



**Bild**

# BILD LIVE

LIVE-FORMATS, SHOWS AND ADVERTISING INTEGRATIONS

**LIVE**



BACK TO THE ROOTS...

# BILD HAS ALWAYS BEEN TV



68 years ago, the first issue of BILD was published, a print answer to television. The publisher's (Axel Springer) idea was, to create a medium, which could compete with video. The result was full success! Still today BILD is Europe's biggest daily newspaper, a real seismograph of the feelings of an entire nation.



1952

BILD Print

2009/2010

E-Paper

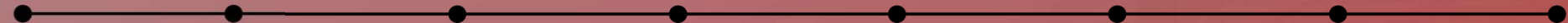


2015/16

Social Media

2020

Sat 1 – BILD Show



1996

BILD Digital

2013

BILD Plus

2019

BILD Live

To be continued...

In 2020, thanks to editor-in-chief Julian Reichelt, the dream becomes true: BILD becomes real TV. BILD turns into the largest live platform for news, entertainment and sports, reflecting the emotions of society. **Quicker, more creative, more authentic, more courageous, more emotional, louder and even more surprising– simply BILD!**



WE KNOW OUR BUSINESS!

# A 360° SPECTRUM WITH BILD LIVE



## NEWS

No rigid programme schedule – BUT RATHER ALWAYS FIRST IN LINE, WHENEVER ANYTHING HAPPENS.

We report live from the world's hotspots. Up-close, directly, quick and clear. BILD is the first digital video focal point for breaking news, with spectacular interviews and exclusive background information.



## SPORTS & ENTERTAINMENT

THE BEST SHOWS, PEOPLE ARE REALLY INTERESTED IN: SHOWS, EVERY VIEWER CAN PARTICIPATE IN!

BILD LIVE has the best hosts, the coolest and the funniest show formats, as well as the most informative consumer advice programmes, this across all platforms: Digital and social! Top of the line: Our viewers can participate in each show!

AGENDA SETTER INSTEAD OF FOLLOWER

# PERSONALITIES, WHO MAKE A DIFFERENCE

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BILD: The most prominent hosts and brains, our nation knows and appreciates:  
Opinionated, emotional and always entertaining.



Julian Reichelt  
Editor-in-Chief BILD



Aaron Troschke  
Influencer & Host



Anna von Bayern  
Journalist & Author



Marcel Reif  
Sports Commentator



Johann Lafer  
TV-Chef

ALWAYS ON-THE-AIR: BILD LIVE

# SUITABLE CONTENT AROUND THE CLOCK

Livestream, replays or clips according to interest, situation and platform



## CLIPS

SNACKABLE CONTENT ON DEMAND!

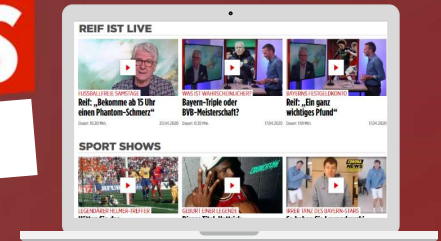
Wir know the snacker, the skippers, the scrollers and the swipers. – We provide suitable content to reach all users!



## REPLAYS

SHOW-HIGHLIGHTS ON DEMAND!

All BILD highlight formats available in our media library as video or podcast.



## LIVE

News & Shows


LIVE and HIGHLY TOPICAL!

