



ONE GAME, ONE LOVE!

READY FOR THE 2024 SUMMER FAIRY TALE?

powered by

media **impact**—



ONCE UPON A TIME THERE WAS A SUMMER FAIRY TALE...



... and the happily ever after is already waiting for us at home in 2024!

The football highlight of the year at Media Impact is upon us and we are full of anticipation for a new summer fairy tale! The UEFA European Football Championship will be with us on all channels, making it more media-rich than ever before.

Position yourself in time and benefit from the strong presence and our highlight rights.

Let's beat fan hearts faster together, we are looking forward to great games with you!

OUR LINEUP FOR THE EURO

DIGITAL PERFORMANCE VALUES PER MONTH



PRINT PERFORMANCE VALUES PER OUTPUT



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 February 13, 2023

3 IVW November 2022 per month

4 b4p 2022 I ; basis: total 70.60 mn; DGA d. month.

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

6 ma 2023 Press II

YOUR EURO TEAM IS MEDIA IMPACT



WE ACHIEVE

68%

46,93 M.

of the German-speaking population

AND THAT

77%

25,05 M.

of all German football fans*

NO ONE TOPS THAT

13x more than eurosport*

4x more than kicker*

7x more than SKY*

33x more than DAZN*

Source: b4p 2023 I; Basis: Population 14+ years, NpM, MpM; * Football fans = interest in topics in magazines and newspapers (very strong/strong) football / Preferred programs on TV, pay TV, streaming services or TV station media libraries Football / Leisure activity at least once a month: Attending football matches in the stadium / Playing football / Electronic games Type of games played: football matches

”

I would say we have the

**HUGE
OPPORTUNITY,**

to improve something [...] Also in
the external presentation and
perception."

*Phillip Lahm, former captain of the German
national team and tournament director EURO 2024*



OUR GAME PLAN



**SPORTING EURO
ANTICIPATION**



EURO COLLECTIBLES



**IN THE THICK OF
THINGS INSTEAD OF
JUST BEING THERE**



MORE EURO?



SPORTING EURO ANTICIPATION

Take advantage of the football hype even before the European Championship and ensure guaranteed euphoria! Welcome to the Road to Germany - the way to the summer fairy tale 2.0!

ALL FOOTBALL: THE ROAD TO GERMANY

Even before the start of the European Championship 2024, we are offering emotions and information for all fans and those who want to become fans: Cross-media on all channels, of course!

From learnings from previous years, exciting interviews, exclusive background information and much more, everything is included to make fans' hearts beat a little faster!

Start? At the latest with the top matches at the end of March 2024 against France and Holland!



THAT'S WHAT WINNERS LOOK LIKE!

As a cooperation partner of BILD or SPORT BILD, exclusive competitions can also be implemented! We use cross-media across all channels to reach all fans who want to fulfill their fan dream.

Whether for the test matches against France & Holland, prize draws for European Championship jerseys & balls, as a VIP at the European Championship 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 our possibilities!



... AND THIS IS WHAT IT COULD LOOK LIKE

YOU MUST BE 11 FRIENDS

Together with partners such as Media Markt, Lidl, Deutsche Bahn and McDonald's, we are giving away an incredible 111,111 euro shopping vouchers. Fans can enter with a photo or video of themselves and their 11 friends, colleagues or team celebrating Euro 24. A BILDPlus subscription is required to take part.

From March to May we offer extensive coverage and therefore presence for you as our partner.

So become part of this unique football festival!

FAN-TASTIC: EXPERIENCE THE EM

The fan experiences the EM together with BILD & your brand!

Football matches on TV are the ultimate community experience. You can win the exclusive opportunity to host a barbecue party with BILD and an expert at your home.

The entry requirement? A Plus subscription - be part of it and offer fans a unique football experience!

FROM THE LAWN TO THE RED CARPET

BILD 100 Sport 2024 is all about the European Championship in Germany. In the JOURNALISTENCLUB of Axel Springer Verlag, for example, experts and stars will discuss the highlight of the year! Alternatively, the event can also take place in Munich, directly before the opening game, or in a location of your choice! We will integrate you natively into the event setting. Anything is possible - even in the various panel discussions.

