

# BUNDESLIGA

## 2024 / 2025

THE NEW BUNDESLIGA  
SEASON!

*impassioned by*

media **impact**—



# THE BUNDESLIGA SEASON 2024 / 2025

## INITIAL SITUATION

*The new Bundesliga 2024 / 2025 season kicks off on August 23.*

*The German Bundesliga is not only the most important, most emotional and highest-scoring competition, but also a cultural asset - your Bundesliga target group!*

## OBJECTIVE

*To establish yourself on the German market and increase brand awareness, 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 THAT ARE PLACED IN SUITABLE ENVIRONMENTS ARE SEEN!***

**#MEDIAIMPACT**

**OUR OWN SURVEY HAS SHOWN:**

***PRODUCTS THAT ARE PLACED IN THE BUNDESLIGA ENVIRONMENT ARE BOUGHT!***

**#BUNDESLIGAWORKS**



# THE BUNDESLIGA **AT BILD**



# OUR SPORTS PORTFOLIO



## THE OPINION MAKER

The online platform of Europe's biggest sports magazine.

25.41 M. Unique Users



## THE INSIDER

The portal of Europe's biggest sports magazine.

4.20 M. Unique Users

**WELT**

## THE ANALYST

Welt.de is the quality medium at Axel Springer.

19.53 M. Unique Users



**.FORMEL1.de**

## THE KICKER OF MOTORSPORTS

Motorsport-Total.com & Formel 1.de are the leading platforms for all things motorsport

