

media **impact**—

**BUNDESLIGA**

2023/2024

The second half of the Bundesliga at Media Impact



# THE BUNDESLIGA SEASON 2023/2024

## OUTPUT

*The second half of the 2023 / 2024 Bundesliga season kicks off on January 12.*

*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



# OUR SPORTS PORTFOLIO

## THE OPINION MAKER



## THE SPORTS INSIDER



## THE ANALYST



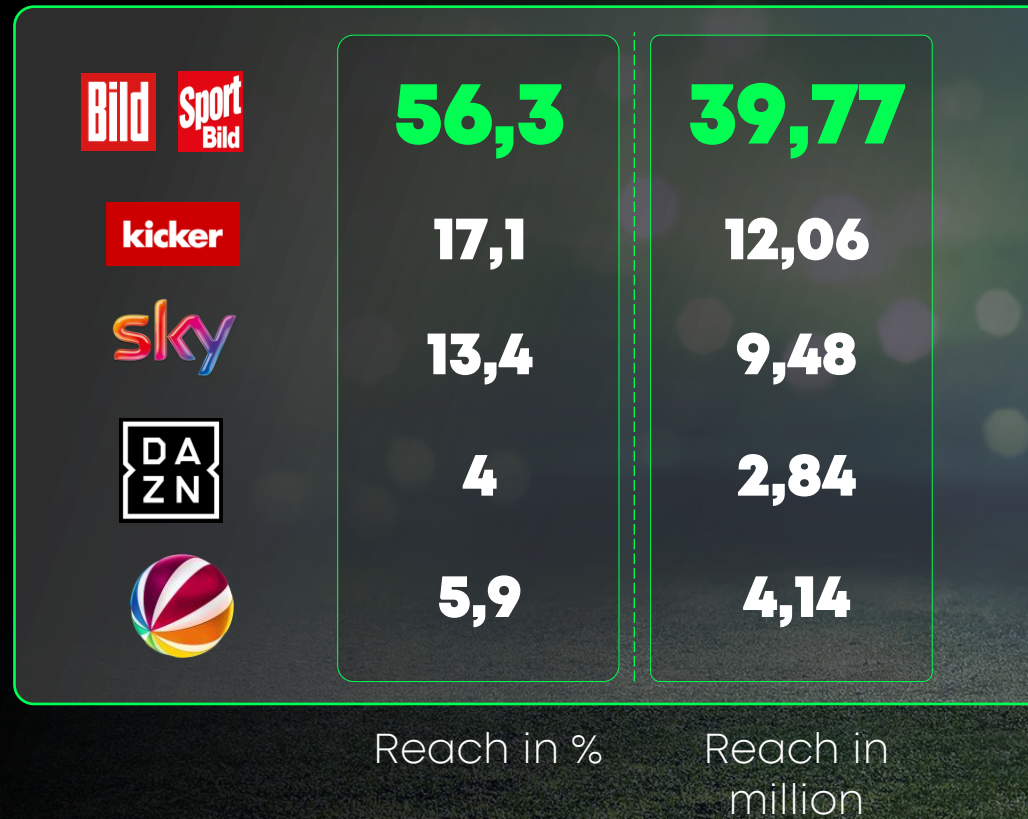
1 agof daily digital facts; basis: digital WNK 16+ years, single month December 2022 (Bildplus subscribers included)