You can find out more in the complete coverage of BILD 100 SPORT.

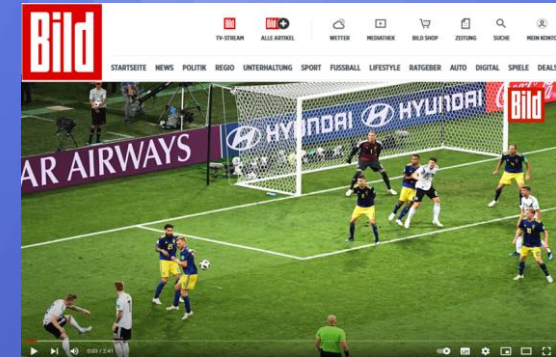


THE ROAD TO THE EURO

In addition to competitions and the BILD100 Sport Event, the package includes...

- Daily fixed placements for the 4 test matches of the national team & the squad announcement* (period 20.03.-26.03, 5.06.-10.06. and for the squad announcement on approx. 14.05.)
- exclusively all PreRolls
- exclusive presenting of the channel and the articles
- exclusive logo presentation
- Print package incl. EM special edition & BamS EM special

and optional - the NFT trading cards - DFB men's team!



Home Run Delux e.g. Curtain Dropper



*Assignment of desired channel except Home



EURO COLLECTIBLES

Join the fans with us and give them a piece of
UEFA EURO 2024!

*will be announced in 2024. This campaign is exclusively for DFB partners.

UEFA EURO 2024 NFT COLLECTOR'S CARDS – DFB-MEN-TEAM

The summer fairytale is being rewritten for the sporting highlight of the year - UEFA EURO 2024. Until now, fans have collected physical tickets, stickers and autographs. Now digital collectibles are being added!

Join the fans with us and give them a piece of EURO 2024!



THE GAME PRINCIPLE – WE IGNITE DIGITAL COLLECTING FEVER

The entire squad of the DFB men's national team and a mascot collection can be collected for the sporting highlight of the year.

Participants can receive packs through promotions from the participating brands or buy them on the platform.

The entire media power of the Axel Springer Sports Competence Center is behind this: BILD, Sportbild, WELT and TorAlarm will ignite the fans' passion for collecting ahead of our home European Championship!

You will be integrated cross-media with logo and possible prizes!



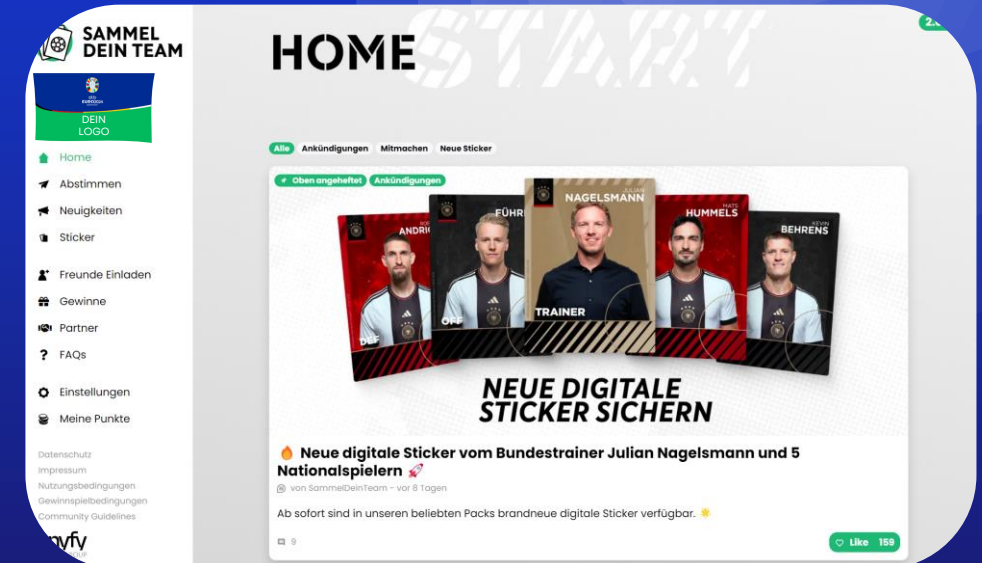
INTEGRATION OPTIONS

As a sponsor, there are many different ways to get involved!