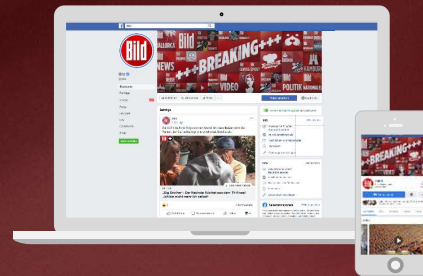



SUITABLE CONTENT ACROSS ALL CHANNELS

# MAXIMUM REACH ACROSS ALL CHANNELS




 25 mill. UUs/month



 > 9 mill. MAUs



 > 9 mill. MAUs




 > 4 mill. MAUs



 > 3 mill. MAUs



 > 1 mill. MAUs



POLITICS



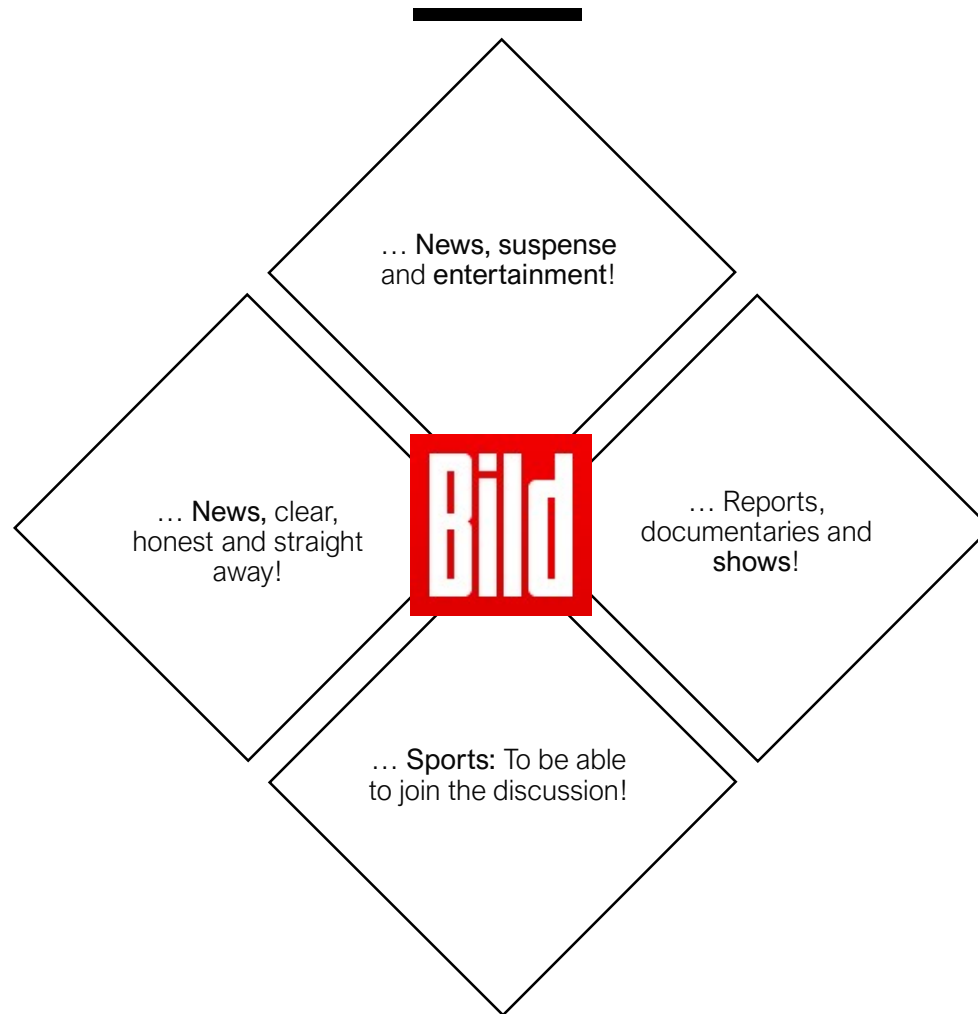
NEWS



ENTERTAINMENT

BILD KNOWS ITS VIEWERS: BILD USERS, WISH...

# KEY TOPICS



LIFESTYLE



SPORTS



ADVICE



OUR HIGHLIGHTS 2020 - JANUARY TO MARCH

# OUR NEWS CONTENT REACHED THE WHOLE COUNTRY



The Federal Chancellor Angela Merkel will soon speak to the country  
(12 March 2020)



Angela Merkel explains now the even stricter Corona rules!  
(22 March 2020)



Angela Merkel's nationwide address  
(18 March 2020)

TTL	<b>1,576,000</b>	<b>1,507,000</b>	<b>1,475,000</b>
LIVE+VOD VIEWS	837,000	873,000	787,000
FACEBOOK 10s VIEWS	503,000	448,000	399,000
YOUTUBE VIEWS	236,000	186,000	289,000

FORMAT HIGHLIGHTS JANUARY TO MARCH (CROSS-PLATFORM VIEWS)

# REACH OF BILD LIVE - LIFESTYLE, ADVICE, SPORTS



## CORONA CONCERT

**217,000 views**

Nineties party with Blümchen  
06 April 2020

To be continued...



