

# FEELS LIKE A KNOCKOUT.

FAME FIGHTING 2025



# FAME FIGHTING ENTERS THE THIRD ROUND: REALITY TV STARS ARE FIGHTING AGAIN IN 2025

**RECORD-BREAKING:** Fame Fighting I and II are the most successful BILDplus events of all time!

**SHOW VIDEO**

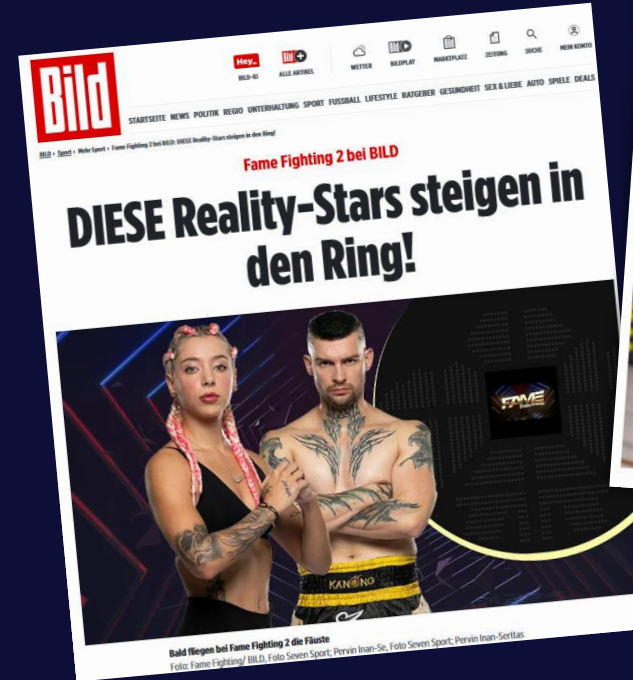
1 These are videos on BILD.de, YouTube and Instagram. Most of the reels were created as co-posts with Fame Fighting and / or other accounts

We reached an audience of millions in 2024:

**26**  
MILLION AIs  
on the Home on the  
day of the event

More  
Then **6**  
MILLION VVs.  
via videos on BILD.de

Over **9**  
MILLION AIs  
on our Fame Fighting  
article



# STARS, BATTLES, SHOWDOWN: THE CELEBRITY FIGHT SPECTACLE 2025

**Grugahalle Essen, 18.10.2025**

**20 stars. 10 fights. 1 show of superlatives.**

Reality stars, creators & now also Twitch streamers step into the ring for the third time - and deliver **the ultimate finale of the year!**

**BILD** is the exclusive media partner:

- Reach in the millions
- Livestream, video-content, interviews & behind-the-scenes
- Emotionen & action directly in to your livingroom

**AND NEW IN 2025:** Fame Fighting Embedded & Fame Zone the Vodcast!



**EUGEN LOPEZ**

Founder of  
FAME FIGHTING  
Former reality  
TV star in  
Germany



**BILD**

Europe's largest  
publishing  
house &  
exclusive media  
partner



# YOUR PATH INTO THE RING



September

## New: FF Embedded and FF Zone

Home stories & private insights into the world of athletes tell a new story



11. October

## Press conference

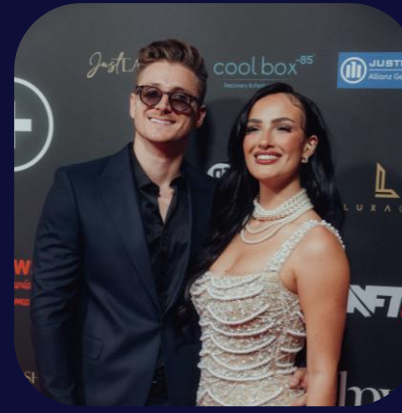
The important prelude to the event week: the headlines are driven by heated disputes.



17. October

## Weighing

At the weigh-in, every participant has another chance to show off their skills in an entertaining way



18. October

## Red carpet

The glamorous pre-show brings stars, fans and media together.



