



media **impact**—

THE BILD

FOOTBALL TALK

with commentator legend Marcel Reif



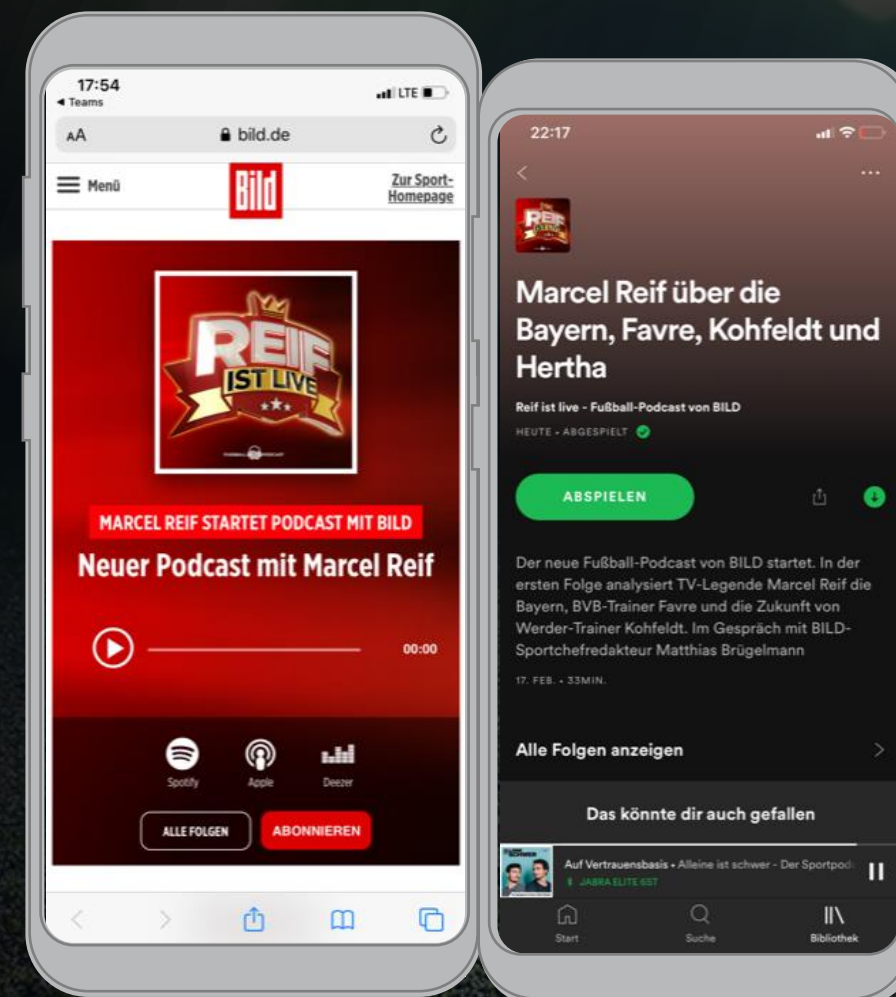
REIF IST LIVE SEE

Twice a week, the talk show is broadcast live on BILD.de, Facebook and YouTube. After the end of the show, there are the most exciting statements as a highlight clip and the complete show in re-live! On Sundays, the week is concluded with a summary of Reif ist Live on TV



REIF IST LIVE LISTEN

Listening to the analysis flexibly? Be it on the train, in the car or during sports. Then podcast (audio) is the right choice! Subscribe to REIF IST LIVE for free on the podcast platform of your choice.



REIF IST LIVE READ

It's better to read than to see or hear. BILD.de has an article that summarizes the show in detail. And the BILD newspaper Tag also discusses the soccer talk in detail.



REIF IST LIVE

Twice a week in the 2023/24 season, commentary legend Marcel Reif will again be analyzing the most important soccer topics of the week together with sports editor-in-chief Matthias Brügelmann and classifying Bundesliga match days and events.

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



CLICK HERE TO PLAY

ALL PLACEMENTS AT A GLANCE



HOMEPAGE REICHWEITE BILD.de

Attention-grabbing teaser and live broadcast on the BILD.de homepage - desktop, MEW and apps.



INTERNAL AND EXTERNAL PLATFORMS

We reach users in their usage situation - live, re-live, highlights. Internal and external platforms.