You activate the collecting fever of the national team fans and give up to 1,000 free packs to customers

You become a partner of the German national team's digital scrapbook for Euro 2024 in Germany

- digital presenting with your logo or "presented by"
- the exclusive name patronage "The Partner EM-Collection Album"



INTEGRATION OPTIONS

The bindings directly in the scrapbook and in the NFT trading cards are highly individual!

- An **exclusive sponsor** NFT! For example, a card of the entire team or of a special player, which the collectors receive exclusively via your website/your code or similar and can only use to complete a series and win!
- A special **5+1 offer card** is a sixth additional card in the pack. This additional card can be used as a voucher code, direct prize or advertising message!

Present and advertise your own products in competitions!

- When collectors reach a certain number of NFT cards, they either receive instant prizes or can take part in the big prize draw!
- The provision of high-quality products from the sponsor enables perfect **product placement**.



IN THE THICK OF THINGS INSTEAD OF JUST BEING THERE



Before, during and after the European Championships: With presentations, fixed placements, special advertising formats, events and much more, you are right in the middle of the action. Including the highlight rights*, we offer various European Championship packages that are played across all genres.

*will be announced in 2024

ALL GOOD THINGS COME IN 3: THE EURO SHOWS

Well informed before, during and after Euro 2024: With our European Championship shows, we offer daily reporting in a nutshell with the most important information summarized and emotional expert analyses and previews.

We have the ideal SHOW for your needs - EM NEWS or DIE EM EXPERTEN!

Formats: Presenter Clip (6 seconds), Pre Roll (20 seconds), Cut In, Category Sponsoring, Prodcut Placement, Logo Integration Teaser

Reif is Live & other premium format² **6,25 M. video views**
Daily EURO news **2,1 M. video views**



Rubric sponsoring



Cut-In (L-Frame)



Product Placement

¹Duration 35 days: 3 days before the start of the European Championships and 2 days after the final

² under reserve: Lothar Matthäus; expert not yet finalized

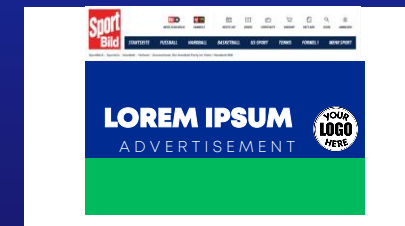
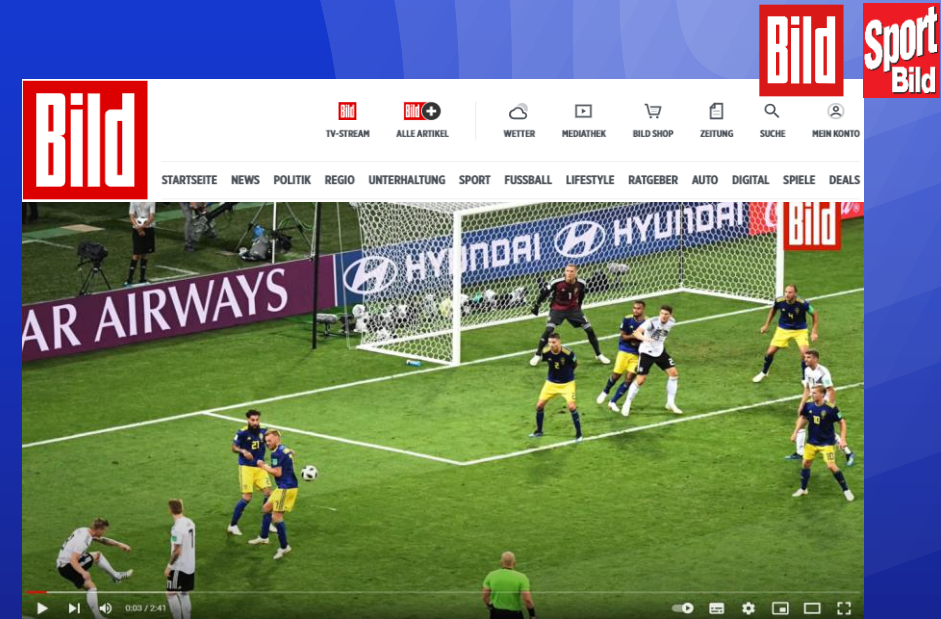
ALL THE GAMES, ALL THE GOALS: THE HIGHLIGHT CLIPS