## SPARFOCHS-TALK

**125,000 views**

Restaurants in crisis  
Frank Rosin criticises  
Corona rules (02 April 2020)

**143,000 views**

Tickets, short-time work:  
What You can do, when You fear for Your money  
(29 March 2020)



## REIF IST LIVE

**276,000 views**

Reif ist Live 26 February 2020

**144.000 Views**

Reif ist Live 19 February 2020

**90,000 views**

Reif ist Live 12 March 2020

**Bild**

**LIVE**

# OUR SHOWS

**Bild**

GNTM  
PAPARAZZI-FOTOS AUS KALIFORNIEN

GNTM AVORITINNEN

00:05 / 02:59

**Bild LIVE**

BILD LIVE ZUR BUNDESLIGA  
DER ERSTE FORMSCHENK ZUR BUNDESLIGA

+++ STUDIO-GAST: EX-NATIONALTORWART JENS LEHMANN +++

**Bild**

CDU IN DER FÜHRUNGS-KRISE  
WAS IST LOS MIT DER DEUTSCHEN POLITIK

+++ AKK: „ENTSCHEIDUNG IST SEIT GERAUMER...“

**Bild**

JUSTIN TIMBERLAKE  
Musiker und Synchronsprecher

Wiederholung

AKTION IN NEW YORK  
ZWEI TETTELE MÜHNUNG

+++ IRAN DROHT MIT RACHE +++

**Bild**

BILD LIVE ZUR BUNDESLIGA  
IST BAYERNS KADER ZU DÜNN?

+++ WAS MIT AGE BEI DEN 18 KLUBS +++

**Bild**

PETER HELL  
BILD-REPORTER IN BOLIVIEN

+++ DIE LUNGE DER ERDE STEHT IN FLAMMEN - BILD BERICHTET LIVE AUS DEM AMAZONAS-KRISENGEBIET +++

**LIVE**

**Bild**

OSCARS 2020

SKYPEN SIE LIVE MIT UNS!  
SKYPE-NAME AN: +49 170 3753138

+++ ZWEI OSCARS FÜR WELTKRIEGSDRAMA „1917“ +++

**Bild**

JULIAN REICHELT  
BILD-Chefredakteur

**LIVE** | media impact

LIVE TALK WITH SOCCER LEGEND MARCEL REIF

# REIF IST LIVE

„REIF IST LIVE“ is pure soccer talk @ BILD with legendary commentator Marcel Reif. Current Bundesliga events are discussed and analysed plus, in addition, the hottest news from International leagues.

Three times per week a talk with passion, interaction and opinion: The best statements are available as highlight-clip, the complete show in re-live or as podcast.

Top of the line: Viewers can participate in live and ask Marcel Reif their own questions directly.



**30**  
MINUTES

**3 TIMES**  
PER WEEK

**100K VIEWS**  
PER EPISODE



media **impact** —

STAR CHEF COOKS LIVE AND TOGETHER WITH  
BILD VIEWERS

# LAFER KOCHT!\*

A three-course menu for 4 persons, for less than  
25 Euro? Really? Indeed with BILD and by star-chef  
Johann Lafer.

BILD cooks now every Sunday with Germany's most  
appreciated TV-chef and our viewers can cook with him.

Before each episode Lafers provides a shopping list for all  
viewers, who would like to participate in and we  
accompany ihm during shopping. Top of the line:  
Questions can be asked live during broadcast!

We love it!

media **impact**—



**45**  
MINUTES

**ONCE**  
PER WEEK

**AS OF APRIL 2020**



\*COOKING WITH LAFER!

DAILY TALK WITH 4 REALLY POWERFUL WOMEN

# JETZT REDEN 4\*

A most powerful Talk! Four women with strong personality in an enteratining and clever talk about news of the week.