2 AGOF daily digital facts; basis: digital WNK 16+ years, single month/average day January 2023; retrieved on 13.02.2023

3 IVW November 2022 per month








4 b4p 2022 I ; basis: total 70.60 million; DGA per month

# BILD AND SPORT BILD AS THE PERFECT BUNDESLIGA PARTNER

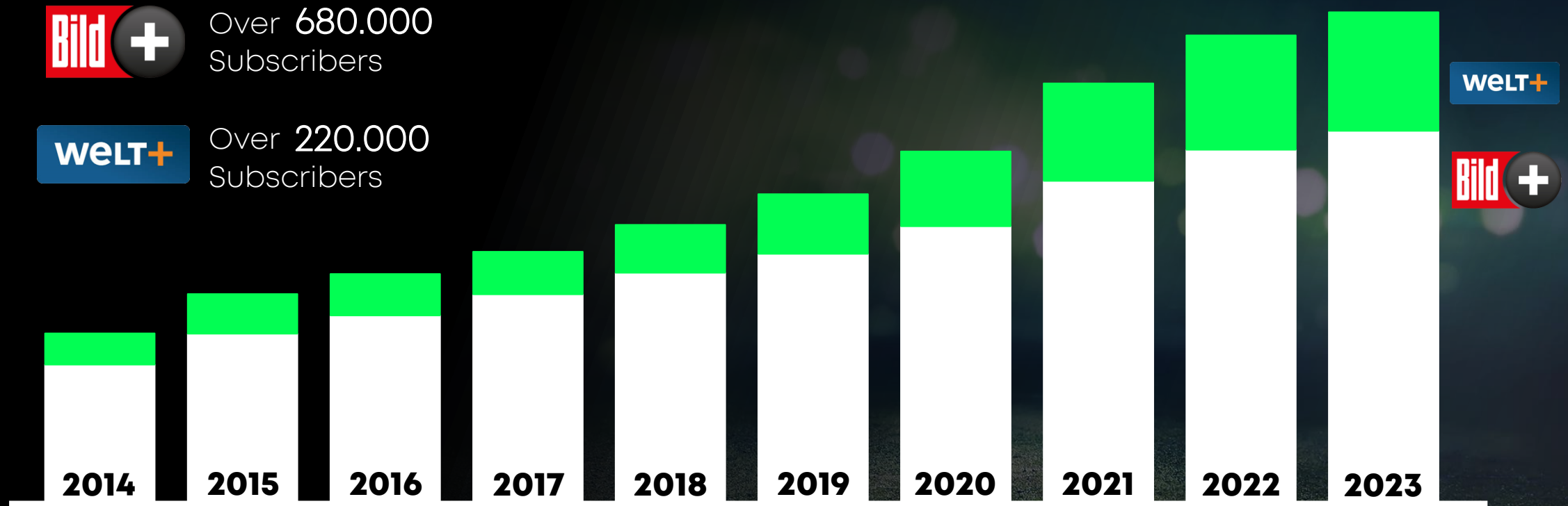




# THE WHOLE WEEK BUNDESLIGA

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)		 Lage der Liga (Digital)

# SUBSCRIBER SUCCESS STORY



BILDplus and WELTplus reached **over 900 thousand users** with paid content rights as early as 2022!



# OUR LICENSE CONTENT

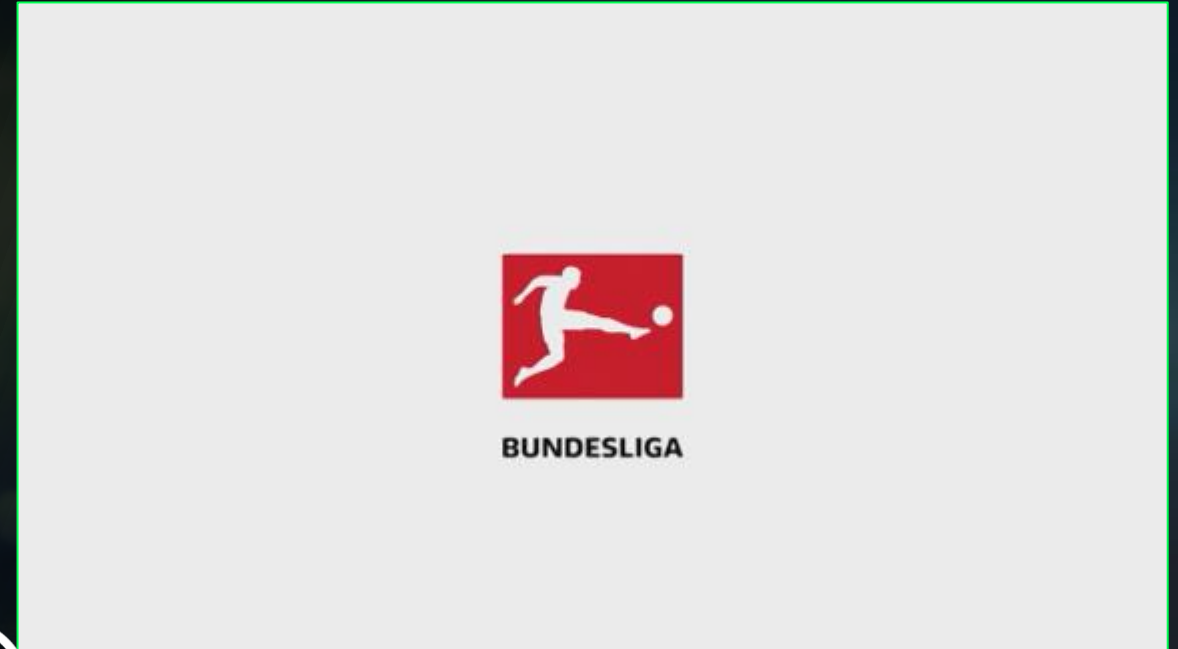
Exclusive, fast and everywhere!



