

TRUE LOVE NEVER ENDS

BUNDESLIGA 2025/26



**Benefit from our
NEW RIGHTS
PACKAGE until 2029**

WITH US, EVERY DAY IS GAMEDAY!

**No paywall, new formats, bigger video
inventory, more net reach, more
individual content, more storytelling,
more verticals and much more.**

BUNDESLIGA?



**STAY
TOP-SOURCE
FOR FANS¹**

56 %¹

**use BILD and SPORT BILD as
their first port of call for
information about the
BUNDESLIGA¹**

42 % *sport1*

37 % *kicker*

32 % *sky sport news*

18 % *ran*

12 % *ONEFOOTBALL*

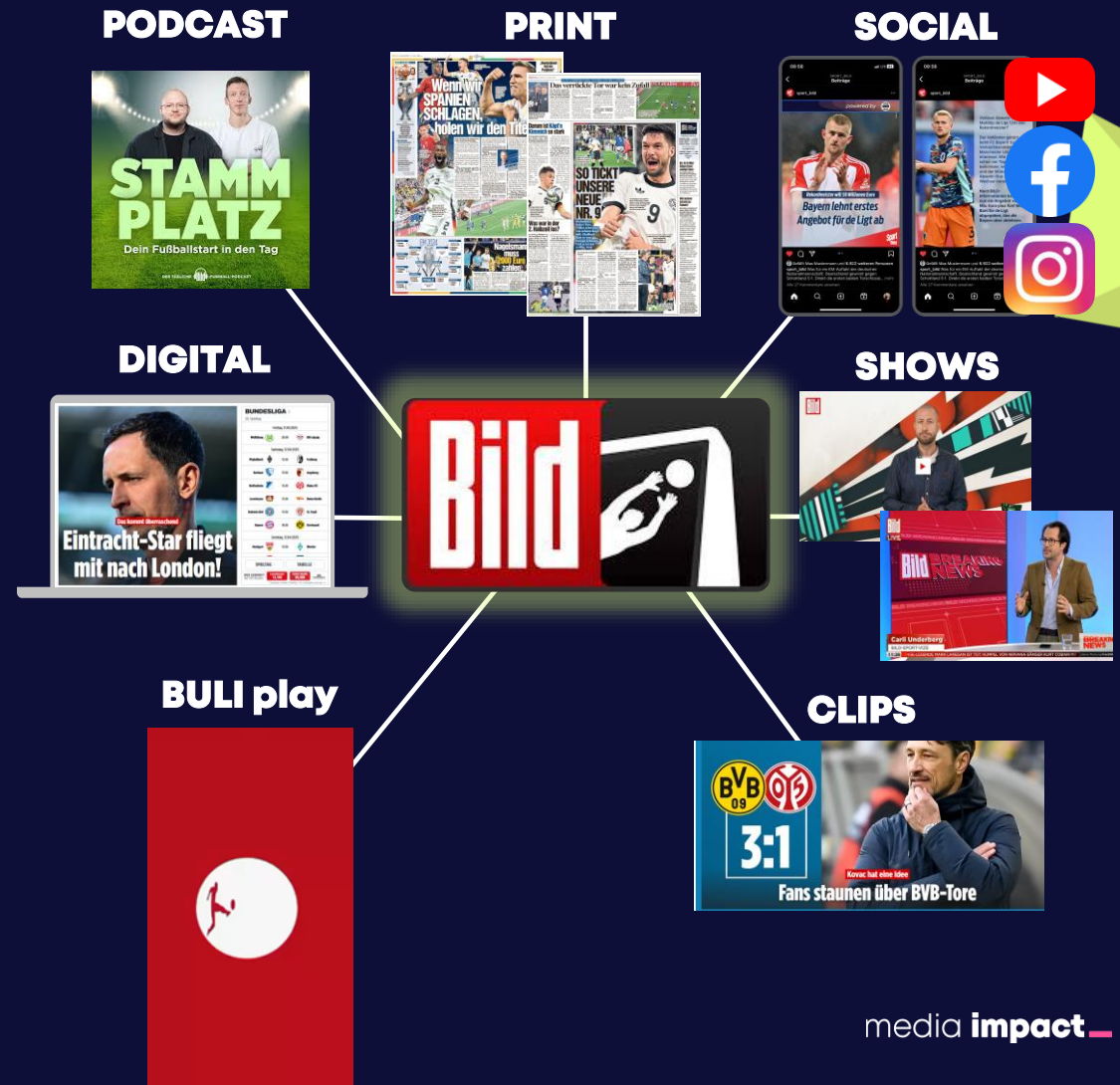
ONE CLICK FROM **HAPPINESS**

Welcome to **BULIVERSUM** - the place where real passion for football can be experienced every day, across all channels.

Use the Buliversum to address an emotionally involved and competitive target group that reacts strongly to excitement, chances of winning and the course of the game with your message.

**DISCOVER THE
BUNDESLIGA WEEK HERE**

THE BILD “BULIVERSUM”



SCORE BIG – WITH THE PERFECT PACKAGE



Premium-Package: BULIVERSUM: PreRolls, Presenter Clips, Vertical Videos and BL articles.

A best-of mix of all packages – flexible, varied and always up-to-date.



BUNDESLIGA TOTAL

Compact & Clear –
Everything about the
matchday in a nutshell.

FORMATS:

Matchday briefing,
Stamplatz flash
analysis, PC cracker & BL
top content