The celebrity reporter Patricia Platiel and Janina Kirsch takl with host Sina Stinshoff about news, politics and entertainment.

The fourth member of the team? Always a prominent guest! During an introductory broadcast, model and Boris ex-partner, Lilly Becker joined the group.



**45-60**  
MINUTES

**ONCE**  
PER WEEK **AS OF APRIL 2020**



\*4 WOMEN TALK

media **impact**—

THE BILD-HILFT-ZUSCHAUERN\*-SHOW

# SPARFOCHS

The best advice show with real impact!

How do I get my money back, when tour operator and airline went bankrupt? How do I choose the right investment?

The famous BILD column "Der Sparfochs", an advice section, most appreciated by our readers, now with an own TV-show.

BILD Sparfochs Frank Ochse provides in his programme „Angst ums Geld“\*\* his viewers with answers to all questions, helping them with tips and tricks to master the demands of daily life.

media **impact**—



**30**  
MINUTES **AT 11:00H**  
ON WORKING DAYS



Translation of programme titles: \* BILD HELPS VIEWERS/\*\* CONCERN FOR MONEY

A TALK BY EDITOR-IN-CHIEF JULIAN REICHELT

# HIER SPRICHT DAS VOLK\*

Ordinary people are heard at last!

Stars of this programme are bakers, business economists, butchers and refugees ...

In our BILD talkshow „Hier spricht das Volk“ our guests discuss with BILD's editor-in-chief Julian Reichelt all topics, that really matter to them: Poverty, security, freedom of speech or cohesion in our society.

No populist doc but rather a never before seen „resonance chamber“ for the current socio-political situation.

media **impact**—



**45-60**  
MINUTES

**ONCE**  
PER MONTH

**ON AIR SINCE**  
**FEBRUARY 2020**



\*THIS IS WHERE THE PEOPLE SPEAK



THE FIRST POLITICAL TALK SHOW OF THE WEEK  
WITH BESTSELLER AUTHOR ANNA VON BAYERN

# DIE RICHTIGEN FRAGEN\*

This is the first political talk-show of the week: Each Monday, as of as of 08:00H, BILD, with our political journalist and bestseller author Anna von Bayern, makes viewers ready for all most relevant topics of the week.

"Die Richtigen Fragen" hosts top experts and politicians (i.a. Jens Spahn, Sebastian Kurz... ) live during the show.

The topics of the last talks?

How do we get out of Corona crisis?

How is economy developing after a recession?

When will Federal Chancellor Angela Merkel finally start to talk straight?