# 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.

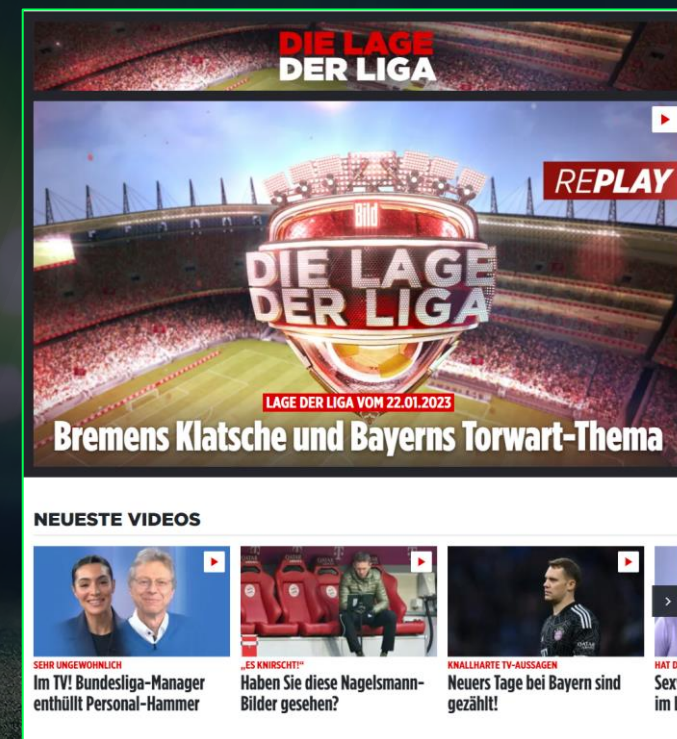
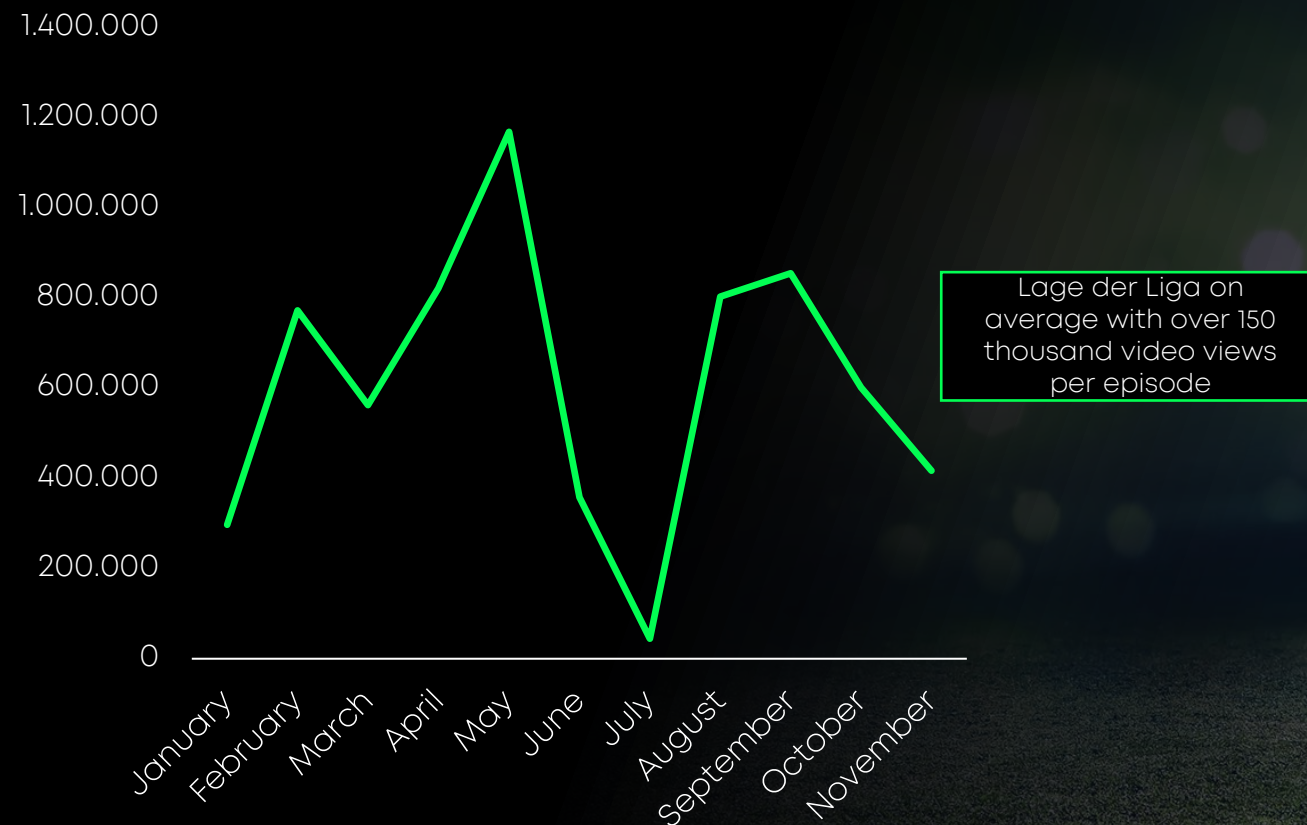