2.48 M. Unique Users

# ARGUMENTS FOR OUR **SPORTS PORTFOLIO**

**WE REACH**

**68%**

**of the German-  
speaking population**

**AND THEREFORE**

**75%**

**of all German sports fans\***

**NOBODY TOPS THAT**

**15x**

more than  
eurosport\*

**4x**

more than kicker\*

**5x**

more than SKY\*

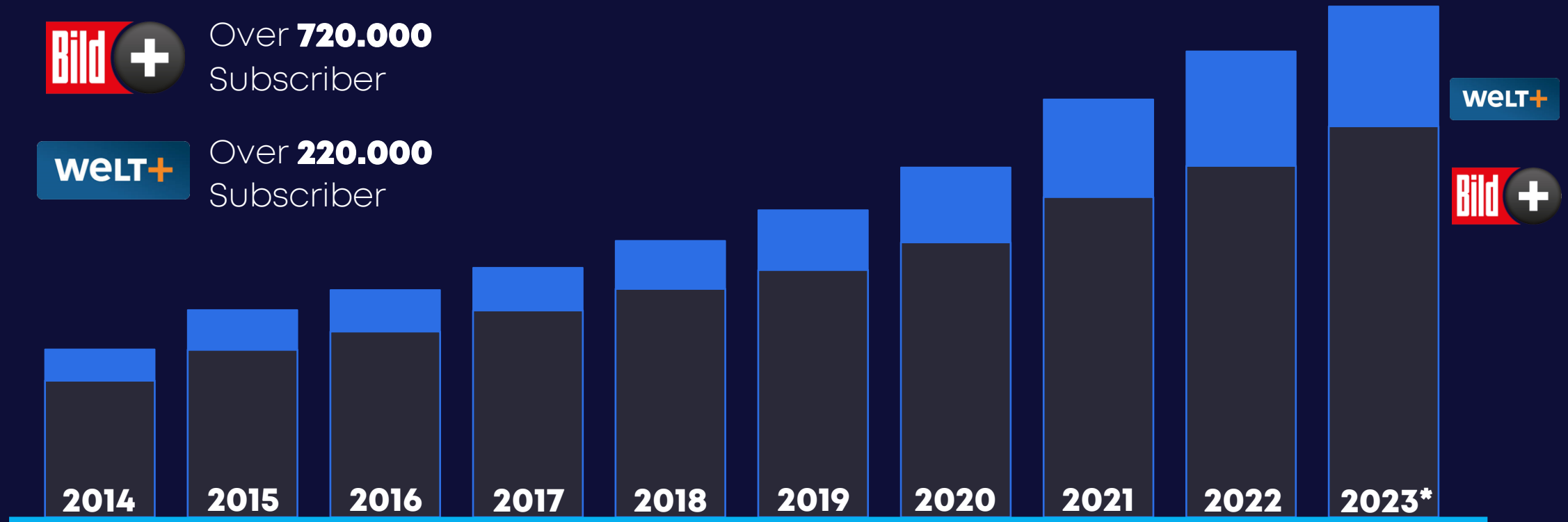
**18x**

more than DAZN\*

# ALL WEEK BUNDESLIGA

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Reporting on the web & print						
 Reif ist live (Digital, Podcast & DOOH)	 Phrasenmäher 2x/Monat (Podcast)		 Stammplatz (Podcast)  Viral Daneben (Digital)	 Highlight Clips (Digital Paid & DOOH)  Bundesliga der Freitag / Samstag (Digital Paid & DOOH)  Reif ist live (Digital, Podcast & DOOH)  Bayern Insider (Podcast)	 Highlight Clips (Digital Paid & DOOH)  Bundesliga der Freitag / Samstag (Digital Paid & DOOH)	 Highlight Clips (Digital Paid & DOOH)  Lage der Liga (Digital)

# SUBSCRIBER SUCCESS STORY



BILDplus and WELTplus already reached over 940 thousand users in 2023 with paid content rights!



# 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, too, the paid highlight clips will be available immediately after the final whistle.

Nobody provides the highlights of **all matches** faster on-demand than we do!



# BUNDESLIGA FRIDAY / SATURDAY

The Bundesliga on BILD on Friday / Saturday with Commentator Cornelius Küpper and presenter Valentina Maceri **summarize the thrilling matches from Friday and Saturday** in a coherent show.

- approx. 30 minutes after the final whistle of the last Bundesliga match!
- compact in 15 minutes!

Goals, highlights and analysis - compact and all there!





# 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 advertising posters with the power of moving images and the dynamism of digital media.

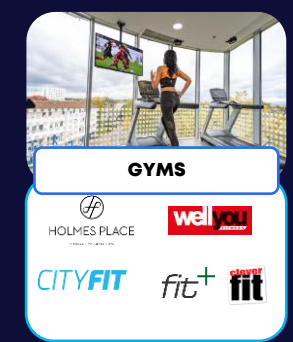
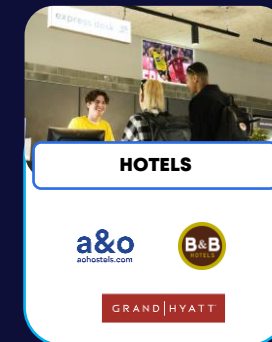
In the new season, our partner Framen is once again offering 3,000 screens in around 1,800 cities and bringing the Bundesliga highlights everywhere!

Whether with the classic content roll directly after the attention-grabbing content or the cut-in directly in the content, we present your brand optimally in the Bundesliga environment.

This is how you get **maximum attention!**



## Unsere DOOH-Locations:



# BUILD YOUR SHOWDOWN

The popular BILD football shows:  
Reif is live and Viral Daneben



# REIF IST LIVE

The **football talk** show with concentrated expert power at BILD - **Reif is live!** All important football topics are discussed twice a week by legendary commentator Marcel Reif and sports editor-in-chief Matthias Brügelmann. As the biggest show format on 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 to read on bild.de and in the BILD newspaper and to listen to in the Reif ist live podcast.

