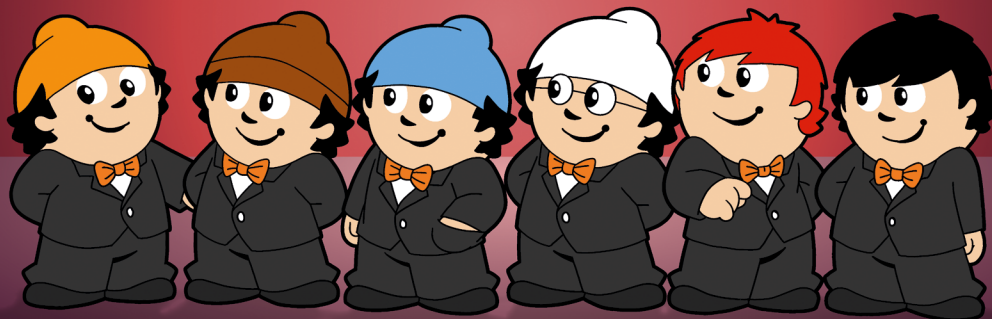


PRICE LIST NO. 52

from 1 January 2023



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zdf-werbefernsehen.de



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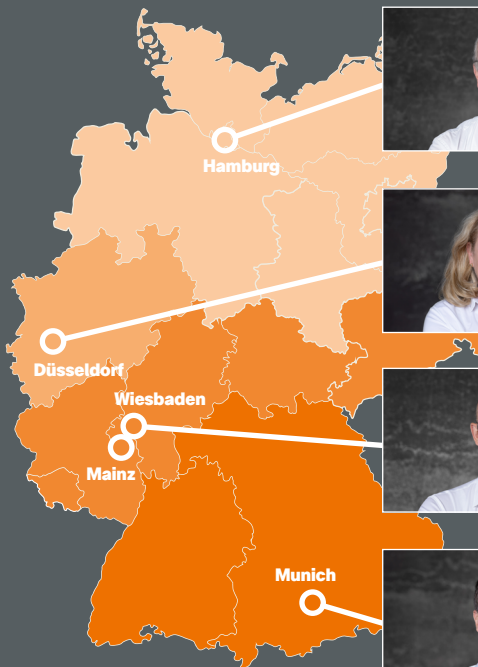
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60 years of ZDF, ZDF-advertising and the Mainzelmännchen



1 April 2023 is a special day: ZDF will be celebrating its 60th anniversary. That also means 60 years of advertising on ZDF and the 60th birthday of our six honorary employees – the “Mainzelmännchen”. Just one day after going on air for the first time, „Zweites Deutsches

Fernsehen“ showed its first commercials, which were flanked by the “Mainzelmännchen” inserts. Today, ZDF is the only broadcaster that separates each commercial with an insert to give each advert a prime position.

But it's not just the Mainzelmännchen that have shaped ZDF over the years – traditional formats such as the SOKOs and Rosenheim-Cops have long been a part of the ZDF brand core. Hamburg, Potsdam, Cologne, Wismar, Stuttgart, Kitzbühel and Vienna. Mondays to Saturdays at 18:05 on the dot, die-hard whodunnit fans tune in to watch exciting cases get solved by our different SOKO teams – each with their own narrative nuances and regional idiosyncrasies. The SOKO franchise was born almost 45 years ago with SOKO 5113 in Munich. To give just one example, SOKO Wismar now has a regular audience of 4.251 million viewers – with a 21 percent market share. Rosenheim-Cops is slightly younger, but it's just as popular and successful. The charming cops in the foothills of the Bavarian Alps have been delighting audiences at 19:25 every Tuesday for the past 20 years – with 21 seasons, more than 500 episodes and millions of viewers. Here, too, crime

and suspense are tinged with regional flair – and a healthy pinch of comedy to boot.

ZDF's portfolio comprises a rich selection of fictional series and entertainment – Germany's favourite show for antiques and second-hand goods, Bares für Rares, will be celebrating its tenth birthday in 2023. Horst Lichter and his team of experts attract an average audience of 2.4 million people from Mondays to Fridays, generating some of the best ratings at 15:00 on German television with a market share of almost 22 percent.

With a range of unique detective shows and other exciting formats, ZDF is continuously writing its own success story. In the first half of 2022, the commercial breaks around Rosenheim-Cops reached twice as many viewers on average than RTL's commercial breaks between 20:00 and 23:00. We're pleased to say that our public broadcasting network has been able to tap into the impressive ratings and market shares generated by our fictional programmes over the past decades in the strong advertising window between 17:00 and 20:00 – the new prime time. Here's to even more success over the next 60 years!

Hans-Joachim Strauch
Managing Director of ZDF Werbefernsehen GmbH

Advertising on ZDF – a successful history

1963 Broadcasting begins

On 1 April 1963, ZDF broadcasts for the first time. On just its second day of broadcasting, ZDF shows its first commercials. The popular Mainzelmännchen insert has been used to flank advertisements ever since. The "Werbefernsehen" (television advertising) department is responsible for the marketing and selling of advertising space.