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# QUOTE HIT





# 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!

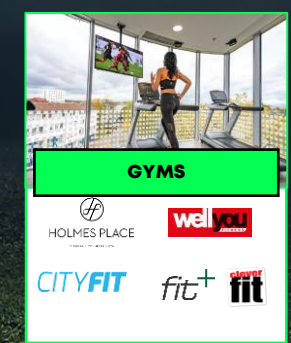
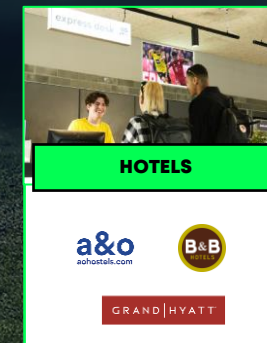
**And now new:** Present your brand with a cut-in and be present during the Bundesliga content.

This way you achieve maximum attention!



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## Our DOOH-Locations:





# THE BILD **FOOTBALL TALK**

with commentator legend Marcel Reif



# REIF IST LIVE

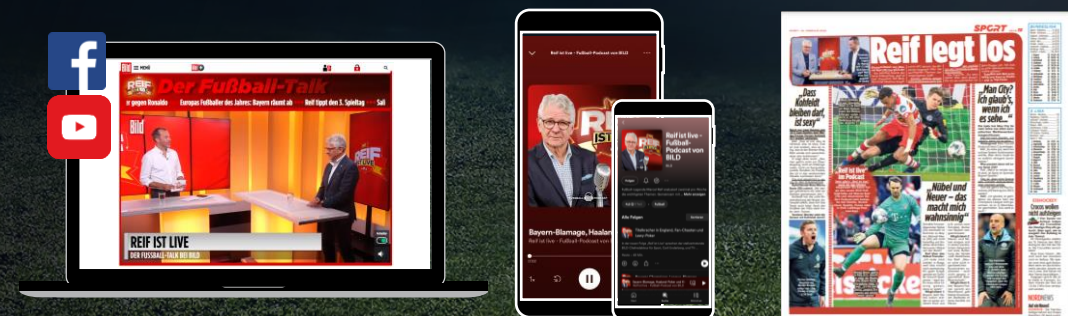
The **football talk** with concentrated expert power at BILD - **Reif is live!** All the important topics in football are discussed twice a week by commentator legend Marcel Reif and sports editor-in-chief Matthias Brügelmann. As the biggest show format at BILD, it thrills viewers with **over half a 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.