media **impact**—



**30**  
MINUTES

**ONCE**  
PER WEEK



\* THE RIGHT QUESTIONS

# HUGE IMPACT WITH VIDEO-ADS!

CREATIVE, EMOTIONAL, NATIVE

**80%**

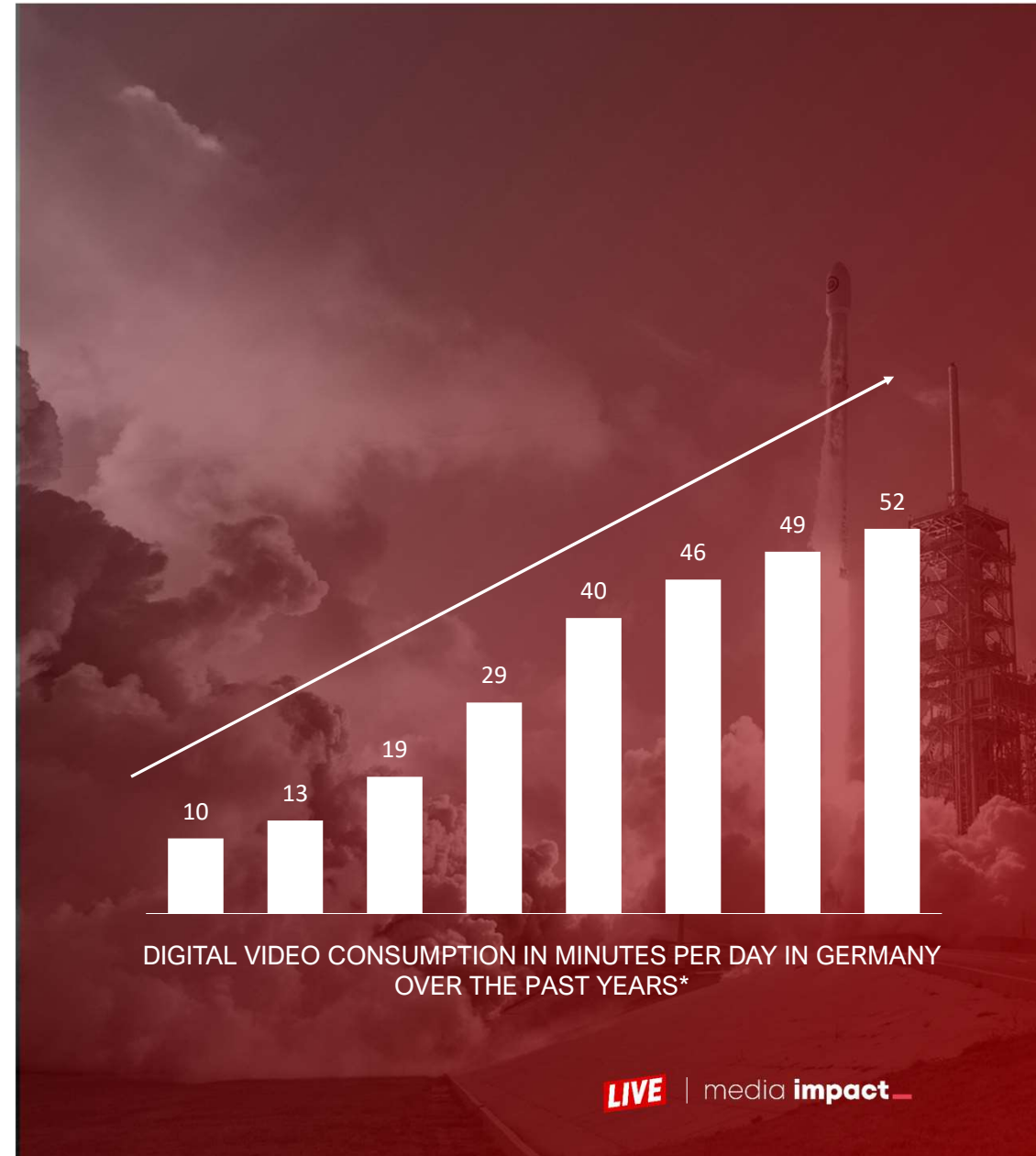
VTR on BILD Live

**2.3%**

Instream CTR on BILD Live

Video advertising achieves a strong advertising impact, is ideal for Branding and has an emotionalising appeal for users.

20 \*Source: eMarketer 2019 \*\*Source: eMarketer, Verband Privater Medien (VAUNET) (association of private media), OVK Year-on-Year Comparison \*\*\*Source: SPRING \*\*\*\*Media Impact AdServer, Status: March 2020 SalesBrain (2018), Die Macht mobiler Videos (the power of mobile videos).



BRAND STORIES WITH YOUR BRAND WITHIN PRE-AND POST-REPORTING OF LIVE FORMATS

# YOUR BRAND BEFORE AND AFTER THE SHOW

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We do not leave anything to the chance! From kickoff of live event, down to reporting: Your brand will be integrated into an holistic concept.