BUNDESLIGA HIGHLIGHTS

All the goals, all the
emotions – compactly
summarized.

FORMATS:

Best Of Bundesliga
Matchday, Corni's 90 sec.
conference, Sunday
Highlights by Corni



BUNDESLIGA ENTERTAINMENT

Humor, style & show –
the colorful side of the
Bundesliga.

FORMATE:

Bulis Next Topmodel, Bla
Bla Gio, Viral Daneben



BUNDESLIGA EXPERTS

Analyses, opinions &
insights – well-founded
and opinionated.

FORMATE:

Reif ist live, Gräfes
VARheit, Bayern Insider,
BILD Sport Sunday & True
or not True

THE SHOW-STARS FOR YOUR LINE-UP



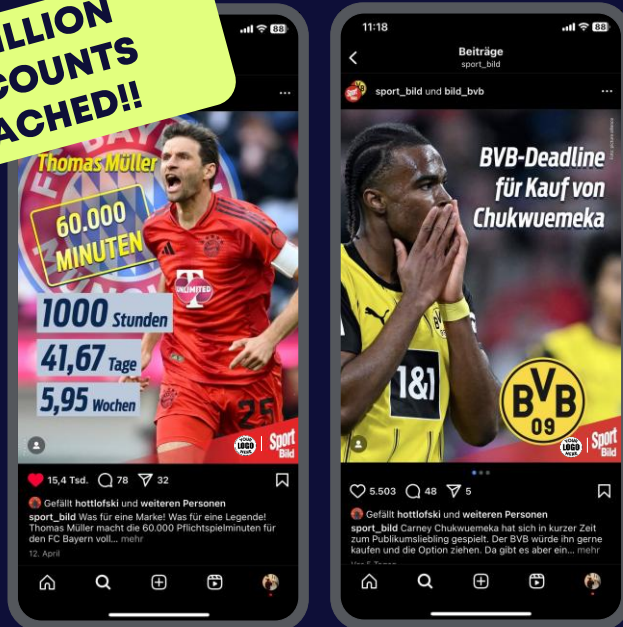
1Exception: BLABLA GIO and club matchday briefing (see BUNDESLIGA TOTAL), which are played purely vertically

2 Integration in all shows via presenter clip, cut-in, social media, category and logo sponsoring; product placement possible with e.g. BAYERN INSIDER and REIF IST LIVE

3 Basis of all packages, presenter header/billboard, pre-rolls and BILD Play pre-rolls

NEW: VERTICAL MATCHMAKER

4 MILLION
ACCOUNTS
REACHED!!



YOUR SOCIAL MEDIA POWER PASS

BILD Bundesliga now on Instagram - emotional, approachable, far-reaching. Content Presenting or Content Post places you directly in the environment of FC Bayern, BVB & Co. 4 million accounts reached per month, 294k followers on @sportbild - perfect for the young, sports-loving target group.

UP TO 6 MILLION
VVs/ MONTH



SWIPE TO HYPE– BULI PLAY

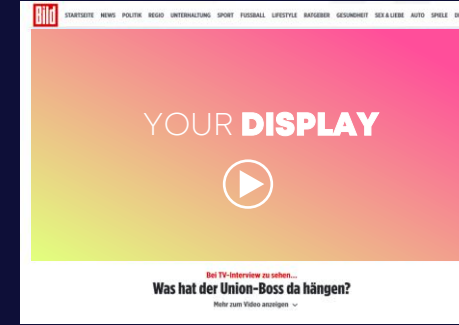
The new vertical video format at BILD & SPORT BILD shows goals, highlights and stories - mobile optimized, short and dynamic. Vertical pre-rolls, cut-ins and the new "Buliversum Banner" are used to impressively integrate you. Ideal for benefiting from **emotion, reach and relevance** in spontaneous moments of use.

THE CUSTOMER HAS TO HIT THE NET”

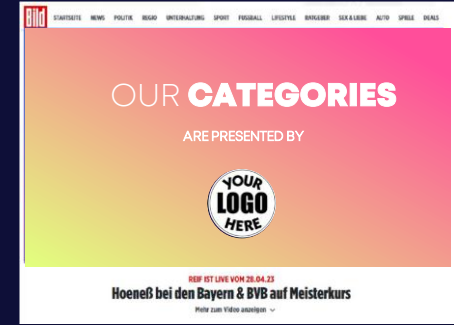
- Media Impact Display-,
Vertical- & Show-Formate and
a lot more.



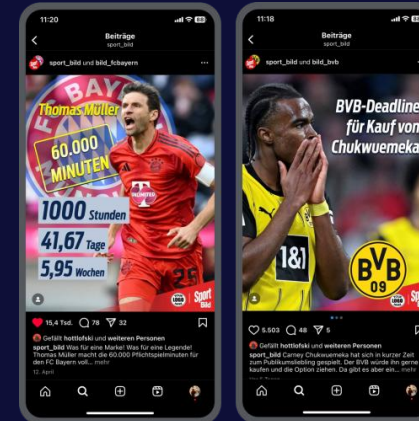
CUT-IN (BANDEROLA o. L-FRAME)



PRESENTER CLIP



CATEGORIES SPONSORING



SOCIAL MEDIA



BULIVERSUM BANNER

TOGETHER WE PLAY IN A DIFFERENT LEAGUE



24/7 ON
DEMAND

Bild

**Sport
Bild**

WELT



MORE INTEGRATION

Best of Bundesliga:
The best scenes of the
match days: Goals,
kicks, saves, curiosities,
historic moments and
much more!



MORE REACH

The flexible exploitation ¹
of the license rights gives
you more visibility,
storytelling and reach.



ALL GAMES

Integrate yourself into all
617 matches of the
Bundesliga, Bundesliga 2,
relegation and
Supercup.

¹ Use of the 2 min. short clips, of which max. 90 sec. licensed material, from Monday, 0 a.m., for free, without subscription



WANT TO SHOOT THE GAME TOGETHER? CALL MI_!

impassioned by
media **impact_**

HEIKO RÖNNAU

Head of Brand Partnerships Sport Crossmedia

+49 151 528 559 25

heiko.roennau@axelspringer.com

📍 Hamburg

PIA ROMANOWSKI

Senior Marketing Manager Brand Management Sport Digital

+49 151 655 871 46

pia.romanowski@axelspringer.com

📍 Berlin

THE BUNDESLIGA WEEK WITH BILD

WITH US, EVERY DAY
IS MATCHDAY!

Monday

Tuesday

Wednesday

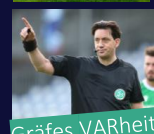
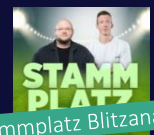
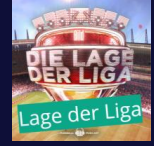
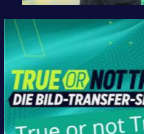
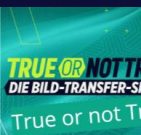
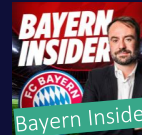
Thursday

Friday

Saturday

Sunday

Print – Digital reporting + Stammplatz (Podcast)



GOALKEEPER: BUNDESLIGA BASE

TACTICS: The **BACKBONE OF ALL PACKAGES** exclusively for our Bundesliga partners for the entire season (July-May).

MATCHMAKER, BECAUSE: High-quality placements around Buli-Play on BILD & SPORT BILD. We offer you maximum visibility and innovative advertising opportunities - perfect for brands that want to integrate themselves into the center of Bundesliga staging in an emotionally activating and credible way.

POSITION: Presenting the articles, PreRoll integrations in front of our premium video inventory, PreRolls (vertical) in Buli-Play and our new special advertising form "Buliversum Banner" directly under Buli-Play on the home of BILD & SPORT BILD

AT LEAST 60 MIO. AIS
AND OVER 7 MIO. VIDEO
REACH

TO
LINE-UP

The diagram illustrates the 'BUNDESLIGA BASIS' advertising strategy across BILD and SPORT BILD. It features three main components:

- DIGITAL PRESENTING HEADER (ALSO IN THE LIVE TICKER):** A screenshot of the BILD website's Bundesliga section, showing a match between Borussia Dortmund and Bayern Munich. The header area is highlighted with a red box and the text 'DIGITAL PRESENTING HEADER (ALSO IN THE LIVE TICKER)'.
- PRE ROLL:** A screenshot of a video player interface showing a 'EURE ANZEIGE' (Eure Ad) banner. The banner is highlighted with a red box and the text 'PRE ROLL'.
- PRESENTING BULI-PLAY & VERTICAL VIDEO:** A screenshot of a video player interface showing a 'BUNDESLIGA BEI' (Bundesliga bei) banner. The banner is highlighted with a red box and the text 'PRESENTING BULI-PLAY & VERTICAL VIDEO'.

The diagram also includes the BILD and SPORT BILD logos at the top and a 'TO LINE-UP' button in the top right corner.

DEFENSE: BUNDESLIGA DFP

TAKTICS: strong presence with our **DAILY-FIXED-PLACEMENTS** exclusively for impressive brand stagings in a direct sports context.

MATCHMAKER, BECAUSE: Your brand is placed at the center of sports-related content on sportbild.de, in the SPORT BILD app and in the football channel of BILD.de within 24 hours. For all those who rely on reach, relevance and involuntary visibility - with classic impact in a digital premium environment.

POSITION: Homerun on sportbild.de, Channel Run football on bild.de and the NEWS Flight - ideal for short-term push campaigns with a clear target group approach.

BILD Sport Bild

BUNDESLIGA DFP

FOOTBALL CHANNELRUN BILD.DE | 3,5 MIO. AIS IN 24 HOURS

HOMERUN SPORTBILD.DE 800 K AIS IN 24 HOURS

NEWS FLIGHT SPORTBILD.DE 1,1 MIO. AIS IN 24 HOURS

DEFENSE: PRINT

TACTICS: PRINT-DEFENSIVE with cult status - via special editions, posters & fan products in BILD, BILD am SONNTAG and SPORT BILD for large-scale brand presence in the football environment.

MATCHMAKER, BECAUSE: Hype through haptics. A unique opportunity to increase your visibility in an emotionally charged and relevant environment that strengthens both brand awareness and brand loyalty and has long-term positive effects on perception.

POSITION: Choose from powerful templates or go straight for the fans' hearts – with creative, eye-catching special ad formats and fan products.



MONTHLY OVER
4 MIO. ACCOUNTS
REACHED

DEFENSE: SOCIAL MEDIA

TACTICS: BILD BUNDESLIGA GOES SOCIAL – With a strong presence on Instagram, we bring football content to the feed in an authentic and target group-oriented way. Formats such as “Content Presenting” or “Content Post” activate young fans directly in the environment of their favorite clubs.

MATCHMAKER, BECAUSE: Emotional, credible and high-reach - our social formats strike a chord with the digital football community. With over 4 million accounts reached each month for posts about top clubs such as FC Bayern or BVB, your brand becomes part of relevant and attention-grabbing content.

POSITION: Integration via “Content Presenting” or “Content Post” on Sport BILD Instagram (294,000 followers) - for maximum visibility in a young, sports-oriented target group.

BILD Sport BUNDESLIGA SOCIAL MEDIA



Visualisierungsbeispiel

DEFENSE: FAN-PRODUCT

TACTICS: THE BRAND CONCEPT with more sales through cross-media staging - the fan product puts your brand in the spotlight, emotionally charged with the look and feel of BILD.

MATCHMAKER, BECAUSE: Shared readership creates trust and increases relevance. The fan product combines brand message and editorial credibility - with a strong recommendation character and high activation potential

POSITION: Integration of campaign and community logo on your product/incentive, in owned media, additional media channels and at the POS - for consistent, loud activation along the entire customer journey.



DEFENSIVE MIDFIELD: VERTICAL VIRAL

TACTICS: VERTICAL VIDEO INSENTATION for top mobile reach: emotional, fast and right in the middle of the action - perfect for smartphones and adapted to modern user behavior

MATCHMAKER, BECAUSE: We now also deliver Bundesliga highlights in portrait format. This allows you to reach a young, mobile target group directly in their usage behavior - for optimal presence and high advertising impact.

POSITION: Vertical PreRolls, dynamic CutIns and the new "Buliversum Banner" ensure maximum visibility around our premium video inventory in the mobile Bundesliga context.

UP TO 6 MIO. VIDEO
VIEWS PER MONTH!
PLACED IN THE VISIBLE AREA
OF THE HOME ON MATCH
DAYS



DEFENSIVE MIDFIELD: BULI PLAY „BULIVERSUM“

TACTICS: SPIELMACHER “BULIVERSUM” with the new vertical video format at BILD & SPORT BILD. The centerpiece of Bundesliga coverage shows goals, highlights and stories - mobile-optimized, short and dynamic.

MATCHMAKER, BECAUSE: New form of advertising and effective placement in the digital sports cosmos with high visibility across all 34 match days; placement in an emotional environment and directly in the field of vision.

POSITION: Special integration via vertical PreRolls, Cut-Ins and as a banner directly under the vertical video carousel “BULIVERSUM” on the BILD & SPORT BILD Home

OVER 20 MIO. AIS PER
MATCHDAY



ATTACKING MIDFIELD: BUNDESLIGA TOTAL

TACTICS: BUNDESLIGA TOTAL bundles the four premium formats **Matchday Briefing**, **Regular Seat Blitz Analysis**, **PK Cracker** and **Bundesliga Top Content** in one package and provides insights, analyses, fan moments and PK highlights from all aspects of the Bundesliga.

MATCHMAKER, BECAUSE: Benefit from maximum visibility in the emotional, popular football environment - throughout the week. Four strong formats, played out in a variety of ways via moving image and social channels, ensure a broad target group approach, flexible advertising integration and maximum impact.

POSITION: Inclusion in the teaser for the show (e.g. on the homepage), presenter clip (bumper) at the start of the show, L-frames within the show, exclusive section

UP TO 11,9 MIO.
VIDEO REACH



UP TO 8,5 MIO.
VIDEO REACH

ATTACKING MIDFIELD: BUNDESLIGA ENTERTAINMENT

TACTICS: The **BUNDESLIGA ENTERTAINMENT** package combines the formats **BLABLA GIO**, **BULIS NEXT TOPMODEL** and **VIRAL DANEBEN** - an unbeatable trio of cheeky matchday recaps, glamor and viral sports fails. The result: a viral, eye-catching environment with strong fan engagement.

MATCHMAKER, WEIL: High reach, strong engagement and positive brand boost through humorous, viral content - ideal for expanding target group appeal with a young, dynamic approach.

POSITION: Inclusion in the teaser for the show (e.g. on the homepage), presenter clip (bumper) at the start of the show, L-frames within the show, exclusive section



BUNDESLIGA ENTERTAINMENT

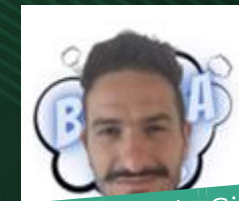
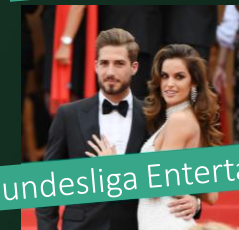


BILD x Bla Bla Gio



Bundeliga Entertain

ATTACKING MIDFIELD: BUNDESLIGA EXPERTS

TACTICS: **BUNDESLIGA EXPERTEN** comprises five opinionated formats - **REIF IST LIVE, GRÄFES VARHEIT, BAYERN INSIDER, BILD SPORT SONNTAG & TRUE OR NOT TRUE** - and provides concentrated insider know-how on matchday analysis, transfer rumors and exclusive insights into all aspects of the Bundesliga.

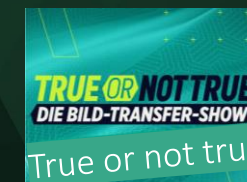
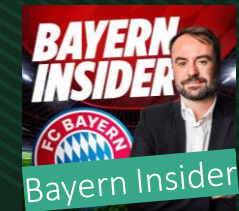
MATCHMAKER, BECAUSE: the incentive offers an eye-catching environment with high credibility, journalistic expertise and a committed football community. The formats score points with clear opinions, high relevance and a top target group - ideal for credible brand staging in the football context.

POSITION: Inclusion in the teaser for the show (e.g. on the homepage), presenter clip (bumper) at the start of the show, L-frames within the show, exclusive section, product placement

Each expert can
be booked
individually!



BUNDESLIGA EXPERTEN



ATTACKER: BUNDESLIGA HIGHLIGHTS

TAKTIK: BUNDESLIGA HIGHLIGHTS, consisting of the duo **BEST OF CORNI** and **BEST OF BUNDESLIGA SPIELTAG**, provides a compact summary of all the goals, highlights and emotions of the Bundesliga.

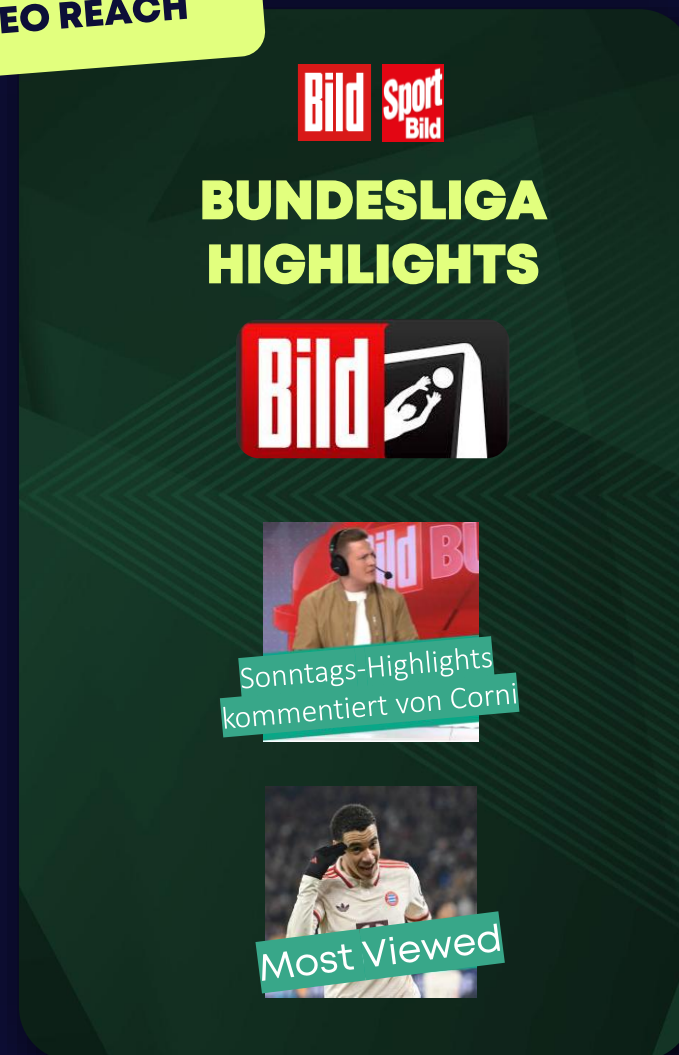
MATCHMAKER, BECAUSE: Authentic, pointed and emotionally prepared, the format inspires football fans with high topicality and reach. An attractive advertising environment for partners to offer brands maximum attention, emotional proximity and direct access to the football-loving target group - precisely at the moment of highest relevance.

POSITION: Inclusion in the teaser for the show (e.g. on the homepage), presenter clip (bumper) at the start of the show, L-frames within the show, exclusive section

UP TO 11,56 MIO.
VIDEO REACH

980 Tsd.
Videoviews per Week

TO
LINE-UP



COACH: BUNDESLIGA PREMIUM PACKAGE

TACTICS: Insurmountable as **PREMIUM PARTNER OF THE BUNDESLIGA** with the best-of-mix of all packages - flexible, diverse and always up-to-date. You rotate in all highlights & formats - pure variety!

MATCHMAKER, BECAUSE: You have a maximum presence in all relevant environments. Through individual coordination, we can respond to your communication goals with optimally tailored integrations, horizontally and vertically, in moving images and displays. Ensure maximum visibility, strong brand anchoring and regular contact with the football target group.

POSITION: Individually scalable environment placements in Bundesliga articles and use of 3 different video formats in the emotional world of the Bundesliga (PreRolls horizontal & vertical + Presenter Clips)

UP TO 84 MIO.
VIDEO REACH

Bild Sport Bild

BUNDESLIGA PREMIUM PAKET

EURE ANZEIGE

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

EURE ANZEIGE

**PRESENTING
VERTICAL
VIDEO**

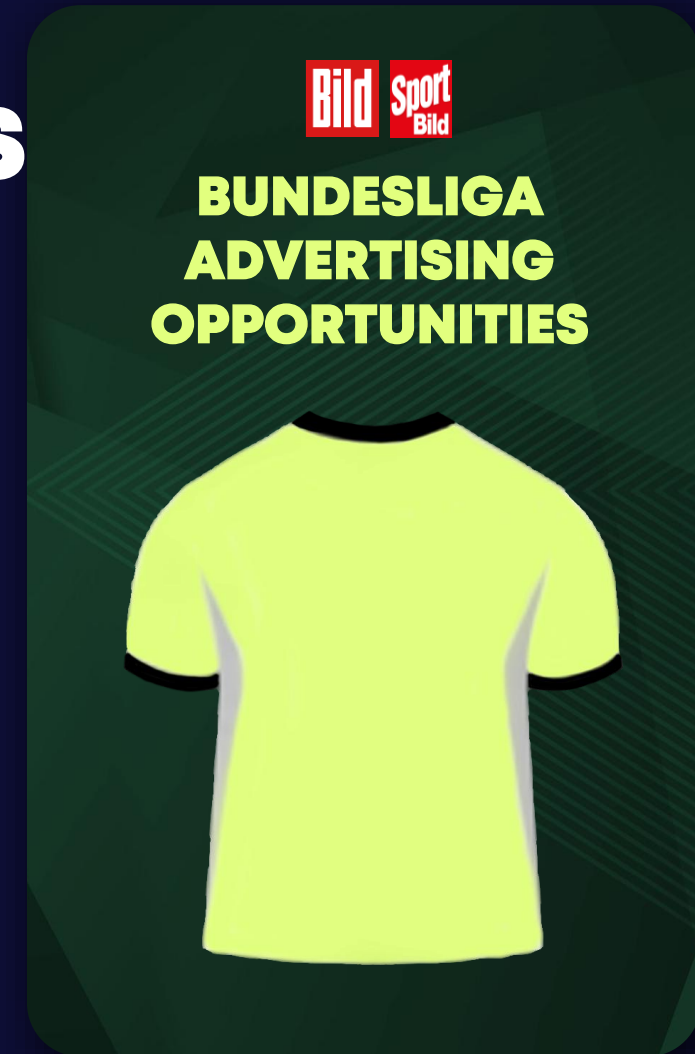
VIDEO PRESENTER CLIP

CONSTANT RESERVE : ADVERTISING OPPORTUNITIES

TACTICS: EXCLUSIVE BRAND INTEGRATION IN ALL BUNDESLIGA SHOW FORMS - authentic, powerful and right in the thick of it.

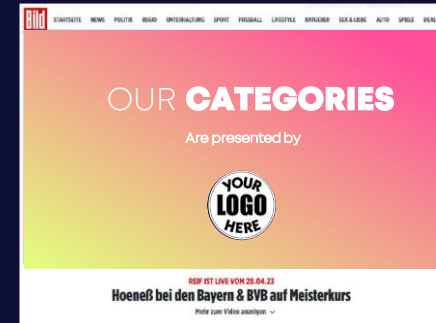
MATCHMAKER, BECAUSE: Individual brand staging in all Bundesliga formats - highly visible, unique and close to the target group. The integration options create an effective advertising environment with high relevance.

POSITION: Presented in teaser areas, with a presenter clip as an introduction to the show, strong brand presence through L-frames in the content and optional integration in an exclusive section or through high-quality product placement.

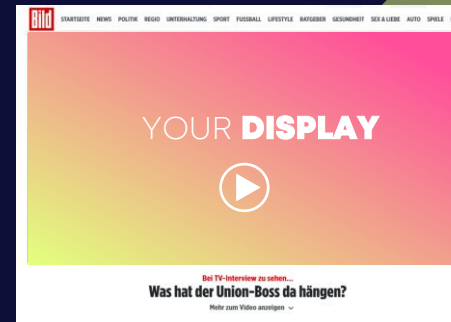




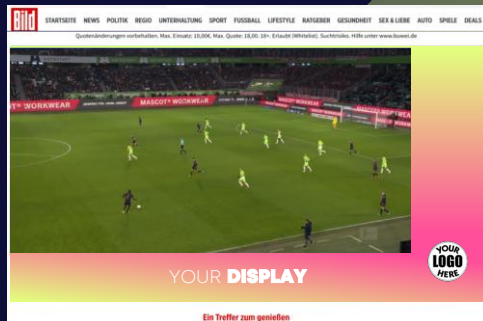
**DIGITAL
LOGO
INTEGRATION
TEASER**



CATEGORIES PRESENTING



PRESENTER CLIP



**VIDEO / LIVE
BANDEROLE OR
L-FRAME**



PRODUCT PLACEMENT