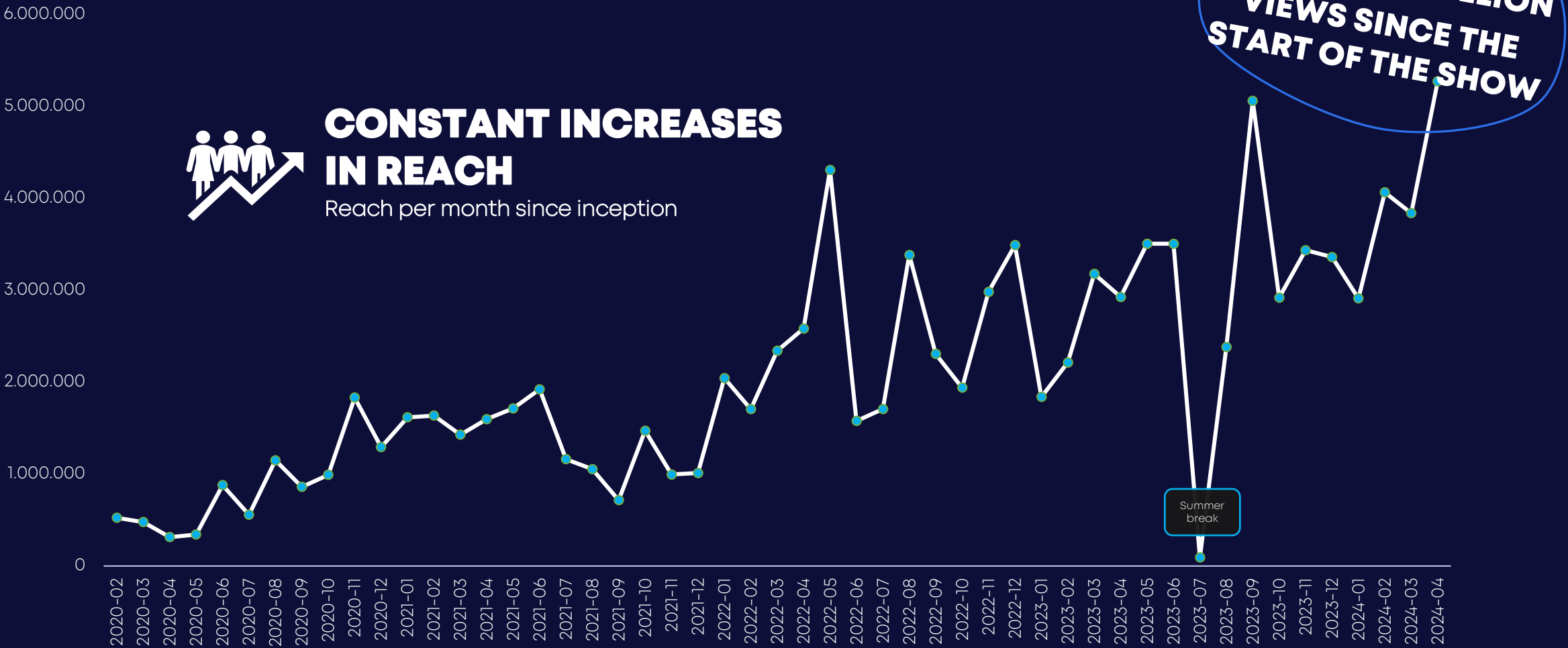
Always opinionated and straight to the point. Matchday feeling even during the week.

ALREADY OVER  
**1,000** FOLLOWERS  
LIVE





# REIF IS MORE IN DEMAND THAN EVER



Source: Internal Adobe Analytics count\*Video reach incl. YouTube

# VIRAL DANE BEN

The funniest football show can only be found on BILD. Once a week, the web series "**Viral Daneben**" shows the sporting mishaps and most curious moments from the world of sport. Each episode presents entertaining, bizarre and sometimes embarrassing clips that have gone viral on the Internet. The presenters' humorous comments provide additional entertainment and make the show a real highlight.

In this way, you position yourself in the emotional football environment in a playful and entertaining way and ensure that your brand is positively charged by having fun with the game.