## PRE-REPORTING

Brand Story in BILD  
and on BILD.DE



## LIVE

Live presenting of the complete show



## POST-REPORTING

Brand Story in BILD and  
Brand Hub on BILD.DE



PRODUCT PLACEMENT – EXAMPLE: SHOW „BILD RETTET OSTERN\*“

# YOUR BRAND LIVE IN OUR SHOW

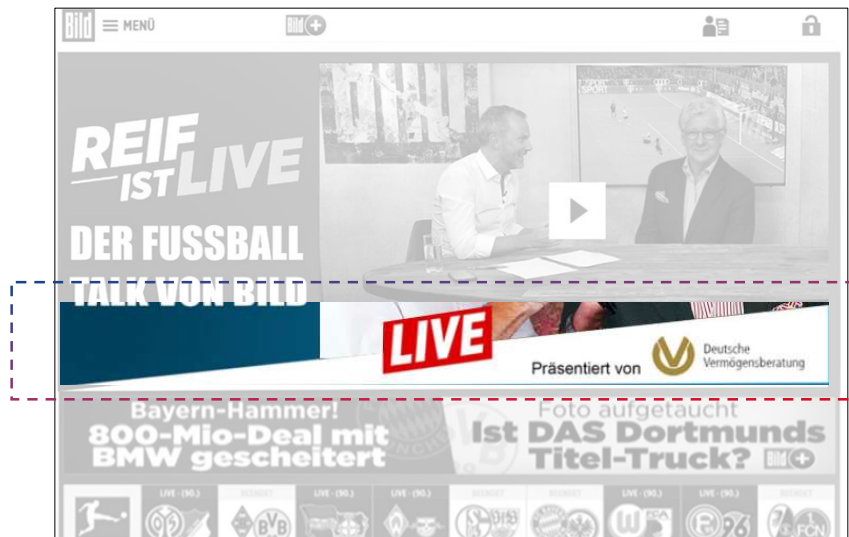
Examples of our partner integrations into live show



Our partners Haribo, Rewe, Renault, 1&1, Sky and Postbank were integrated into our big, live Easter show "BILD rettet Ostern" (BILD saves Easter) with experts interviews, with CEOs of the respective brands and with powerful brand embedments like e.g. a prominently staged handover of REWE vouchers or a quick spin with the new Renault Zoe.

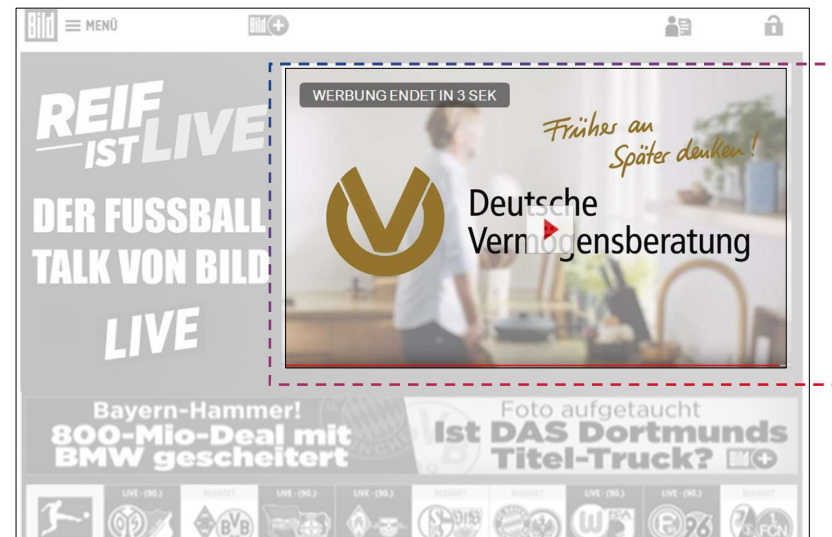
SPECIAL ADVERTISING FORMATS

# BILD LIVE PARTNER-INTEGRATION



## HOME TEASER

Prominent advertising of show on BILD Home.  
Permanent integration of client's logo  
into announcement teaser



## PRE-ROLL / BUMPER / SPONSORED BY

Placement of a client's advertising spot (6-20 seconds) before each  
broadcast. Can be booked as mobile-, as well as desktop format

SPECIAL ADVERTISING FORMATS

# BILD LIVE PARTNER-INTEGRATION



## L-FRAME

The L-Frame consists in a vertical banner and a horizontal banderole set together. Surfaces can be animated.  
Shown 3 to 4 times per show.

## INTEGRATION OF LOGO

Permanent integration of logos within visible area.

SPECIAL ADVERTISING FORMATS

# BILD LIVE PARTNER-INTEGRATION



## BANDEROLE

Banderole is shown 3-4 times per show horizontally



## SECTIONS-BOARD

Sections are separated from each other with partner integrations  
Prominent placement of client's logo


# CONTACT

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Media Impact GmbH & Co. KG

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