1967 Pioneer of colour

On 25 August 1967, on the occasion of the International Consumer Electronics Fair in Berlin, ZDF broadcasts the first coloured commercial on German television. With the introduction of colour television, the Mainzelmännchen appear on the screen in colour for the first time, too.

1990 Relaunch of the Mainzelmännchen

The little guys experience their second relaunch and enter the nineties in a more modern and individual way.

1992 Introduction of sponsoring

ZDF programme sponsoring is made possible in order to secure mixed financing and to strengthen competition. The seven-second-long placements provide direct connection to the programme.

2003 Eternally young Mainzelmännchen

Fresher, cheekier, and fitter – the new Mainzelmännchen era captures the spirit of the times and increases the amount of attention paid to commercials. A Mainzelmännchen world with new dramaturgically oriented stories, new gags, and up-to-date props is created.

2007 Pioneer of widescreen

On 25 June 2007, a commercial for Deutsche Bank is the first German advert to be broadcast all over the country in 16:9 format.

2009 Television advertising subsidiary

ZDF Werbefernsehen GmbH, a subsidiary company wholly owned by ZDF, is created from the "Werbefernsehen" department. ZDF Werbefernsehen GmbH moves to its new premises on Erich-Dombrowski-Strasse in May 2010.

2010 Pioneer of picture definition

At 19:21 on 12 February 2010, ZDF fired the starting pistol for advertising in HD by broadcasting the first German TV advert (Henkel) in HD quality.

2012 Introduction of standardised loudness

A regulation enforcing audio loudness normalisation between blocks of programming as well as between stations took effect across Germany on 31 August 2012. The ZDF Werbefernsehen GmbH, together with ZAW, promotes audio loudness normalisation with accordance to ECU R 128 for commercials.

2012 Market leader

ZDF becomes market leader for the first time. ZDF's market dominance has been undisputed ever since. In the 2021 calendar year, an average of 24 million viewers watched ZDF every day.

2014 The new prime time

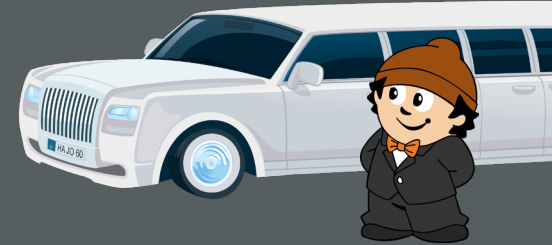
The old prime time that started at 8 pm is a thing of the past. With its high-quality programme, ZDF achieves higher reach from 17:00 to 20:00 than its commercial competitors between 20:00 and 23:00.



Classic advertising on ZDF – effective, powerful and affordable

ZDF ...

- offers a high-quality, family-oriented, appealing and varied early-evening programme schedule with strong programming brands, making it up-to-date, true to life, authentic and informative
- reaches target groups with considerable purchasing power as well as decision-makers with its programmes



Advertising on ZDF

- Short commercial breaks contain fewer competing messages and guarantee that your advert has an exclusive position. This increases the awareness of the individual advertising messages and thus their advertising appeal
- During the advertising breaks, the ads are handset, harmonised within other ads and broadcast in HD quality
- High-quality Wformats guarantee a strong reach and therefore make advertising on ZDF attractive and affordable

Mainzelmännchen

- The Mainzelmännchen are a strategic instrument which enhance the effect of advertisements
- As popular advert separators, they improve viewers' ability to remember commercials
- They make commercial breaks more entertaining, which increases acceptance of advertising
- They give your advert its own premium position, as each commercial is flanked by the Mainzelmännchen
- The inserts used are seasonal and event-based



Spot

Spot

ZDF Werbefernsehen – a fair partner for you!

Linear pricing structure for advert price calculations

The average length of a commercial in Germany is 18 seconds. Competitors with disproportionate price structures may charge up to 30 per cent more for an advert which is shorter than 30 seconds. ZDF Werbefernsehen always uses its one-second price as the basis for calculations. Your advert price is therefore calculated by multiplying the one-second price by the length of the commercial.

Adverts positioned at the beginning or end of a commercial break free of charge – following fair-share principle for advert placement

The basis for the distribution calculation is a customer's booked gross volume per month, i.e. the monthly turnover of a customer is viewed in comparison to the total turnover of all booked customers for this month. The percentage derived from this is used to calculate and distribute the proportion (target premium placements) of possible premium placements (first, second, penultimate and final adverts). This process is controlled by a computer. The first, second, penultimate and final adverts in the advertising block are weighted equally. In general, ZDF Werbefernsehen does not charge extra for first or final placements. The commercials will be placed manually, so that, where possible, no competing products will be broadcasted one after another.



Free obligatory OTC notice for commercials promoting pharmaceuticals

The statutory OTC notice for commercials promoting pharmaceuticals has, according to the national broadcasting agreement, not qualified as advertising since 1 April 2004. For this reason, unlike most of our competitors, we have been offering the standard four-second OTC notice for pharmaceutical commercials with a 100 percent discount.