# MORE BUNDESLIGA

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

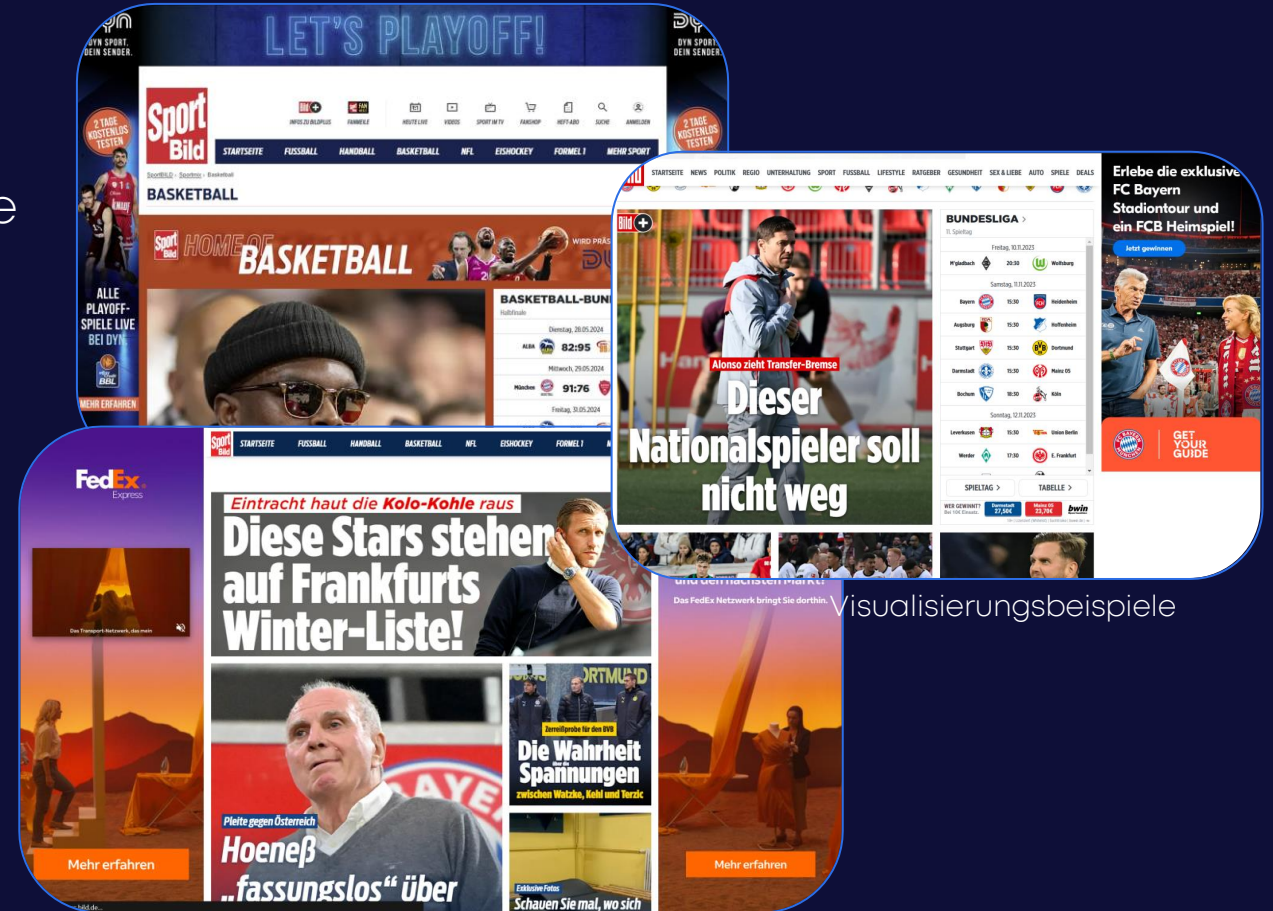


# MAXIMUM VISIBILITY

An effective approach for great reach in one day.

Whether **Homerun**, **ContentRun** or **NewsFlight**, you achieve maximum reach and visibility for your brand.