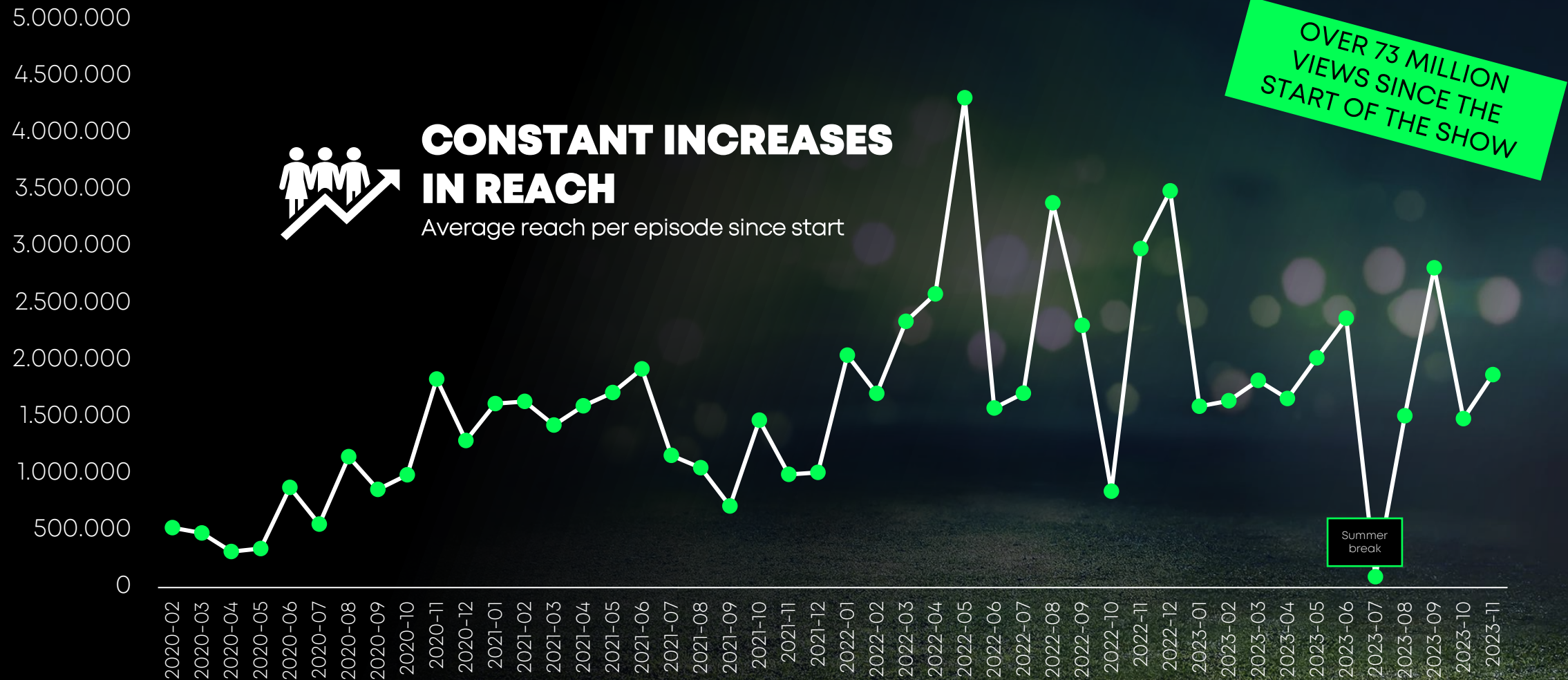


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# REIF IS MORE IN DEMAND THAN EVER







# EVEN MORE **BUNDESLIGA**

For anyone who can't get enough of the Bundesliga!

