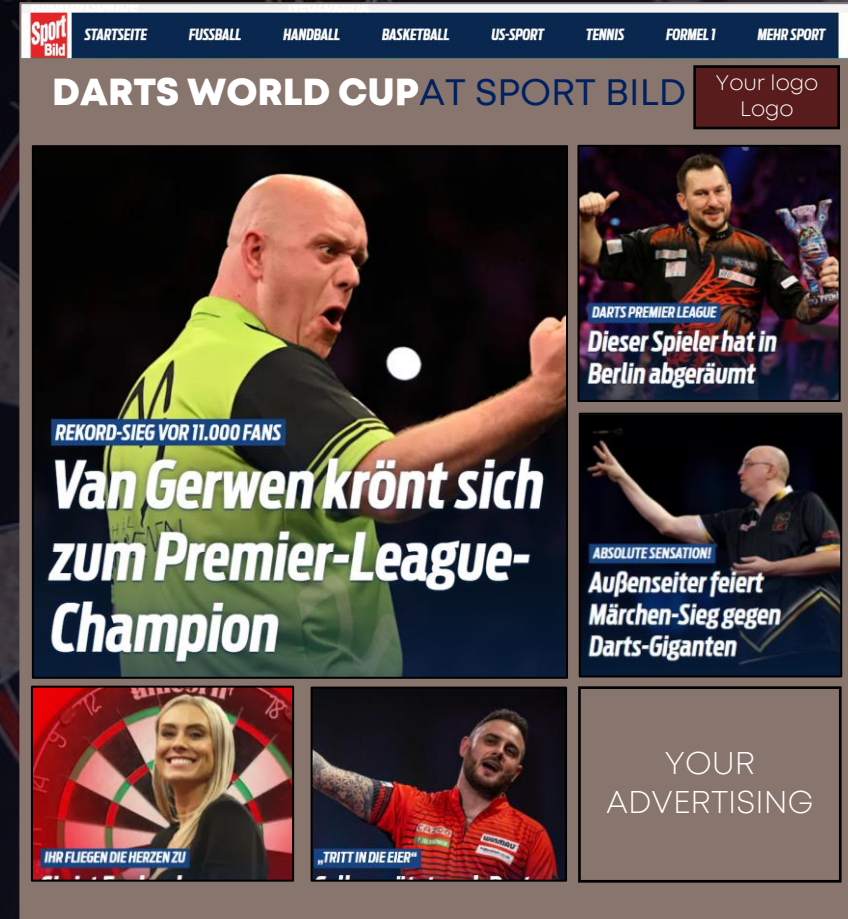
# HOMEBLOCK

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

Placements: SPORT BILD Homepage

Bookable on:





# CONTENT RUN

The Content Run combines a topic-related environment with the staging approach of a daily fixed placement. The Content Run also runs for 24 hours and can be booked flexibly on the day of your choice.

Your brand is placed 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:



YOUR ADVERTISING



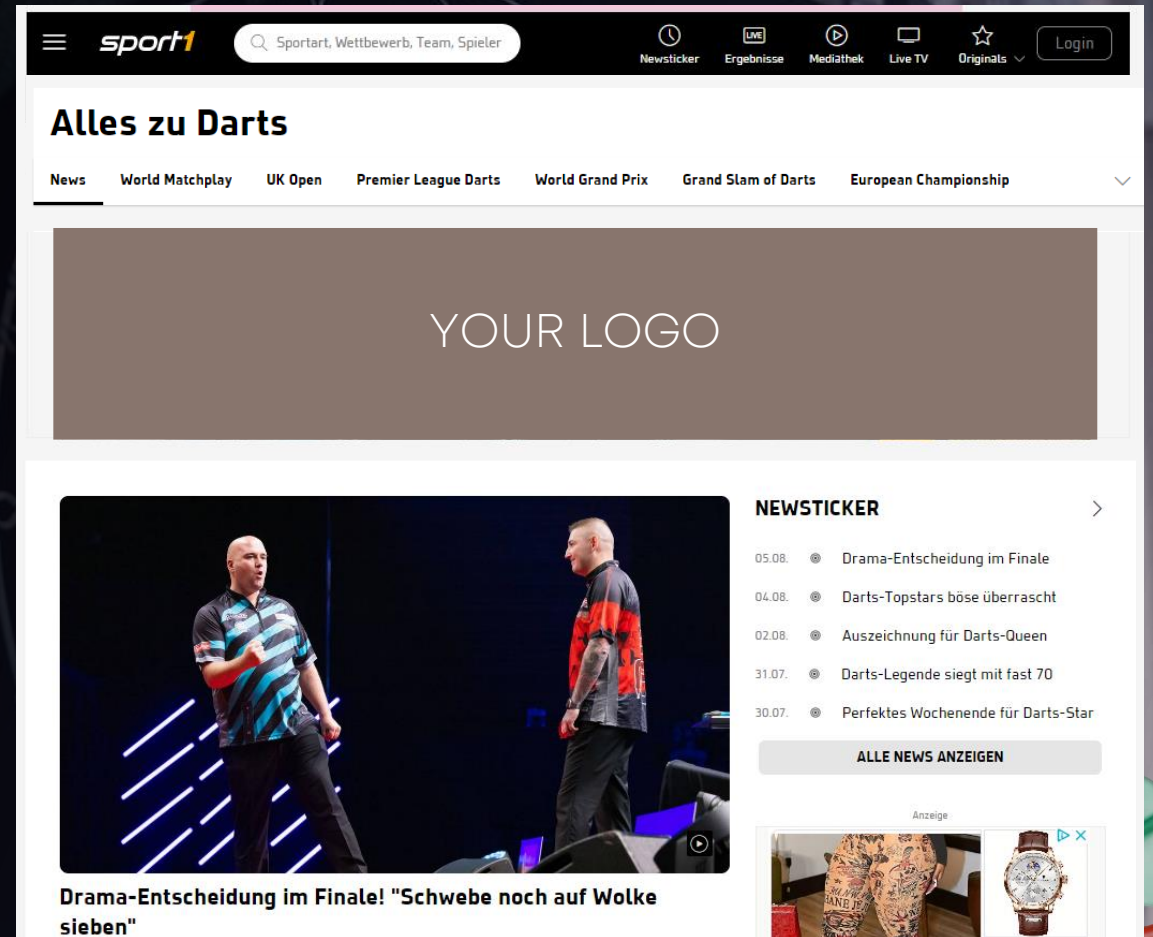
# DISPLAY PRESENTING

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

Formats: Presenting Header

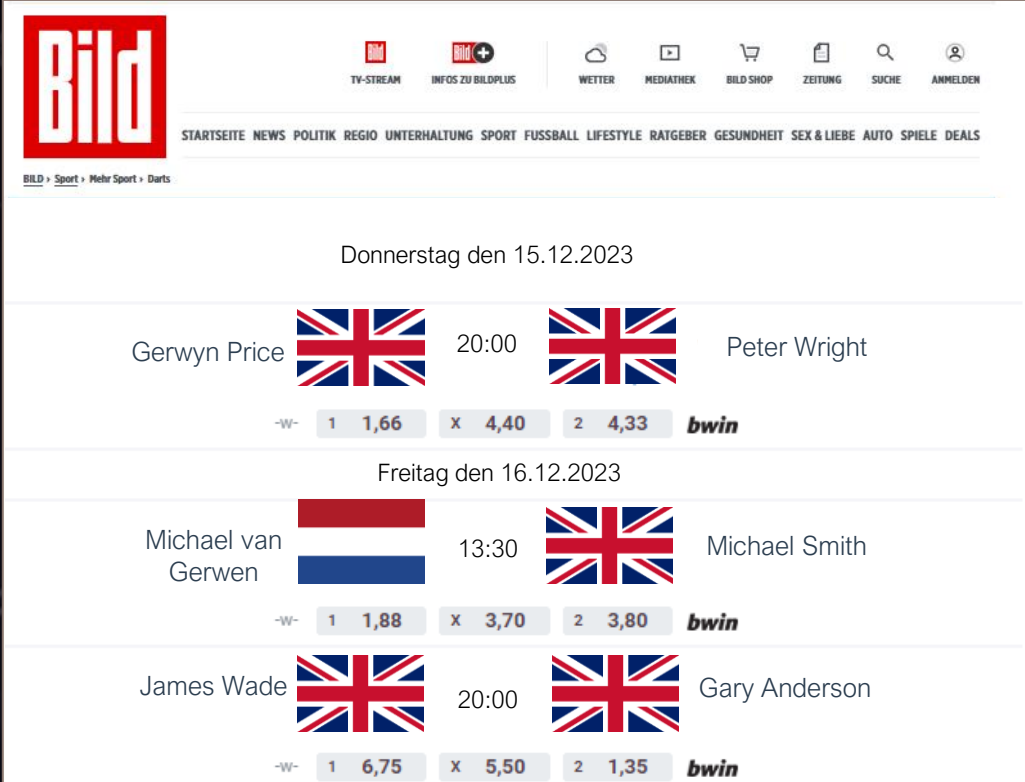
Placement: Darts environment

Bookable on:









# QUOTES

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.



The screenshot shows the Bild website's sports section for darts. It features a navigation bar with the Bild logo and various service links. Below the navigation bar, the date 'Donnerstag den 15.12.2023' is displayed. The main content area lists three darts matches with their respective odds from bwin. The first match is Gerwyn Price vs Peter Wright on Thursday, 15.12.2023. The second match is Michael van Gerwen vs Michael Smith on Friday, 16.12.2023. The third match is James Wade vs Gary Anderson on Friday, 16.12.2023. Each match entry includes the players' names, their national flags, the match time, and the betting odds for the first two legs (1 and 2) and the match winner (X).

Donnerstag den 15.12.2023					
Gerwyn Price		20:00		Peter Wright	
-w-	1 1,66	x 4,40	2 4,33	bwin	
Freitag den 16.12.2023					
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	

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# IT'S TIME TO TALK

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