Bookable on:



Visualisierungsbeispiele

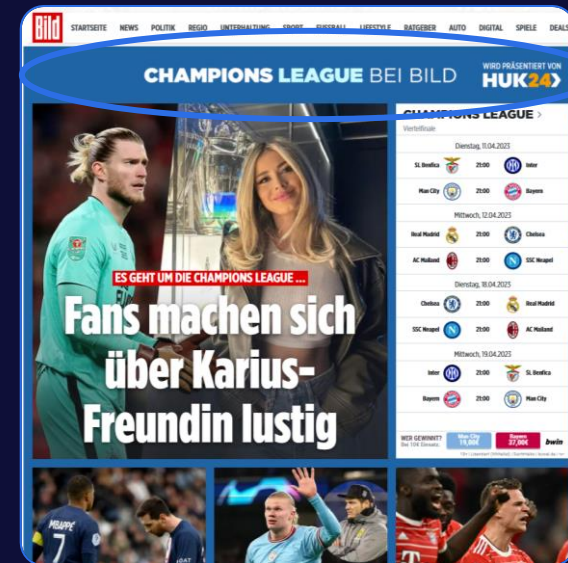
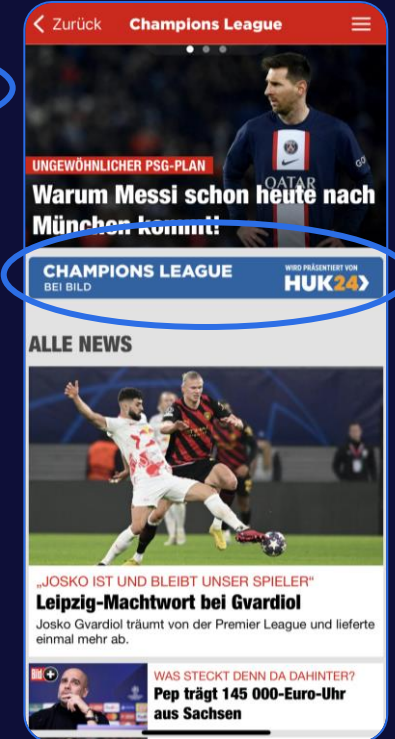


# LOGOPRESENTING

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 appears throughout the Bundesliga, football and sports channel. The logo also appears in the media centers and on match days even **on the Home** or **Sport Block** on bild.de and in the **Bundesliga Channel** or **on the Home** on sportbild.de.

More range is not possible!

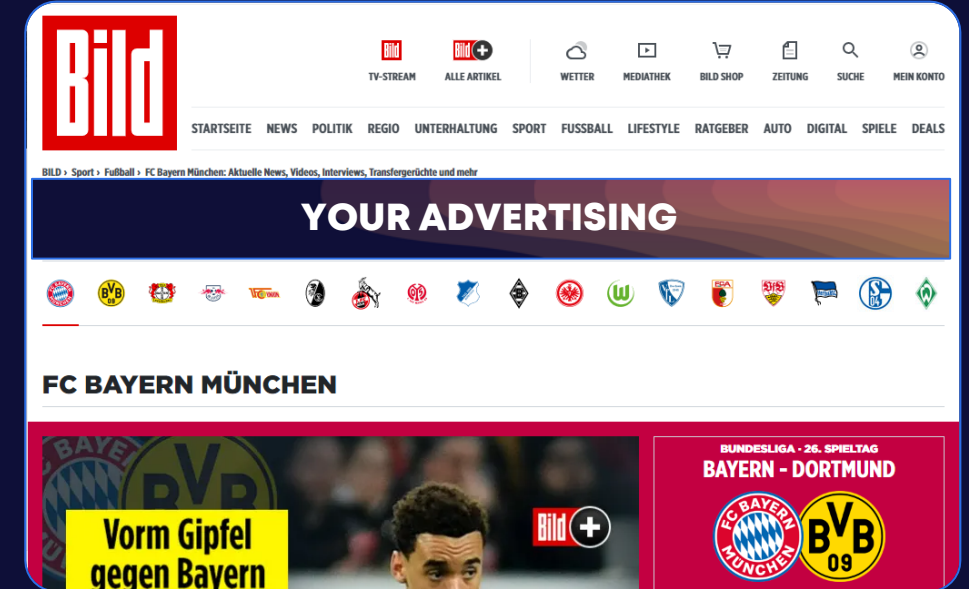


# CLUB PRESENTING

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.