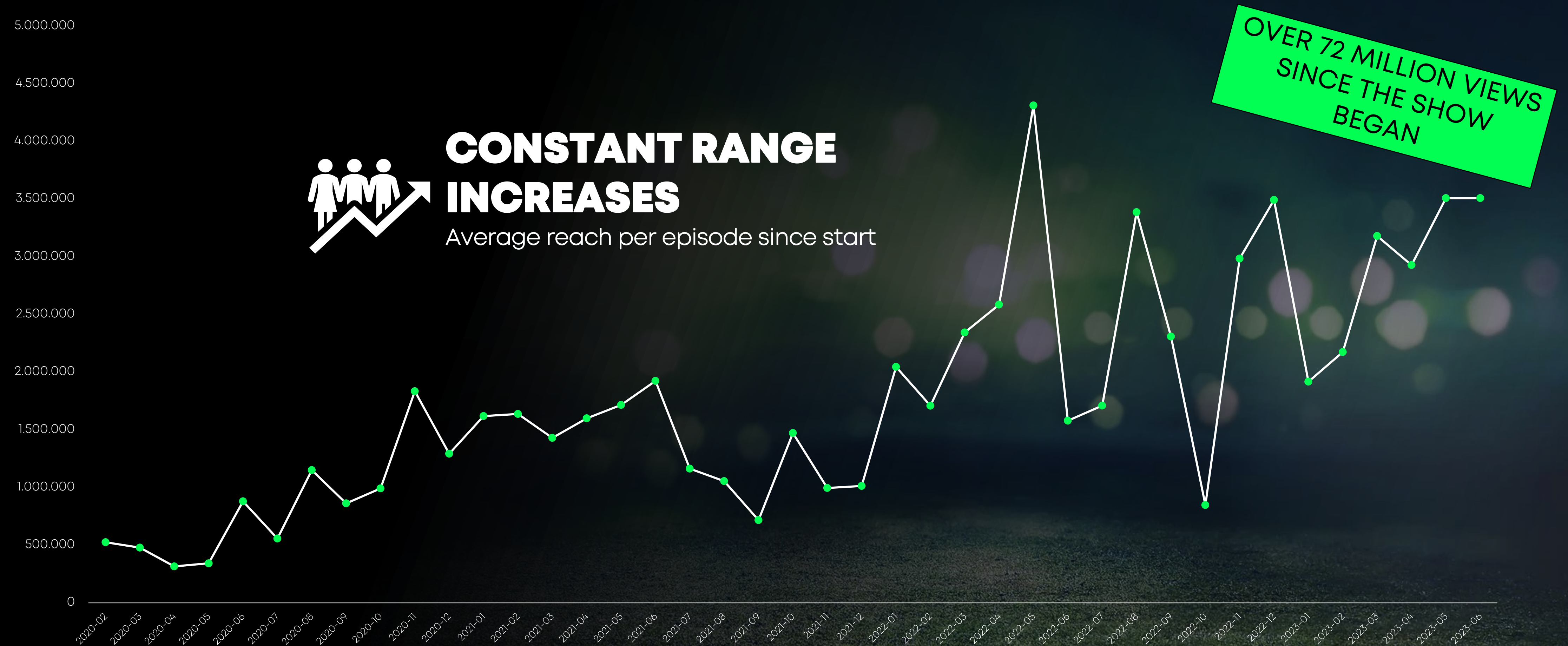
COUNTDOWN

The faded-in live guide with the course of the broadcast shows the viewers by means of a countdown when and how long which topics will be talked about.



Reif about Glasner going, Müller/Kahn, Sammer/Bellingham, International(Sample broadcast content)