18. October

## Main event

Fighters give their all in the ring for fame and honor

# WARM-UP FOR THE TOP FORM

**SEPTEMBER**

**Preliminary  
report**  
All Channels

**OCTOBER**

**Announcement  
Participants**  
All Channels

**OCTOBER**

**11.10.2025  
PC**  
Live & Free

**17.10.2025  
WEIGHING**  
Live & Free

**18.10.2025  
PRE-SHOW**  
Live & Free

**18.10.2025  
FAME FIGHTING III**  
Live & Pay per View

**Follow-up  
reporting**

**Fame Fighting Embedded**  
Paid + Free

**Fame Zone Vodcasts**  
VoD & Free

**Fame Zone+ (tbd)**  
„The reunion“  
VOD & Paid

# FACES. STORIES. GOOSEBUMPS.

## HERE ARE THE PEOPLE EVERYONE IS TALKING ABOUT!

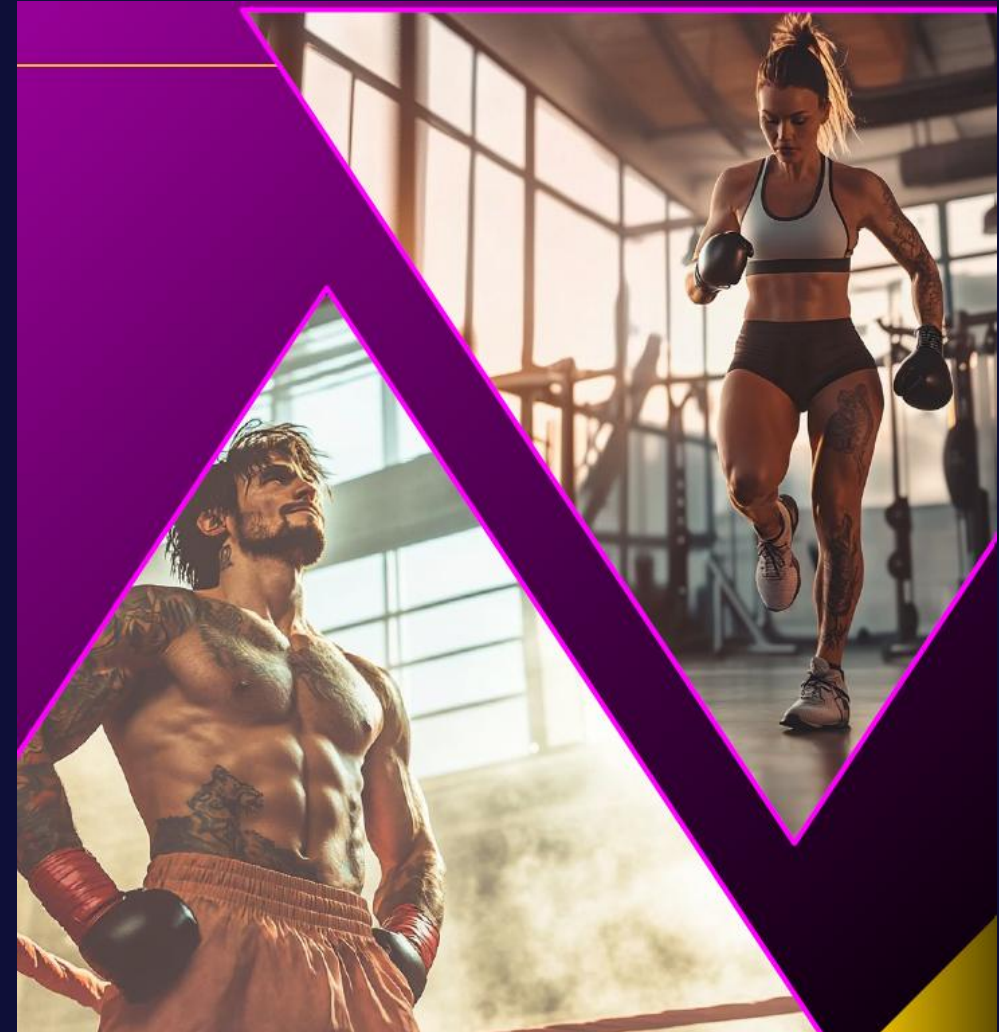
The new documentary series accompanies the most popular fighters on their way to the showdown. **Emotional, raw, exclusive.**