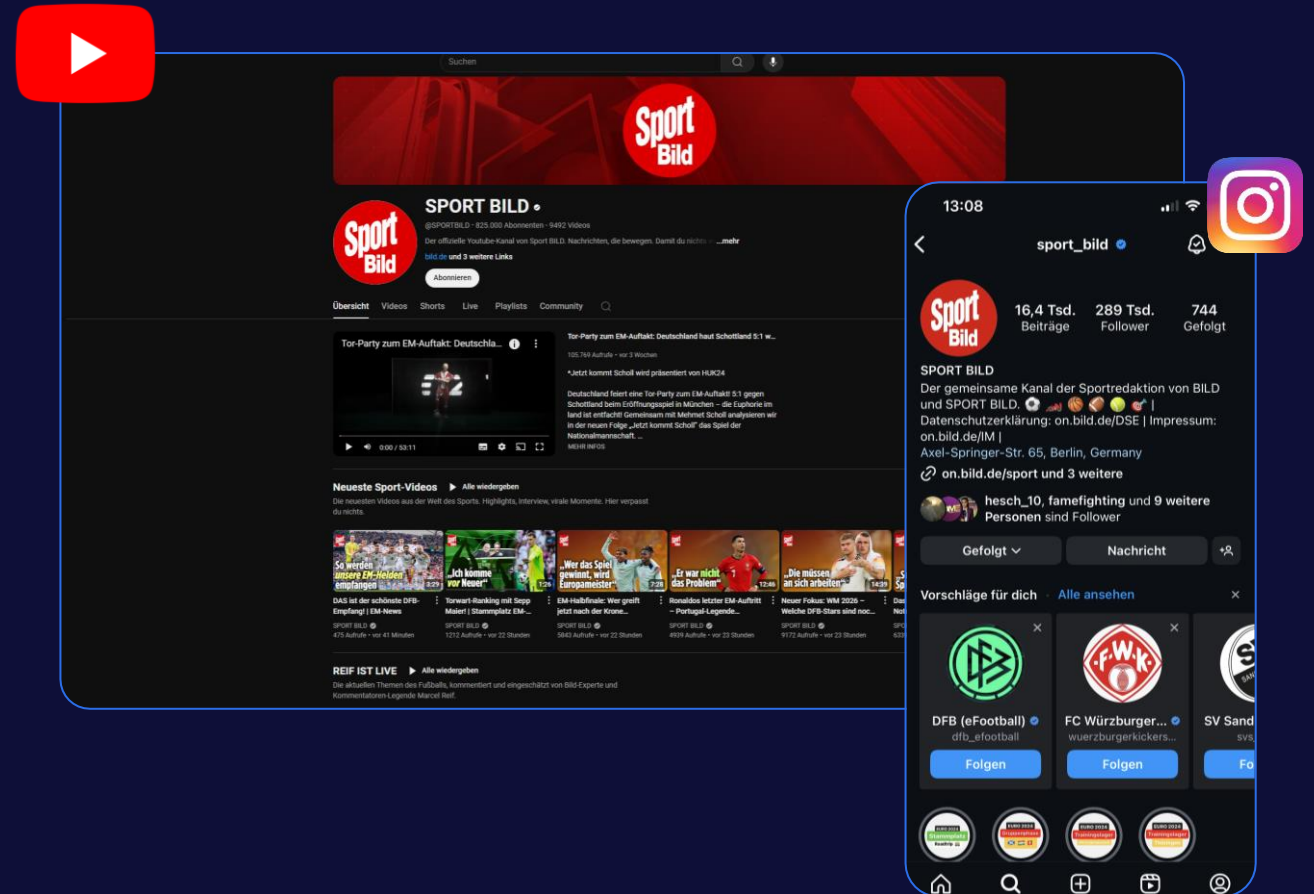
# SOCIAL MEDIA

Whether YouTube or Instagram. No one can avoid 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 clubs**), from news reels to live streams on Twitch or the popular moving image content Reif ist Live, Viral daneben or Lage der Liga.