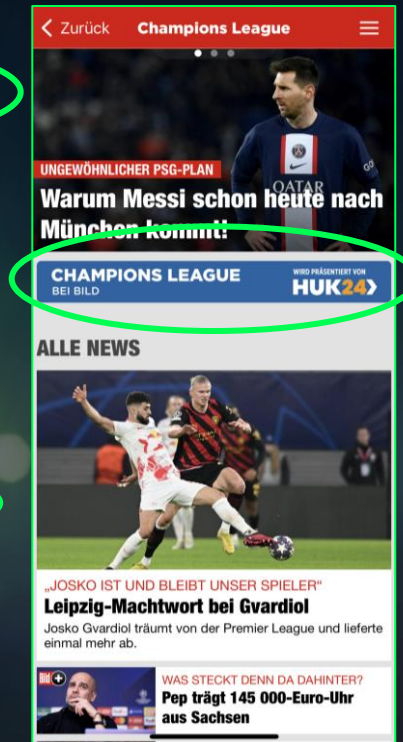
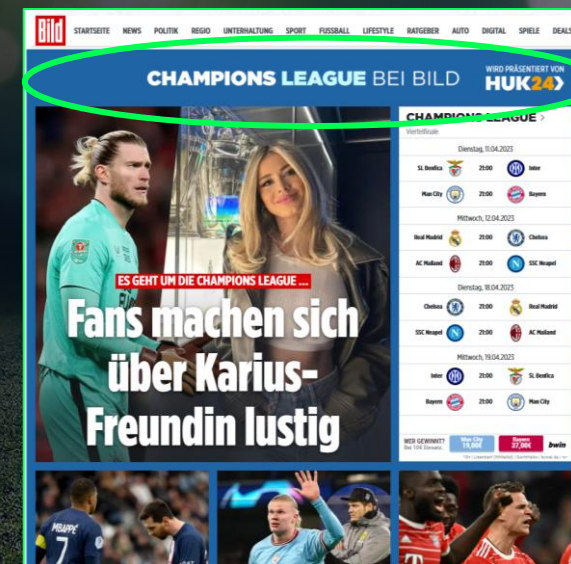


# LOGO PRESENTING

**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

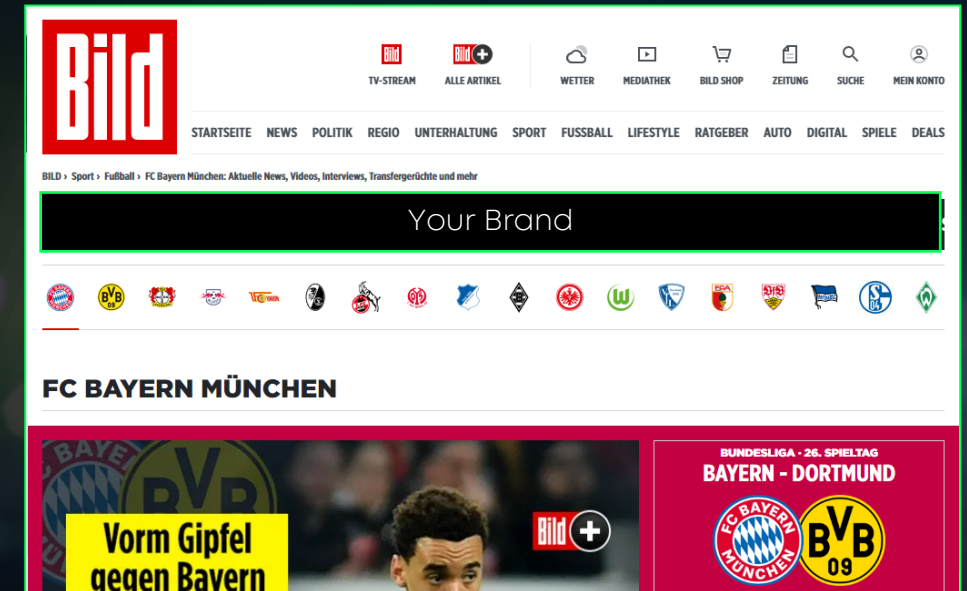


# CLUB PRESENTING

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

Individual timings and various forms of advertising are available.