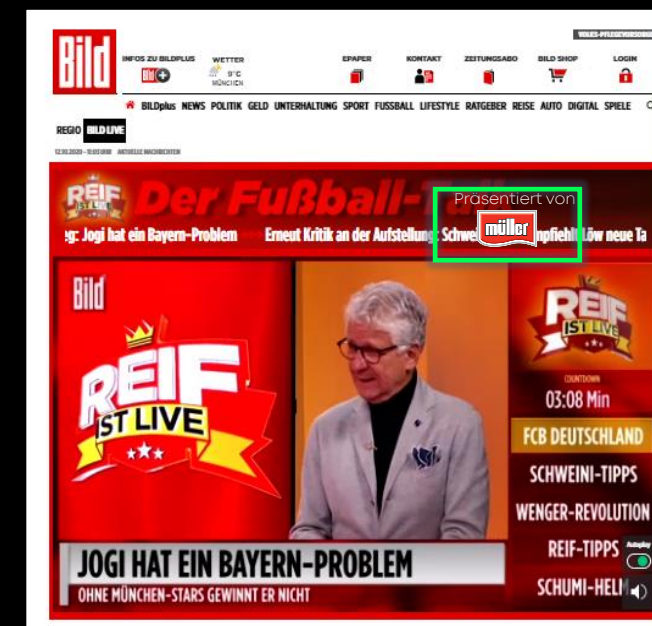
REIF IS MORE IN DEMAND THAN EVER



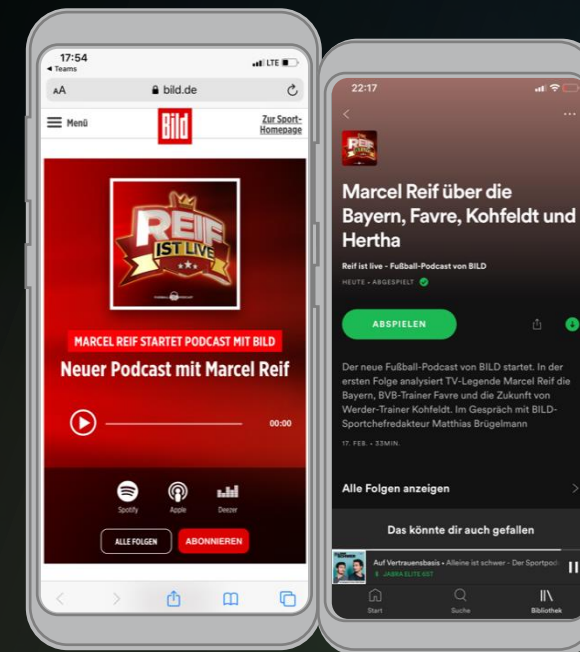
ALL ADVERTISING OPTIONS AT A GLANCE



DIGITAL
PRESENTING HEADER



DIGITAL
LOGO INTEGRATION
TEASER



PODCAST AUDIO
PRESENTER



DOOH
CONTENT ROLL



VIDEO PRE-ROLL /
PRESENTER CLIP



VIDEO
L- FRAME



VIDEO RUBRIC SPONSORING



VIDEO
PRODUCT PLACEMENT



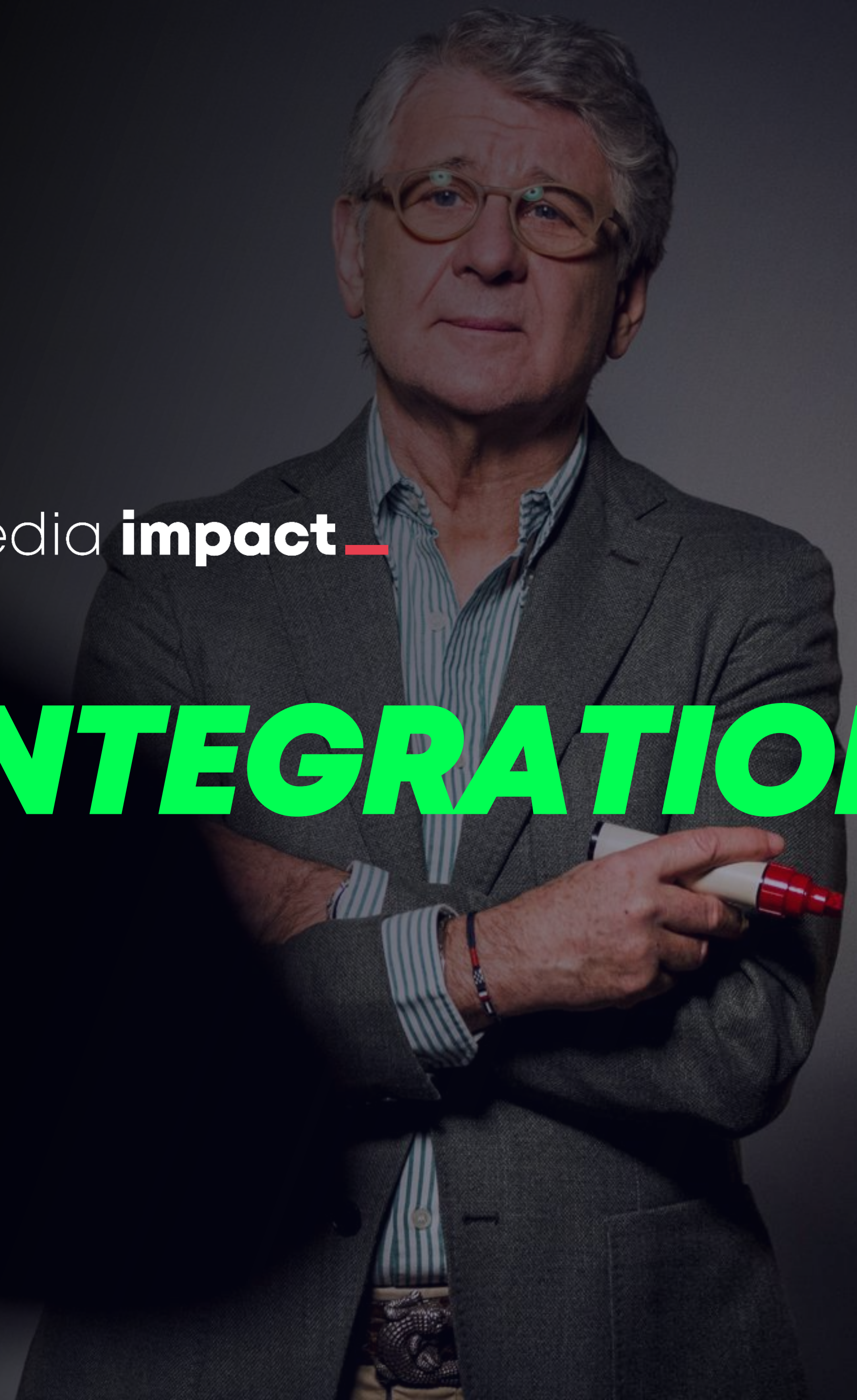
FLEXIBLE FORMATS





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ADVERTISING^{xx} INTEGRATION



LOGO INTEGRATION

You can't get more attention than this! Your brand will be prominently placed with the logo on the BILD.de Home Teaser before each show and present the show REIF IST LIVE.



Visualization example

PRE ROLL

Your spot in the spotlight. Achieve a high level of attention for your advertising message by placing your brand exclusively with the perfect commercial (max. 20 sec.) before every broadcast.



Visualization example

BANDEROLE

Additional advertising messages are integrated horizontally into the running show as a layer. With the banderole within REIF IST LIVE, we effectively stage your brand with short and concise messages. The selected cut ins are shown a total of 6 times during the broadcast.



Visualization example

L-FRAME

The L-Frame consists of the vertical banner and the horizontal band. We put your brand in the spotlight – for example with an animated surface!



Visualization example

OTHER CUT-IN FORMATS