Calculation example:

Length of commercial including OTC notice = 20 seconds, of which the actual and calculable length of the commercial amounts to 16 seconds for a commercial price of for example **€16,000**, you gain a price advantage of **€4,000**. Please read point 18 in our General Terms and Conditions for more information on this.

Commercial break schedules

Current information:
zdf-werbefernsehen.de/schema



ZDF werbe
fernsehen

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Time	Saturday
16:00	heute in Europa					15:15	Bares für Rares (1)
16:14	Single-Spot 70 34 16 18 Minimum commercial length: 20 sec.					15:35	01 09 15 01 €444/sec.*
16:15	Die Rosenheim-Cops (1)					15:37	Bares für Rares (2)
16:35	01 14 16 08 €594/sec.*					16:09	01 08 16 03 €402/sec.*
16:40	Die Rosenheim-Cops (2)					16:10	Die Rosenheim-Cops (1)
16:58	01 11 16 02 €513/sec.*					16:35	01 11 16 08 €513/sec.*
16:59	16:59:50	10 Seconds 80 35 16 85 Commercial length: 5–10 sec.			TOP positioning	16:36	Die Rosenheim-Cops (2)
17:00	heute					16:58	01 09 16 02 €444/sec.*
17:10	hallo deutschland					16:59	10 Seconds 80 30 16 85 16:59:50
17:44	Single-Spot 70 34 17 11 Minimum booking: 1 year					17:00	heute
17:45	Leute heute					17:05	Länderspiegel
17:50	Best Leute heute 05 31 17 09					17:35	plan b
17:52	Leute heute						
18:02	01 15 18 10 €618/sec.*					18:05	01 10 18 10 €465/sec.*
18:05	SOKO (1) Hamburg Potsdam Köln Wismar Stuttgart Linz Wien					18:06	SOKO (1) Kitzbühel München
18:25	01 18 18 20 €741/sec.*					18:25	01 14 18 20 €594/sec.*
18:30	SOKO (2) Hamburg Potsdam Köln Wismar Stuttgart Linz Wien					18:30	SOKO (2) Kitzbühel München
18:54	End credits split screen 60 43 18 21 Minimum booking: 1 month Minimum commercial length: 20 sec.					18:54	End credits split screen 60 37 18 21

TOP
positioning

TOP
positioning

18:55	01 15 18 30 €618/sec.*
18:58	Programme announcement
18:59	heute-Uhr 80 85 18 80 <div>18:59:40</div> Minimum booking: 120 sec. per week Commercial length: from 5 sec.
19:00	heute
19:17	News-Split Price upon request Minimum booking: 1 year

TOP
positioning

19:18	Best Wetter 50 54 19 60
19:20	wetter
19:21	Single-Spot 70 46 19 61 Minimum commercial length: 20 sec.

TOP
positioning

19:21	Programme announcement			
19:22	01 16 19 40 €675/sec.*	01 18 19 40 €741/sec.*	01 17 19 40 €696/Sek.*	01 17 19 40 €696/sec.*
19:25	WISO	Die Rosenheim-Cops (1)	Blutige Anfänger Hotel Mondial ZDFbesserer Serengeti Duell der Gartenprofis (1)	Notruf Hafenkante (1)
				Bettys Diagnose (1)

19:49	60 44 19 62	60 53 19 62	60 43 19 62	60 45 19 62	60 43 19 62
19:50	01 19 19 50 €810/sec.*	01 25 19 50 €1,080/sec.*	01 18 19 50 €741/sec.*	01 21 19 50 €888/sec.*	01 18 19 50 €741/sec.*
19:55	WISO	Die Rosenheim-Cops (2)	Blutige Anfänger Hotel Mondial ZDFbesserer Serengeti Duell der Gartenprofis (2)	Notruf Hafenkante (2)	Bettys Diagnose (2)

Short break | Minimum commercial length 20 sec.

18:55	01 11 18 30 €513/sec.*
18:58	Programme announcement
18:59	heute-Uhr 80 85 18 80 <div>18:59:40</div>
19:00	heute
19:17	News-Split

19:18	Best Wetter 50 52 19 60
19:20	wetter
19:21	Single-Spot 70 44 19 61

19:21	Programme announcement
19:22	
19:25	Die Bergretter Der Bergdoktor Lena Lorenz (1)

19:49	Short break
	60 42 19 62
19:50	01 17 19 50 €696/sec.*
19:55	Die Bergretter Der Bergdoktor Lena Lorenz (2)