We provide users with all news and information about the Bundesliga not only via the classic media!

**NEW:** Become a YouTube partner now and be exclusively present with your brand in front of the most popular Bundesliga videos.



# PRINT

Whether it's a **Bundesliga special** in BILD am Sonntag at the start of the season or the **Bundesliga special issue** 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!

Perhaps a **season poster** or the famous **magnetic table**?

We offer everything for the Bundesliga in PRINT. And of course we also extend cross-media!



# SPORTING EVENTS

To present a brand optimally in the sports network, there is nothing better than our sports event of the year.

Every year, the **SPORT BILD Award** honors outstanding achievements in sport. In up to ten categories top athletes, legends and sports personalities are honored with the SPORT BILD Award.

Become a partner and be part of a piece of sporting history!





# 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 **Stammplatz**
- The most important and interesting football personalities such as Kai Havertz or Max Eberl in an in-depth conversation in the **Phrasenmäher**
- An analysis of the most important topics on the Bundesliga, Champions League and everything else that is important with our expert Marcel Reif and the BILD editorial team in the **Reif ist Live podcast**

Podcasts are more in demand than ever and with our football podcasts we reach over 1.6 million streams per month.



# OUR PACKAGES

Become our  
Bundesliga partner!



# OUR BUNDESLIGA PACKAGES

## HIGHLIGHT CLIPS



Present the most spectacular and beautiful **highlights** of the **current Bundesliga matchday** and take advantage of the enormous reach of our titles!

- Digital
- Video
- DOOH
- Print
- Events

## BUNDESLIGA FRIDAY / SATURDAY



Present the **football shows** on **match day** with the quickest analysis, the most important **highlights** and the big football **talk round** on Sunday!

- Digital
- Video
- 2x SHOW (e.g. incl. rubric & PP)
- DOOH
- Print
- Events



# OUR BUNDESLIGA PACKAGES

## REIF IST LIVE



The big **preview** on **Fridays** and the big **review** on **Mondays**. Benefit from the wide reach and the emotional and professional expertise!

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

## VIRAL DANEBEN



Present Viral Next to it and place yourself among the **funniest football moments** of the week.

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

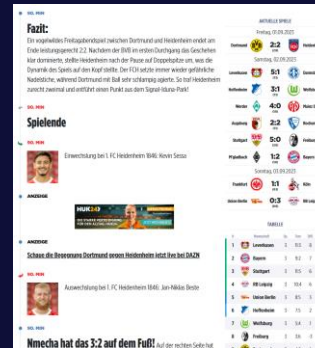
# DEINE WERBEMÖGLICHKEITEN



**DIGITAL  
PRESENTING HEADER  
(AUCH IM LIVE TICKER)**



**DIGITAL  
LOGO INTEGRATION TEASER**



**DIGITAL  
KONTEXTSENSITIVES  
TICKER AD**



**PRINT  
PRESENTING oder  
FESTPLATZIERUNG**



**DOOH  
CONTENT ROLL  
ODER CUT-IN**



**VIDEO  
PRE-ROLL & PRESENTER  
CLIP**



**VIDEO  
BANDEROLE ODER  
L-FRAME**



**VIDEO  
ZEITLUPENTRENNER**



**VIDEO  
PRODUCT PLACEMENT**



**RUBRIKEN PRESENTING**



**PODCAST AUDIO  
PRESENTER ODER  
HOST READ**

# IT'S TIME TO TALK

impassioned by  
**media impact**—

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# HOMERUN

The **homerun** as a classic staging approach achieves a strong reach within 24 hours on the home of Sportbild.de and the Sport BILD app.