LOGOINTEGRATION

Integration of the logo in the upper right area.



SIDE- AD

The Side Ad is displayed in the lower right area.



LOGO INTEGRATION

The best statements to read! Every REIF IST LIVE show is followed up with extensive coverage on BILD.de. Your brand is placed prominently with a site bar or a medium rectangle close to the content.

The image shows a screenshot of a BILD.de article. At the top, the BILD logo is visible. Below it, a navigation bar includes links for 'AKTIVES ABO', 'WETTER', 'EPAPER', 'KONTAKT', 'ZEITUNGSABO', 'BILD SHOP', and 'MEIN KONTO'. The article title is '„Hoeneß-Attacke kam zur Unzeit“' with a sub-header 'REIF IST LIVE'. The main image shows a man (Marcel Reif) speaking into a microphone, with a 'REIF IST LIVE' logo in the background. Below the image, there is a social media sharing bar with icons for Facebook, Twitter, and Email. A date and time stamp reads '06.08.2020 - 13:55 Uhr'. A quote is displayed: '„Wenn das Uli Hoeneß am Tegernsee stört, dann hat er es gut.“'. Below the quote, the text reads: 'Marcel Reif (70) kann die Hoeneß-Attacke auf den BVB vor wenigen Tagen nur bedingt nachvollziehen. In der neuesten Ausgabe von „Reif ist Live“ stellt der Fußball-Experte klar: „Die Attacke kam zur Unzeit. Die Bayern haben aktuell andere Probleme.“'. A small inset image shows a Müller milk bottle with the text 'DREH MAL KURZ AUF 50.000 €.' and 'FINDE 1 DER 5 MUHENDEN FLASCHEN!'. The background of the entire page is a green field.