Advertising rates

Current information:
zdf-werbefernsehen.de/preise



ZDF werbe
fernsehen

Price group	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
Classical advertising: price per second in euros													
07	365	420	428	420	376	253	246	246	383	435	461	432	372
08	394	454	462	454	406	273	265	265	414	470	498	466	402
09	435	502	511	502	448	302	293	293	457	519	551	515	444
10	456	525	535	525	470	316	307	307	479	544	577	539	465
11	503	580	590	580	518	349	339	339	528	600	636	595	513
12	529	610	621	610	545	367	356	356	556	632	670	626	540
13	550	634	645	634	567	381	370	370	578	656	696	651	561
14	582	671	683	671	600	404	392	392	612	695	737	689	594
15	606	698	711	698	624	420	408	408	637	723	766	717	618
16	662	763	776	763	682	459	446	446	695	790	837	783	675
17	682	786	800	786	703	473	459	459	717	814	863	807	696
18	726	837	852	837	748	504	489	489	763	867	919	860	741
19	794	915	932	915	818	551	535	535	834	948	1,004	940	810
20	835	963	980	963	861	579	562	562	878	997	1,056	988	852
21	870	1,003	1,021	1,003	897	604	586	586	915	1,039	1,101	1,030	888
22	894	1,031	1,049	1,031	921	620	602	602	939	1,067	1,131	1,058	912
23	959	1,106	1,126	1,106	989	666	646	646	1,008	1,145	1,214	1,136	979
24	992	1,144	1,164	1,144	1,022	688	668	668	1,042	1,184	1,255	1,174	1,012
25	1,058	1,220	1,242	1,220	1,091	734	713	713	1,112	1,264	1,339	1,253	1,080
26	1,103	1,271	1,294	1,271	1,136	765	743	743	1,159	1,316	1,395	1,305	1,125
27	1,135	1,309	1,332	1,309	1,170	787	764	764	1,193	1,355	1,436	1,343	1,158
28	1,171	1,350	1,374	1,350	1,207	813	789	789	1,231	1,398	1,482	1,386	1,195

Special-Ads: price per second in euros															
Price group	Day	Time	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
Single-Spot															
34	Mon–Fri	16:14	588	678	690	678	606	408	396	396	618	702	744	696	600
34	Mon–Fri	17:44	588	678	690	678	606	408	396	396	618	702	744	696	600
44	Sat	19:21	1,026	1,183	1,204	1,183	1,057	712	691	691	1,078	1,225	1,298	1,215	1,047
46	Mon–Fri	19:21	1,156	1,333	1,357	1,333	1,192	802	779	779	1,215	1,381	1,463	1,369	1,180
End credits split screen															
37	Sat	18:54	694	800	814	800	715	481	467	467	729	828	878	821	708
43	Mon–Fri	18:54	944	1,088	1,107	1,088	973	655	636	636	992	1,127	1,194	1,117	963
Split screen commercial break															
42	Sat	19:49	898	1,035	1,053	1,035	925	623	605	605	943	1,072	1,136	1,063	916
43	Wed/Fri	19:49	944	1,088	1,107	1,088	973	655	636	636	992	1,127	1,194	1,117	963
44	Mon	19:49	1,026	1,183	1,204	1,183	1,057	712	691	691	1,078	1,225	1,298	1,215	1,047
45	Thu	19:49	1,091	1,258	1,280	1,258	1,124	757	735	735	1,146	1,302	1,380	1,291	1,113
53	Tue	19:49	1,359	1,567	1,595	1,567	1,401	943	915	915	1,429	1,623	1,720	1,609	1,387
Best Leute heute															
31	Mon–Fri	17:50	503	580	590	580	518	349	339	339	528	600	636	595	513
Best Wetter															
52	Sat	19:18	1,264	1,458	1,484	1,458	1,303	877	851	851	1,329	1,509	1,600	1,496	1,290
54	Mon–Fri	19:18	1,385	1,597	1,625	1,597	1,427	961	933	933	1,455	1,653	1,752	1,639	1,413
“10 Seconds“ heute 17:00															
30	Sat	16:59	473	546	555	546	488	328	319	319	497	565	599	560	483
35	Mon–Fri	16:59	603	695	707	695	621	418	406	406	633	720	763	713	615
“heute-Uhr“ 19:00															
85	Mon–Fri	18:59	Please refer to prices on page 13												



“heute-Uhr”

The unique advertising spot
for your commercial in full-screen
format before ZDF “heute” at 19:00



18:59:17



18:59:48



18:59:56



19:00:00

Placement

The position provided by “heute-Uhr” is German television’s oldest “special advert position”. We position your commercial directly before the “heute” news at 19:00. It is then broadcast from Monday to Saturday at 18:59, straight after the trailer for the highlight of the day.

Programme environment provided by “heute” at 19:00

- The main news of the day – one of the most up-to-date, informative and reliable news programmes in German television*
- Strong commercial break reach and CPM: In the first quarter of 2022, “heute-Uhr” reached 2.048 million householders at the attractive CPM of €14.13 (20’)**

Benefits

- Guaranteed attention thanks to the special positioning
- Fast market penetration because of the wide reach and because your advert is being broadcast for an entire calendar week
- Positive image transfer because your advert is placed directly before “heute”

* Source: Mindline Media 2021, representative survey E14+, N = 2,800.

** Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, Mon–Sat, TA 80, market standard: moving picture.

*** For over-the-counter products, an additional 4-second-long statement is legally required.

Booking and advert information

- Minimum booking***: 120 seconds per week
- Commercial length***: At least five seconds. Different designs with varying commercial lengths may be used each day
- Bookings are fixed. Cancellation 12 weeks before the first broadcast date is possible in exceptional cases if a good reason is given
- When designing your commercial, please bear in mind that news-like themes should be avoided

Wide reach, attractive CPM (householders)

Commercial break reach comparison

heute-Uhr	18:59	2.048 m.
Best Minutes	19:58	1.840 m.

CPM comparison

heute-Uhr	18:59	€14.13
Best Minutes	19:58	€25.77



Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, Q1/2022, market standard: moving picture, Mon–Sat, TA 80, CTP at 20 seconds.

„heute-Uhr“: 18:59 price group 85

Week no.	Days	Cost/sec.	Weekly price for 20 sec.
1	02.01.–08.01.	6	€1,299
2	09.01.–15.01.	6	€1,299
3	16.01.–22.01.	6	€1,299
4	23.01.–29.01.	6	€1,299
5	30.01.–05.02.	6	€1,494
6	06.02.–12.02.	6	€1,494
7	13.02.–19.02.	6	€1,494
8	20.02.–26.02.	6	€1,494
9	27.02.–05.03.	6	€1,546
10	06.03.–12.03.	6	€1,546
11	13.03.–19.03.	6	€1,546
12	20.03.–26.03.	6	€1,546
13	27.03.–02.04.	6	€1,546
14	03.04.–09.04.	5	€1,533
15	10.04.–16.04.	5	€1,533
16	17.04.–23.04.	6	€1,533
17	24.04.–30.04.	6	€1,533
18	01.05.–07.05.	5	€1,312
19	08.05.–14.05.	6	€1,312
20	15.05.–21.05.	5	€1,312
21	22.05.–28.05.	6	€1,312
22	29.05.–04.06.	5	€779
23	05.06.–11.06.	6	€779
24	12.06.–18.06.	6	€779
25	19.06.–25.06.	6	€779
26	26.06.–02.07.	6	€779

Week no.	Days	Cost/sec.	Weekly price for 20 sec.
27	03.07.–09.07.	6	€766
28	10.07.–16.07.	6	€766
29	17.07.–23.07.	6	€766
30	24.07.–30.07.	6	€766
31	31.07.–06.08.	6	€766
32	07.08.–13.08.	6	€766
33	14.08.–20.08.	6	€766
34	21.08.–27.08.	6	€766
35	28.08.–03.09.	6	€766
36	04.09.–10.09.	6	€1,364
37	11.09.–17.09.	6	€1,364
38	18.09.–24.09.	6	€1,364
39	25.09.–01.10.	6	€1,364
40	02.10.–08.10.	5	€1,533
41	09.10.–15.10.	6	€1,533
42	16.10.–22.10.	6	€1,533
43	23.10.–29.10.	6	€1,533
44	30.10.–05.11.	6	€1,637
45	06.11.–12.11.	6	€1,637
46	13.11.–19.11.	6	€1,637
47	20.11.–26.11.	6	€1,637
48	27.11.–03.12.	6	€1,637
49	04.12.–10.12.	6	€1,559
50	11.12.–17.12.	6	€1,559
51	18.12.–24.12.	6	€1,559
52	25.12.–31.12.	4	€1,559

Date of issue: July 2022. Valid from 1 January 2023. Changes and misprints reserved.

Special-Ads

Current information:
zdf-werbefernsehen.de/special-ads



"10 Seconds"

Your countdown to
ZDF "heute" at 17:00



Placement

An additional 4-second notice is legally required for over-the-counter products.

Programme environment provided by "heute" at 17:00

The first main early-evening news broadcast with the day's most important events from across the world. It is comprehensive, up-to-date and reliable.

Benefits

- High attention levels, as your commercial is given an exclusive position by itself and broadcast just before the "heute" news
- Short commercial length, high flexibility and low budget commitment

Booking and advert information

- Commercial length*: 5–10 seconds
- Confirmed bookings are fixed
- When designing your commercial, please bear in mind that newslake themes should be avoided

* For over-the-counter products, an additional 4-second-long statement is legally required.

** For advertising rates, please have a look at page 11.

1 commercial
from
€1,595**



“News split screen”

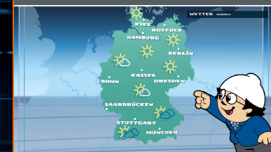
Your solo appearance after ZDF
“heute” at 19:00 for a whole year



19:17:49



19:17:50



19:18:00

Placement

Every day from Monday to Saturday at 19:17 for an entire year.
Your commercial is broadcast during the “credits” just before the
“heute” news.

