

# CHAMPIONS LEAGUE

## 2024 / 2025

THE NEW CHAMPIONS LEAGUE  
SEASON 2024 / 2025

*impassioned by*

media **impact**—



# CHAMPIONS LEAGUE SEASON 2024 / 2025

The Champions League is also called the Champions League in Germany and lets the top clubs from Europe compete against each other. But this time it will be different:

- *There are 36 instead of 32 teams competing.*
- *There will be one league instead of eight groups.*
- *Each team will face eight different opponents, without a two-legged tie.*
- *Relegation to the Europa League is no longer possible.*
- *There will be knockout round play-offs before the round of 16.*
- *There will be a fixed tournament tree after the league phase.*
- *It will be a week excluding CL week, including games on Thursday.*

The new season of the Champions League starts on August 17th, this time with 5 German teams. The final will conclude the season on 31.05.2025 in Munich.

# OUR SPORTS PORTFOLIO



## THE OPINION MAKER

The online platform of Europe's largest sports magazine.

25,41 Mio. Unique Users



## THE INSIDER

The portal of Europe's largest sports magazine.

4,20 Mio. Unique Users



## THE ANALYST

Welt.de is the quality medium at Axel Springer.

19,53 Mio. Unique Users



## .FORMEL1.de

## THE KICKER OF MOTORSPORT

Motorsport-Total.com & Formula 1.de are the leading platforms for motorsport

3,54 Mio. Unique Users

# ARGUMENTS FOR OUR SPORTS PORTFOLIO

**WE REACH**

**68%**

**of the German-speaking population**

**AND THUS**

**75%**

**of all German sports fans\***

**NO ONE TOPS THAT**

**15x**

More than Eurosport\*

**4x**

More than kicker\*

**5x**

more than SKY\*

**18x**

more than DAZN\*

# THE CHAMPIONS LEAGUE LIVE SHOW "THE BILD TROPHY TALK"

- **Concept:** Approximately eight live shows featuring the top matches of the Champions League
- **Duration:** 2-3 hours
- **Moderation:** Carli Underberg (BILD Sport), Cornelius Küpper (BILD Bundesliga)
- **Guests:** Rotating, e.g., Felix Magath, Hasan Salihamidžić, Christian Falk, Alexandra Popp, among others
- **Content:** Prominent guests live in a sports talk with BILD from the "Bmoveed" bar in Wolfsburg
- **Platform:** BILD.de and sportbild.de
- **Reach:** Approximately 75,000 media starts LIVE + 250,000 VOD clipouts per show. Includes integration on the Bild homepage
- **Advertising opportunities:** Video sponsorship and native placements. Also, the possibility of title sponsorship and/or logo presentation



# DIE CHAMPIONS LEAGUE LIVE SHOW „DER BILD HENKELPOTT-TALK“

(ARBEITSTITEL)

- **Konzept:** ca. acht Live-Shows zu den Topspielern der Champions League
- **Dauer:** 2-3 Stunden
- **Moderation:** Carli Underberg (BILD Sport), Cornelius Küpper (Bild Bundesliga)
- **Gäste:** wechselnd. z.B. Felix Magath, Hasan Salihamidžić, Christian Falk Alexandra Popp u.a.
- **Inhalt:** Prominente Gäste live im SPORT - Talk mit der BILD aus der „Bmoveed“-Bar in Wolfsburg
- **Plattform:** BILD.de und sportbild.de
- **Reichweite:** ca. 75.000 Mediastarts LIVE + 250.000 VOD Clipouts / Show. Bild Homepage Einbindung
- **Werbemöglichkeiten:** Video- Sponsoring, und native Platzierungen. Ebenso wie die Möglichkeit des Namenspatronats und / oder des Logopresentings





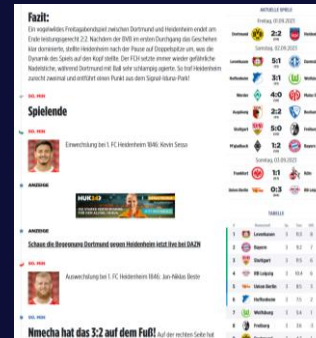
# YOUR ADVERTISING OPTIONS



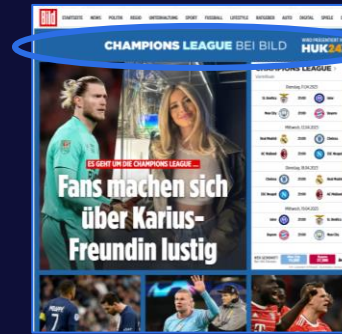
**DIGITAL PRESENTING HEADER (AUCH IM LIVE TICKER)**