With the "ALL GAMES, ALL GOALS" package,
we place your brand as close to the action
as possible.

In addition to presenting the live ticker, your
spot will also run in front of the UEFA EURO
2024 highlight clips.

Formats: Presenter clip (6 seconds), pre-roll
(20 seconds), logo integration teaser

Highlight-Clips* **2,1 M. Video Views**



**Presenter Clip or Pre
Roll**



**Logointegration
Teaser**

* Duration 35 days: 3 days before the start of the European Championship and 2 days after the final

OUR EURO PACKAGES

HIGHLIGHT CLIPS



Over 141 M.
Ais

Present the most spectacular and beautiful highlights of the European Football Championship 2024 and use the enormous reach of our titles!

- Digital
- Video
- DOOH
- Print
- Events

EURO NEWS SHOW



Over 45 M.
Ais

Present the daily European Championship news show with quick analysis and the most important highlights.

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

2 x EXPERT SHOW (including Marcel Reif and another expert)



Over 45 M. Ais
per expert show

Our expert shows for the European Championship. Every other day, legendary commentator Marcel Reif and another expert take turns analyzing all topics relating to Euro 2024 with their concentrated knowledge.

- Digital
- Video
- 2 x SHOW
- DOOH
- Print
- Events

YOUR ADVERTISING OPTIONS



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



**DIGITAL
LOGO INTEGRATION TEASER**



**DIGITAL
KONTEXTSENSITIVES
TICKER AD**



**PRINT
PRESENTING OR FIXED
PLACEMENTS**



LISTEN NOW

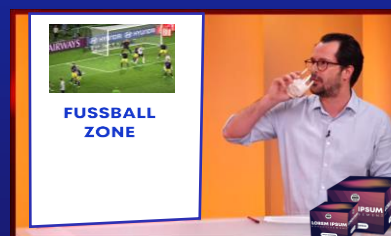
**PODCAST AUDIO
PRESENTER OR
HOST READ**



**VIDEO
PRE-ROLL & PRESENTER
CLIP**



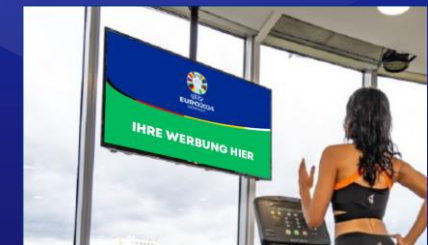
**VIDEO
BANDEROLE OR
L-FRAME**



**VIDEO
PRODUCT PLACEMENT**



RUBRIC SPONSORING



**DOOH
CONTENT ROLL
OR CUT-IN**



MORE EURO?

You still haven't had enough of the European Championship or you just haven't found the right thing yet?
Here comes more EM...

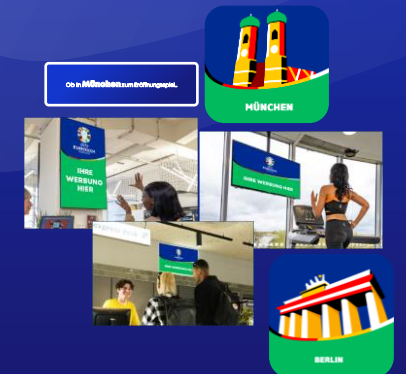
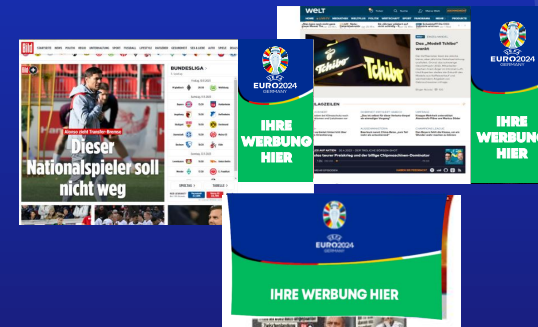
NOTHING THERE YET?