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





# SOCIAL MEDIA

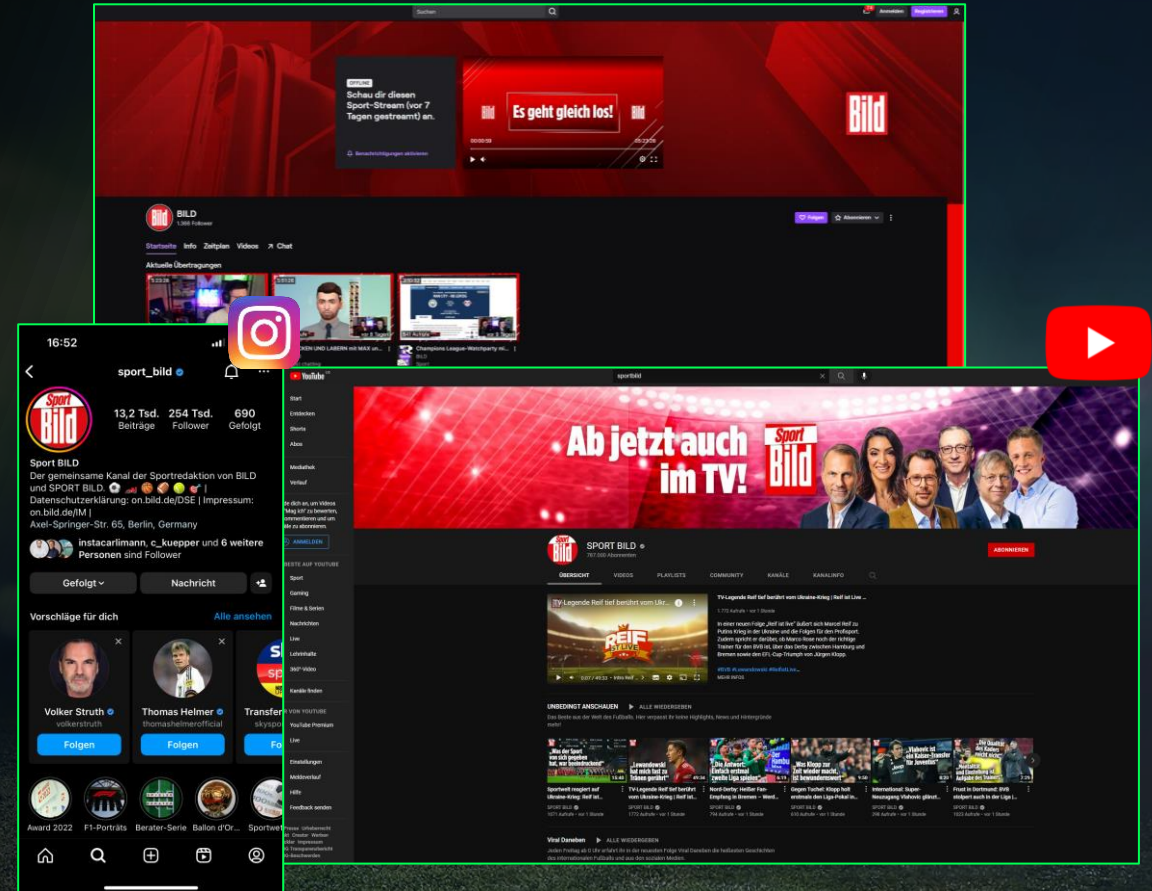
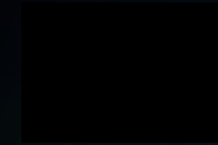
Whether Twitch, YouTube or Instagram... No one can get around social media platforms!

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





# 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"!



PRESS CTRL & CLICK TO  
VIEW



PRESS CTRL & CLICK TO  
VIEW



# WINNING GAMES

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
- 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 57 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

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

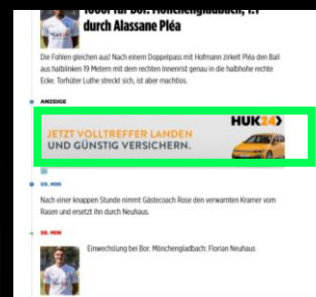
(HIGHLIGHT CLIPS OR BUNDESLIGA THE FRIDAY / SATURDAY INCL. LAGE DER LIGA)



**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**



media **impact**—

# IT'S TIME TO TALK

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