Formats: Advertising material of your choice

Environment: Football, Sports

Bookable on :





# CONTENTRUN

## FUSSBALL

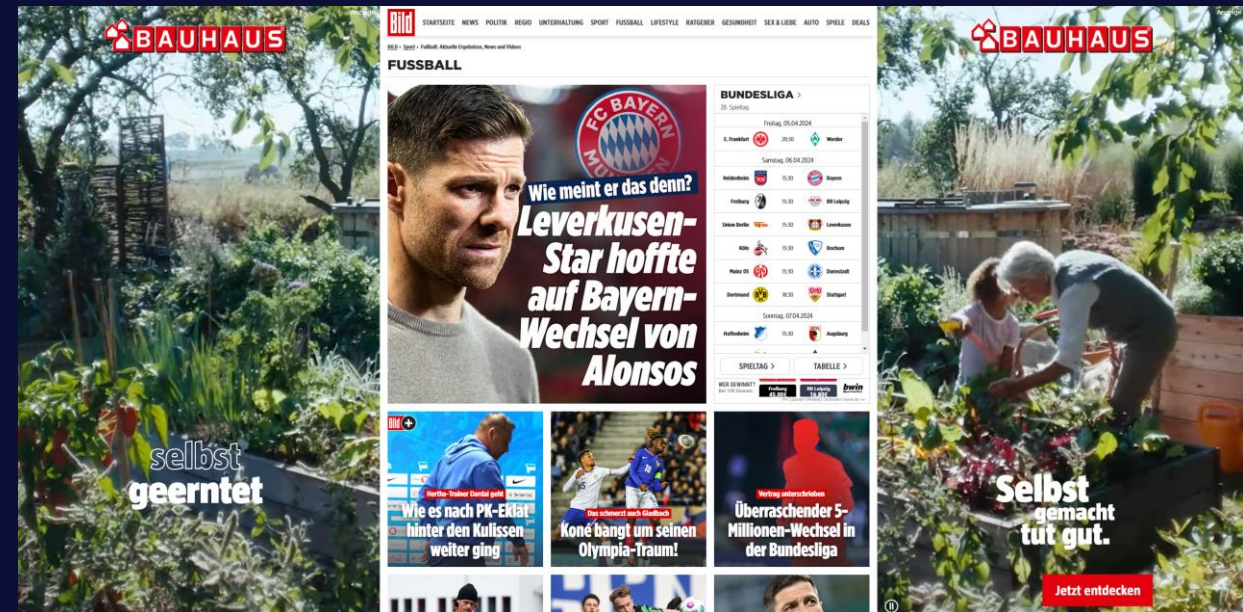
The **ContentRun** combines a topic-related environment with the staging approach of a daytime fixed placement. The ContentRun also runs for 24 hours and can be booked flexibly on the day of your choice (e.g. start of the darts world championship).

Your brand runs in a fixed position in the respective environment and on all digital platforms (desktop, MEW & app).

Formats: Sitebar + Lead Ad + Mrec

Environment: Football

Bookable on:



# CONTENTRUN SPORT

The **ContentRun** combines a topic-related environment with the staging approach of a daytime fixed placement. The ContentRun also runs for 24 hours and can be booked flexibly on the day of your choice (e.g. start of the darts world championship).

Your brand runs in a fixed position in the respective environment and on all digital platforms (desktop, MEW & app).

Formats: Sitebar + Lead Ad + Mrec

Environment: Sports

Bookable on:





# ALWAYS UP TO DATE – NEWSFLIGHT

Always be up to date with everything that happens during the day with **NewsFlight**

- Exclusive daily fixed placement on all articles (Sportbild.de desktop, MEW and in the Sport BILD app)
- High user engagement and long dwell time on the articles put your brand in the right light

Bookable on:

