

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](#)

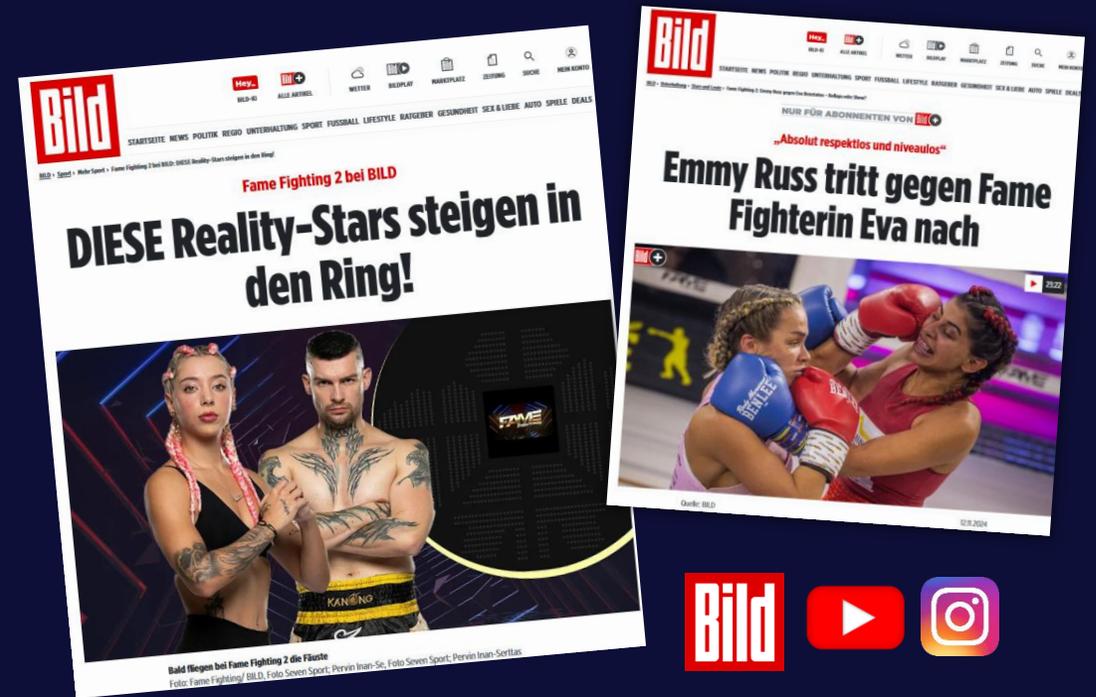
1 These are videos on BILD.de, YouTube and Instagram. Most of the reels were created as co-posts with Fame Fighting and / or other accounts

We reached an audience of millions in 2024:

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

More Than 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

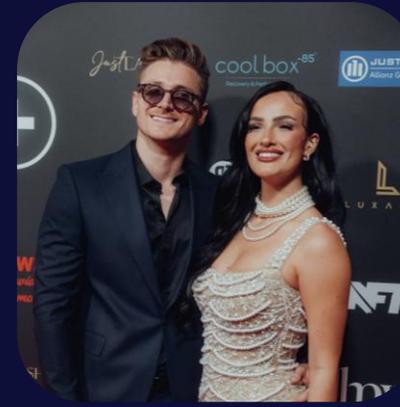
The important prelude to the event week: the headlines are driven by heated disputes.



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

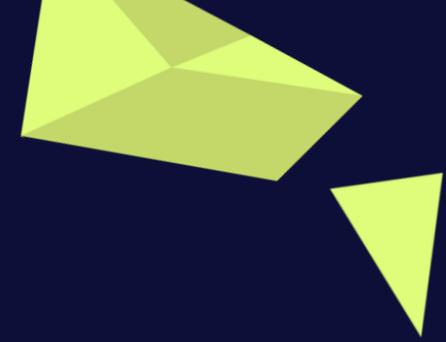
The glamorous pre-show brings stars, fans and media together.



18. October

Main event

Fighters give their all in the ring for fame and honor



WARM-UP FOR THE TOP FORM

SEPTEMBER

OCTOBER

OCTOBER

Preliminary report
All Channels

Announcement Participants
All Channels

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+ (tbd)
„The reunion“
VOD & Paid

Fame Zone Vodcasts
VoD & Free

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)

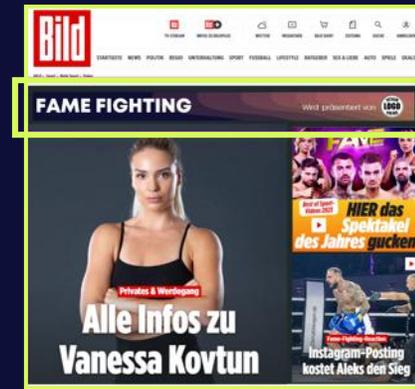
Goal: Attention, excitement, fan loyalty. Your brand is a part of it-very close



RIGHT ON THE MARK WITH THESE BULLSEYES



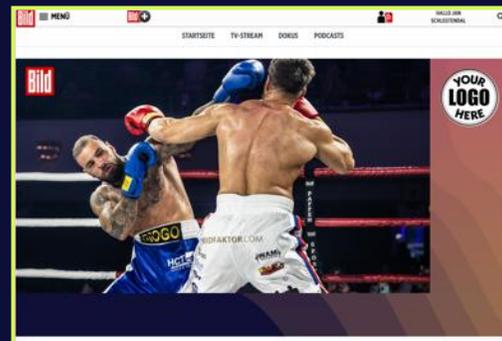
DISPLAY PRESENTING



LOGOPRESENTING



PRESENTER CLIP



CUT IN



Daily fixed placements (HOMERUN)

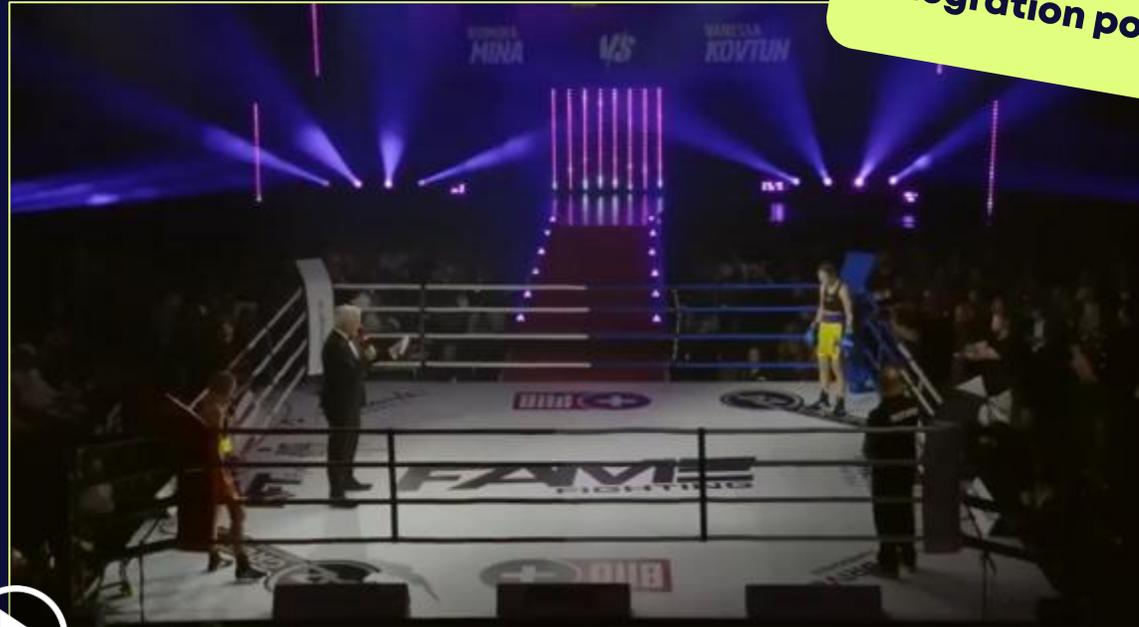
EVEN MORE ADVERTISING OPPORTUNITIES!

STRONG AS A BEAR – THE RING OF GLORY

Further on-site integration possible



PRODUCT PLACEMENT



DIGITALES PRODUCT PLACEMENT



SOCIAL MEDIA



TOBLORONEN / Ring corners

FIGHT FOR YOU

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