Programme environment provided by “heute” at 19:00

- The main news stories of the day
- “heute” one of the most up to date, informative and most reputable news programmes on German television*

Benefits

- Excellent efficiency thanks to the dominance gained through your advert appearing for an entire year
- High attention levels thanks to the exclusive position given to your advert
- Positive image transfer because your advert is broadcast directly before the high-quality “heute” news programme starting at 19:00

* Source: Mindline Media 2021, representative survey, E 14+, N = 2,800.

Booking and advert information

Only bookings for an entire year can be accepted.
We would be glad to prepare an individual quote for you.

Contact

Heike Fisseler

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"Best Wetter"

The "best" for your
advertising message



19:18:53



19:18:54



19:19:24



19:19:27



19:19:57

Placement

Monday to Saturday at 19:18, straight after the "heute" news and just before the weather – and flanked by topical weather Mainzelmännchen.

The programme environment "heute 19:00 – weather"

- "heute": main daily news presented by Barbara Hahlweg, Jana Pareigis and Mitri Sirin, the in-studio editors
- The ZDF weather: The expertly prepared weather news straight after the "heute" news, presented by the ZDF meteorologists, are quality and effect guarantors

Advantages

- High viewing figures, thanks to its slot between two widely covered, attractive programmes
- Short commercial breaks: break duration is limited to 90 seconds/ on average three advertising partners

Booking and advert information

- Commercial length*: starting from 5 seconds
- Continuous and single bookings possible
- If an ad substantially relates to weather updates, short-notice design edits on the day of broadcast (Mon–Fri) are possible up until 11 am

ZDF "Best Wetter": wide reach, attractive CPM (householders)

Commercial break reach comparison

Best Wetter	19:18	3.964 m.
Best Minutes	19:58	2.965 m.

CPM comparison

Best Wetter	19:18	€7.32
Best Minutes	19:58	€15.99



Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, Q1/2022, market standard: moving picture, Mon–Sat, TA 50, 80, E 14+, CPT at 20 seconds.

* For over-the-counter products, an additional 4-second-long statement is legally.

"Single-Spot"

Your commercial in selected programme environments



19:20:59



19:21:00



19:21:04



19:21:24



19:21:28

Placement/programme environments

heute in Europa

Monday to Saturday at **16:14** after "heute in Europa"

Leute heute

Monday to Friday at **17:44** before "Leute heute"

WISO

Mondays at **19:21** after the weather and before "WISO"



Tuesday to Saturday at **19:21** after the weather and before the **19:25** series

Benefits

- Your advert is very effective because it is given an exclusive position outside of the classic commercial breaks
- High attention levels because of your advert's proximity to high-quality programmes with wide reach

Booking and advert information

- Minimum commercial length*: 20 seconds
- Confirmed bookings are fixed

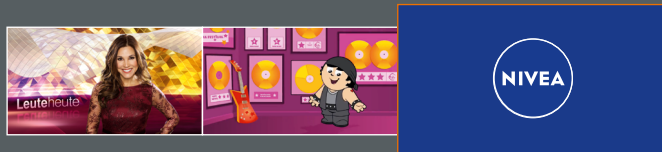
Service

- Single split screen for special programming
- Special positioning close to highlight programmes

* For over-the-counter products, an additional 4-second-long statement is legally required.



„Best Leute heute“



17:49:50

17:49:58

17:50:00

Placement

From Monday to Friday at **17:50** between the first and second part of **“Leute heute”** – flanked by spots based on the format featuring the **“Mainzelmännchen”** animated characters.

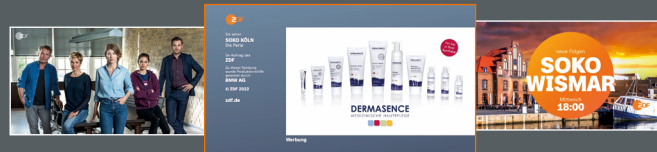
Programme environment

“Leute heute” – the daily people and lifestyle magazine programme. This live programme with Karen Webb and Marcus Fahn provides exclusive insights into the world of celebrities and beautiful people.

Benefits

- Attention-grabbing special placement in the most successful people magazine on German television
- Brief advertising spots, limited to 90 seconds or an average of three advertising partners

“End credits split screen”



18:54:39

18:54:40

18:55:00

Placement

Monday to Saturday at **18:54**, **exclusive positioning for your advert in the SOKO credits.**

Programme environment

Excellent murder mystery entertainment in prime-time quality.

Booking and advert information

- Minimum booking: 1 month – can be shared between several customers for one agency
- Minimum commercial length**: 20 seconds
- Pre-production phase: 3 weeks
- Confirmed bookings are fixed

Benefits

- High attention levels thanks to the placement in the SOKO programmes, which have a wide reach
- Efficient and effective advertising opportunities: In the first quarter 2022, the credits split reached 16.2 percent of householders at an extremely attractive CPM of €6.45 (based on 20 seconds)*

* Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, Q1/2022, market standard: moving picture, Mon-Sat.

** For over-the-counter products, an additional 4-second-long statement is legally required.

"Split screen commercial break"



WISO

Placement

Mondays at **19:49** after the first part of WISO, i.e. during the transition from the programme itself to the commercial break which comes next.