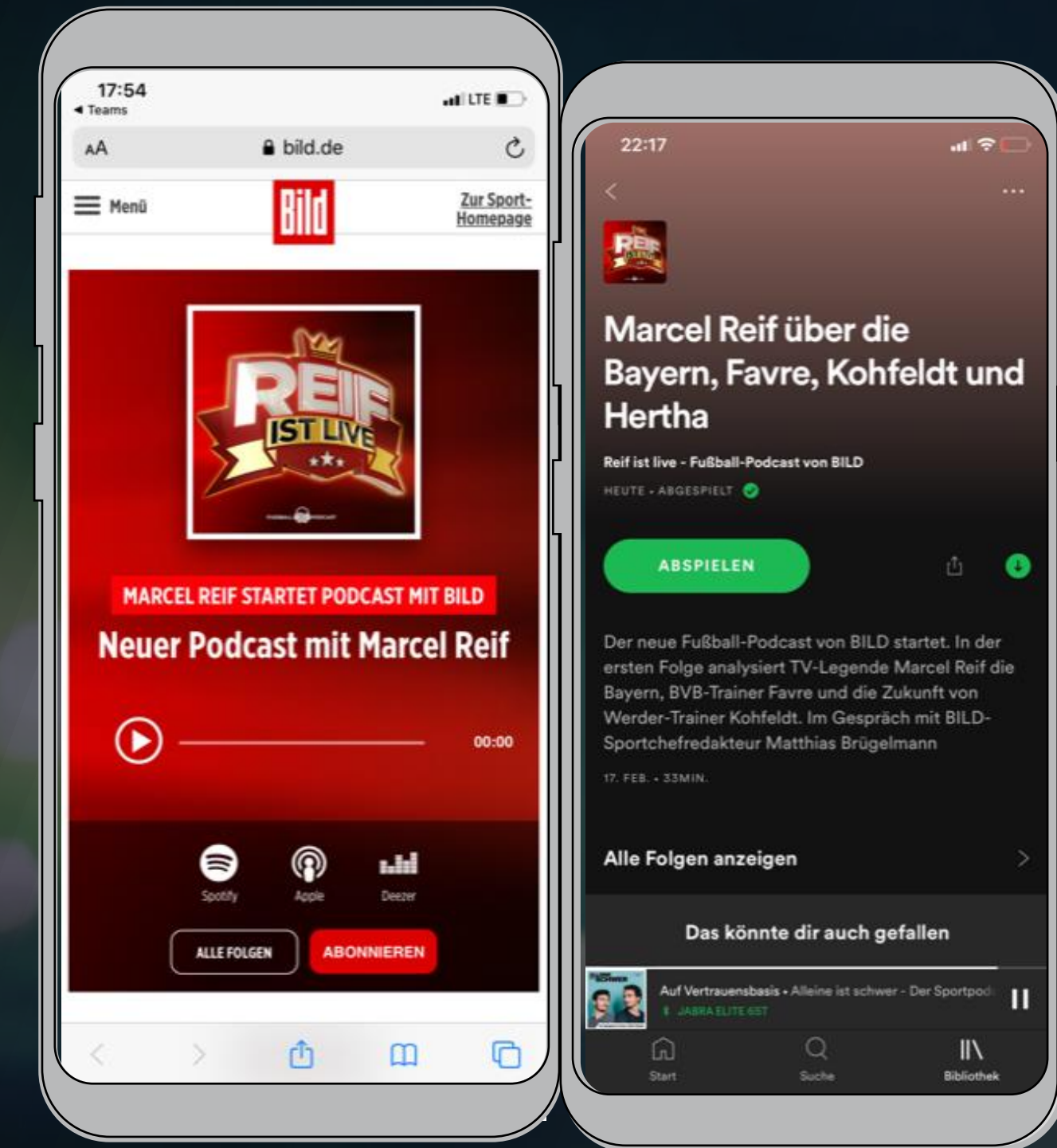
Visualization example

His opinion carries weight! Reif's best statements and his opinions on current topics from German and international soccer are regularly published in BILD and BILD am Sonntag. Your brand is also prominently integrated here in the direct environment of the print follow-up reporting.

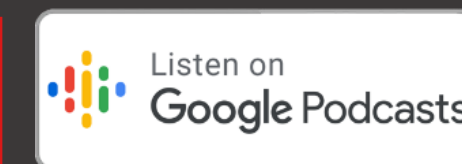

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ALSO ON THE EARS

Each episode of REIF IST LIVE is prepared as a podcast. Native audio integration introduces your brand in your own words and promotes the product or service. Pre-roll or post-roll with 30-45 sec.