### What you can expect:

- Deep insights instead of show facade
- Personal stories, real rivalries, pure preparation
- 8–10 episodes of 20–25 min. starting early September
- 1–2 episodes per week, focus: 1–2 fighters per episode

### Your Chance:

Position yourself in the middle of the hottest phase before the big event - authentic, attention-grabbing and close to the target group



# TRASH TALK MEETS UPPER CUT

## **Very Close. Exclusively. FAME!**

Every 14 days Max Sterb and Eugen meet a FAME-Fighter directly on **BILD.de & YouTube.**

The perfect stage for your brand – in the middle of the preparation phase for the big event in October.

## **Your advantages :**

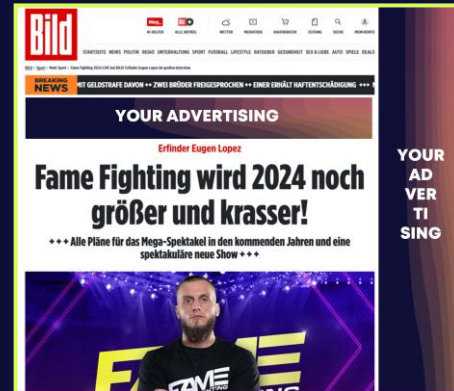
- Exclusive interviews with the biggest FAME stars
- Real insights & strong personalities
- Placement opportunities directly in show & content (placements & cut-ins)

**Goal:** Attention, excitement, fan loyalty. Your brand is a part of it-very close





# RIGHT ON THE MARK WITH THESE BULLSEYES



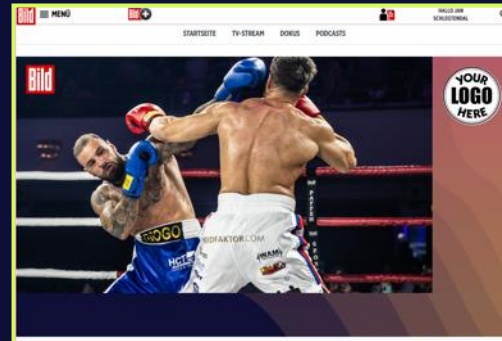
DISPLAY PRESENTING



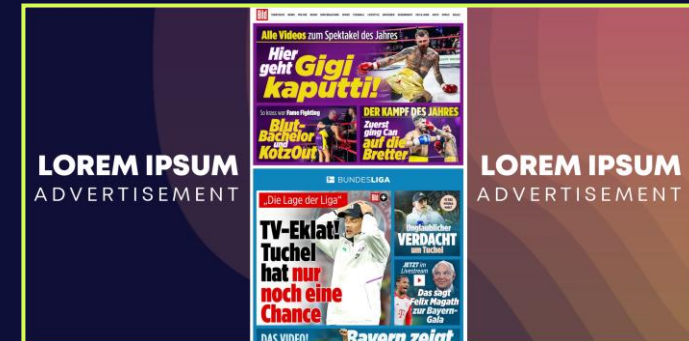
LOGOPRESENTING



PRESENTER CLIP



CUT IN



Daily fixed placements (HOMERUN)



EVEN MORE ADVERTISING OPPORTUNITIES!

# STRONG AS A BEAR- THE RING OF GLORY

Further on-site  
integration possible



PRODUCT PLACEMENT



SOCIAL MEDIA



TOBLORONEN / Ring corners



DIGITALES PRODUCT PLACEMENT

# FIGHT FOR YOU

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