Programme environment

"WISO" – Germany's best known business programme with up to 2.9 million viewers per episode.*

Benefits

Very high attention levels and therefore excellent advert effectiveness thanks to

- exclusive positioning
- the fact that your commercial is broadcast during a top-quality programme with a wide reach

Series at 19:25

Placement

Tuesday to Saturday at **19:49** after the first part of the **19:25** series, i.e. during the transition from the programme itself to the commercial break which comes next.

Programme environment

Tuesday to Thursday – crime and action

- e.g. with **"Die Rosenheim-Cops"** on Tuesday
– over **4.4 million viewers** per episode*

Fridays and Saturdays – family entertainment

- e.g. with **"Der Bergdoktor"** on Saturdays
– **3.7 million viewers** per episode*

Booking and advert information

- Minimum commercial length**: 20 seconds
- Confirmed bookings are fixed

* Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, Q1/2022, viewers from the age of three, market standard: moving picture.

** For over-the-counter products, an additional 4-second-long statement is legally required.



Year in Sport on ZDF in 2023

2023 will kick off with two top sporting events. In January, the 28th World Men's Handball Championship will be held in Poland and Sweden. Germany will be looking to relive its former glory days after finishing in a disappointing 12th place in the last World Championship. All eyes will turn to Thuringia at the start of February, as Oberhof is set to host the Biathlon World Championship. For the German Olympic champion Denise Herrmann, the World Championship will be the perfect opportunity to finish a long and storied career in her own backyard. At the same time as this sporting highlight, the 47th Alpine World Ski Championships will be taking place in Courchevel and Méribel (France), and German athletes will be going for gold. The same can be said for the 54th Nordic World Ski Championships, which will be held in Planica (Slovenia) in late February and early March.

ZDF will get the ball rolling in the second quarter of 2023, as the focus of our sports reporting will shift to the UEFA Champions League and

DFB-Pokal. The main Olympic sports will return to our screens in the summer months, as the Canoe Spring World Championships will be held in Duisburg. For the first time in the history of cycling, athletes will be competing for titles in 13 different disciplines in Glasgow (Scotland). In August, the 19th World Athletics Championships will be held in Budapest (Hungary). But before that, all eyes will be on the finals of the 9th Women's Football World Cup in Australia and New Zealand. The World Aquatics Championships are scheduled for autumn in Doha (Qatar). In addition to a whole lot of football, the focus will return to winter sports at the end of the year with events such as the Four Hills Tournament.

You can increase your reach by up to 10 percent during our live sports streams (compared to the television reach measured by GfK). Here, too, your advertising will be broadcast live during the programme to generate valuable contact points.

The most important sporting events of the year 2023 on ZDF

Jan. – Mar. 2023	Winter sports: biathlon, Nordic and alpine skiing, all world championships
11 – 29 Jan. 2023	Handball: World Men's Championship in Poland and Sweden
08 – 19 Feb. 2023	Biathlon: World Championships in Oberhof
06 – 19 Feb. 2023	Alpine skiing: World Championships in Courchevel and Méribel (France)
21 Feb. – 5 Mar. 2023	Nordic skiing: World Championships in Planica
3 Jun. 2023	Football: DFB-Pokal final in Berlin
Jun. 2023	Football: UEFA Champions League final in Istanbul (Turkey)
Jun. 2023	Tennis: 30th Terra Wortmann Open in Halle / Westf.*
Jun./Jul. 2023	Multi-sport event: Die Finals in Düsseldorf/Duisburg
Jun./Jul. 2023	Canoeing: World Championships in Duisburg*
Jul. 2023	Triathlon: ITU World Series in Hamburg*
20 Jul. – 20 Aug. 2023	Football: FIFA Women's World Cup™ in Australia/New Zealand
30 – 13 Aug. 2023	Cycling: UCI Cycling World Championships in Glasgow (Scotland)
19 – 27 Aug. 2023	Athletics: World Championships in Budapest (Hungary)
Oct./Nov. 2023	Swimming: World Championships in Doha* (Qatar)
28 Dec. – 6 Jan. 2024	Winter sports: Four Hills Tournament

Not all plans for the 2023 sports year have been completed yet.
Further dates may be added or postponed due to short-term developments.



Contacts

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You can find the dates and prices for current sporting events on our website:
[zdf-werbefernsehen.de/sport](https://www.zdf-werbefernsehen.de/sport)

Sponsoring

Current information:
zdf-werbefernsehen.de/sponsoring



**ZDF werbe
fernsehen**



High attention levels for your brand communication

- Programme sponsoring enables you to benefit from an unmistakable appearance in the programme itself: Exclusivity, high levels of attention and audience acceptance are guaranteed!
- With a seven-second trailer just before the start of the programme, as soon as the programme ends, and before or after a commercial break as well if necessary, the reach and effect are magnified greatly.
- This established communication tool allows you to benefit from strong ZDF programme brands and to enhance awareness in a unique manner.
- You can select from high-quality programmes with a wide reach – including those broadcast in advert-free environments in the morning or afternoon.