Shows are not your thing? No problem!

In addition to our EM Presenting Header and the EM Pre Rolls, we are happy to build separate and individual packages for you!

- Homeblock
- Fixed Placements
- Digital out of Home
- Print

We have something for everyone!



MOST PROMINENT FAN BLOCK

The unique editorial placement on the sportbild.de homepage. You will exclusively present all articles, reports and analyses of the UEFA European Football Championship 2024 and will be clearly visible to the editorial team. You will be permanently placed on all channels (desktop, MEW & app) on SPORT BILD during the entire European Championship.

Formats: Logopresenting, Mrec



IN THE STORM TO THE HIT-RUN

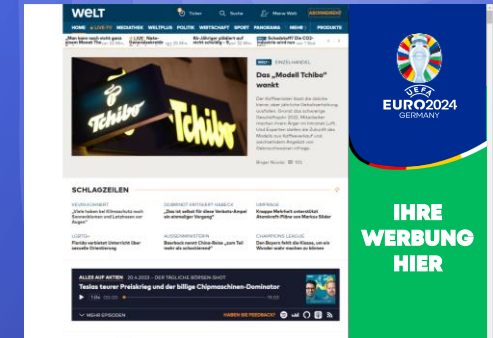
You'll take the hearts of fans by storm at the event of the year - and far beyond the 90 minutes! Whether Home or Channel* Run, with the respective Basic, Deluxe or Max models you can achieve a strong reach, e.g. also on the day of the national team match.

Your brand is permanently placed on all platforms (desktop, MEW & app). Also bookable as Deluxe or Basic variant.

EM Content Run e.g. Dynamic Sitebar



WELT Home Run Basic e.g. Sitebar



Home Run Deluxe e.g. Curtain Dropper



*Assignment of desired channel except Home

PRESSING MIT PRINT

Whether in the special edition or in the daily reporting - place yourself in the direct environment of the German national team!

Presentations of columns, previews and results are also possible at any time. Would you like even more extra? For a particularly sporty appearance, we recommend our special advertising formats.

Or perhaps a joint match schedule poster? No matter how you want to present yourselves, we guarantee your (ball) advantage!

➔ **PRINT SPECIAL PRODUCTION BEST CASE**



YOUR EURO- PLAYER

impassioned by
media impact

HEIKO RÖNNAU

Head of Band Partnerships Sport Crossmedia

+49 151 528 559 25

heiko.roennau@axelspringer.com

📍 Hamburg

PIA ROMANOWSKI

Marketing Manager Brand Management Sport
Digital

+49 151 655 871 46

pia.romanowski@axelspringer.com

📍 Berlin

📍 **Media Impact GmbH & Co. KG** | Zimmerstraße 50 | 10888 Berlin

🌐 www.mediaimpact.de

THE MOST GLAMOROUS CENTER OF LIFE...



EXCLUSIVE OCCUPANCY IN THE WORLD
26.05.2023

MEASURE	OFFER	COMMUNICATION TARGET
Your magazine-quality highlights: We offer a staging option as a cover for the entire newspaper	REPEAT	Awareness, branding, sales, exclusivity

EXCLUSIVE OCCUPANCY IN THE WORLD
26.05.2023



Awareness,
branding, sales,
exclusivity

... AND IMAGE- STRONG IN SCENE



EXCLUSIVE
OCCUPANCY IN
PICTURE 27.05.2023



MEASURE

With the Flexform, your ad merges with the editorial content - and on top of that, the exclusive layout ensures an enhanced recognition value.

OFFER

REPEAT

COMMUNICATION TARGET

Awareness, branding, sales, exclusivity