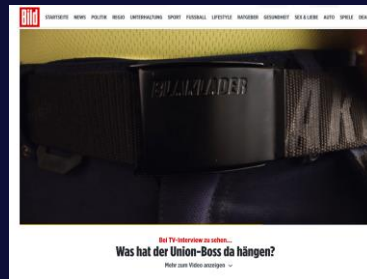
**DIGITAL LOGO INTEGRATION TEASER**



**DIGITAL KONTEXTSENSITIVES TICKER AD**



**LOGOPRESENTING**



**VIDEO / LIVE PRE-ROLL & PRESENTER CLIP**



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



**LIVE PRODUCT PLACEMENT**

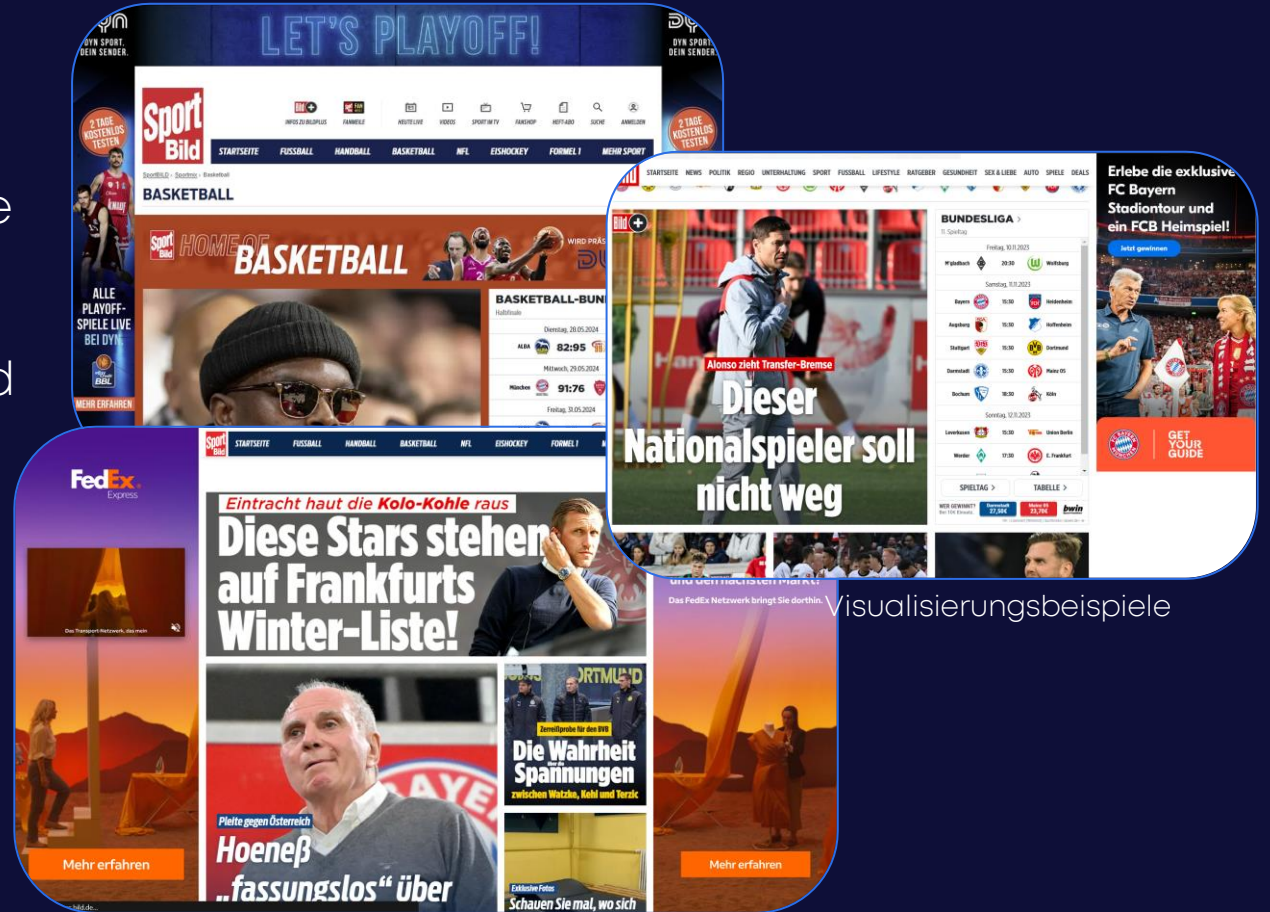


**LIVE RUBRIKEN PRESENTING**

Learn more!

# EVEN MORE REACH?

An effective approach for great reach in one day.  
Whether it's Homerun or ContentRun or NewsFlight, you achieve maximum reach and visibility for your brand.  
Bookable on:



Visualisierungsbeispiele



# IT'S TIME TO TALK

*impassioned by*

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