Apple Podcasts



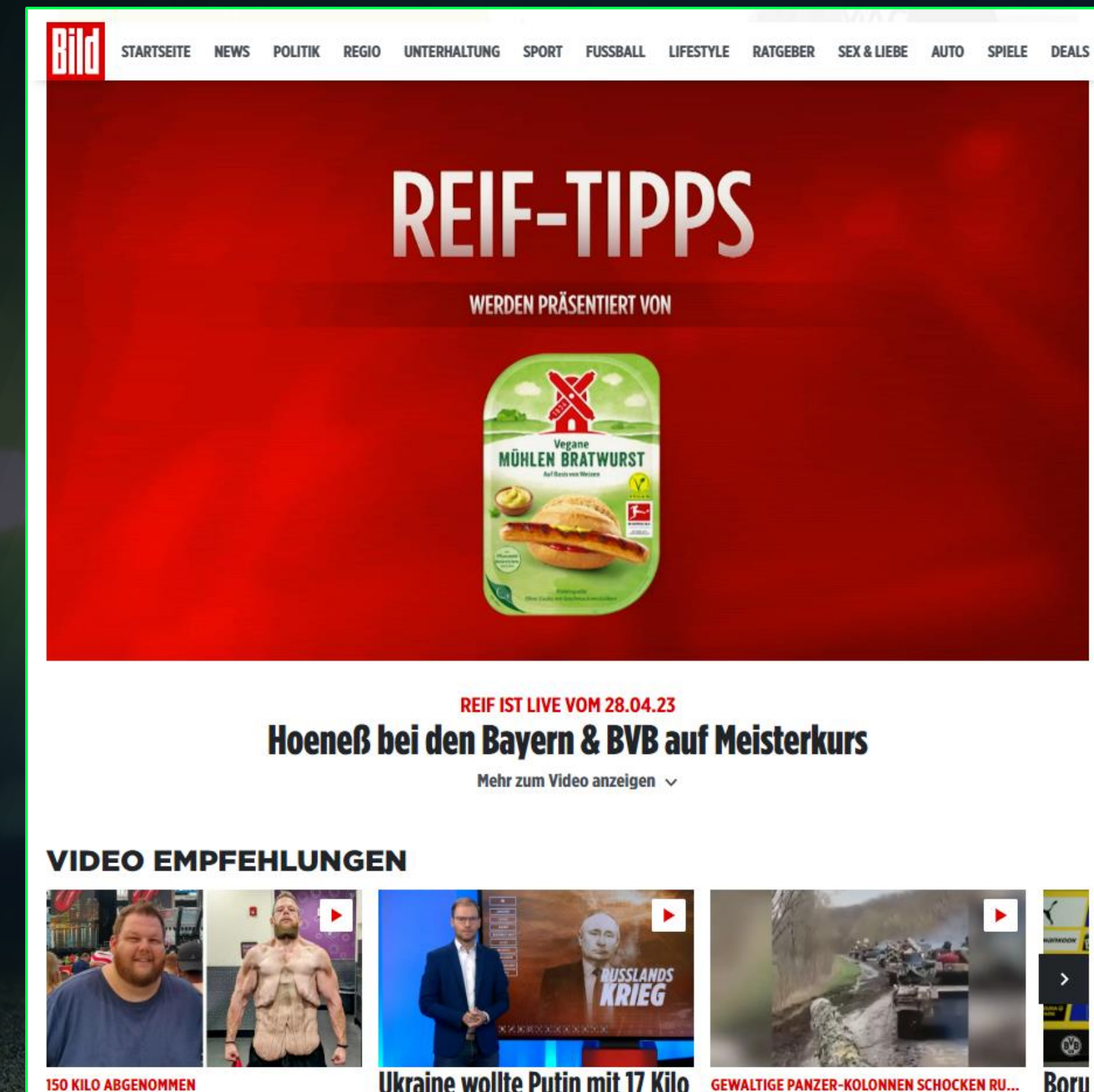


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SPECIAL INTEREST

RUBRICS PRESENTING

We create a credible and attention-grabbing connection between the brand and the show content with a recurring section presented by your brand....



PRODUKT PLACEMENT

Dein Produkt wird dauerhaft in die Sendung integriert und somit wird eine hohe Sichtbarkeit garantiert. Dies sorgt für eine hohe Akzeptanz und eine starke Erinnerungswirkung bei den Konsumenten.





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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