Contacts

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Reach and market shares of selected programmes



Sport in the ZDF-Morgenmagazin

Mondays to Fridays,
05:30 – 09:00

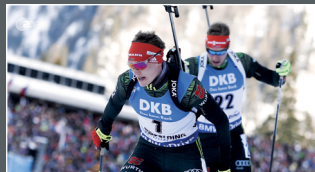
0.779 million/20.7 %*



Bares für Rares

Mondays to Fridays, 15:05

2.423 million/21.9 %*



Biathlon Season

November 2022–March 2023

2.766 million/23.8 %**



Leute heute

Mondays to Fridays, 17:45

2.776 million/16.9 %*



Handball World Cup

11–29 Jan. 2023

3.889 million/12.2 %***



SOKOs

Mondays to Fridays, 18:05

3.965 Mio./19.8 %*



The Finals

06–09 Jul. 2023

0.842 million/8,0 %****



Weather after "heute" news

Mondays to Fridays, 19:18

3.816 million/15.8 %*

* Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 03. Jan–31 Mar. 2022, E 14+, market standard: moving picture.

** Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, Biathlon Season 2021/22, 27 Nov. 2021–20 Mar. 2022, E 14+, market standard: moving picture.

*** Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, Handball World Cup 2021, 13–31 Jan. 2021, E 14+, market standard: moving picture.

**** Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, The Finals 2021, 03–06 Jun. 2021, E 14+, market standard: moving picture.

The guidelines for advertising, sponsoring, competitions and production aid from 10 December 2021 and the rules of practice for organising references to sponsors pursuant to section 12 of the ZDF guidelines for advertising, sponsoring, competitions and production aid from 26 February 2014 are the basis for programme sponsoring.



Television planning with consumer target groups

Minimisation of scatter loss is essential in order to advertise efficiently. For this reason it is important to be able to translate the marketing target group 1:1 into the media target group. Take advantage of this opportunity by planning with consumer target groups, saving the detour via socio-demographic target groups (for example heads of the

household 20–49). This lets you target specific customers. The GPS and t.o.m. FMCG tools give agencies and their clients access to different consumer target groups in the AGF / GfK television panel for TV planning.

GPS – the global premium shopper, alternative to 14 to 49

ZDF commercial television has developed the Global Shopper Typology (GPS) in cooperation with the association for consumer research (GfK). This typology offers interested parties the ideal introduction to planning with buyer target groups. It models the purchasing behaviour of the TV viewers in 250 merchandise groups, measured by barcode. GPS is the result of a regularly updated fusion of buyer target groups from the GfK ConsumerScan with the AGF/GfK TV panel. The typology, which has already been used in advertiser marketing, encompasses promotional and label shoppers, as well as premium and brand shoppers. Subscribers to AGF data can procure the typology for the AGF standard software free of charge from ZDF commercial television.

t.o.m. FMCG* – the tool for individual market segments

This is the right instrument for those who want to know more following the aggregate consumer representation with GPS and the TV optimiser for FMCG markets: The planner currently has several shopping baskets full of everyday products at his/her disposal. Different target group versions can be evaluated within the shopping basket: On one hand, similar to the GPS typology, according to type of buyer (premium/brand/promotional/label shoppers) and on the other hand according to purchase frequency (heavy/medium/light shoppers). As a result, the premium consumers in the “non-alcoholic beverages” segment can be analysed just as effectively as consumers of different mineral water brands. The tool covers all of the brands in the shopping basket that have at least 5 percent customer reach in the analysis period.

* FMCG = Fast Moving Consumer Goods, i.e. consumer goods such as food, body care products, cleaning products etc., which consumers purchase on a frequent basis.

GPS premium/brand name purchasers*		t.o.m. FMCG *Premium and brand buyers non-alcoholic beverages**		t.o.m. FMCG *Premium and brand buyers cookies***	
reach	CPM	reach	CPM	reach	CPM

17:00–20:00

ZDF	1.160 m.	€18.45	0.936 m.	€22.84	0.979 m.	€21.84
ARD	0.835 m.	€27.76	0.777 m.	€29.84	0.746 m.	€31.06
RTL	0.392 m.	€54.44	0.361 m.	€59.17	0.432 m.	€49.45
SAT.1	0.238 m.	€38.95	0.185 m.	€50.10	0,273 m.	€33.94
PRO 7	0.167 m.	€83.28	0,151 m.	€92.36	0,146 m.	€95.53

20:00–23:00

RTL	0.571 m.	€93.17	0.525 m.	€101.33	0,613 m.	€86.73
SAT.1	0.279 m.	€102.61	0.238 m.	€120.27	0,305 m.	€94.03
PRO 7	0.272 m.	€139.62	0.233 m.	€163.20	0,297 m.	€127.66



* Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 01 Jan.–31 Mar. 2022, market standard: moving picture, Mon–Sat, TA 1–30.

GPS Premium/brand buyers: all persons (E 14+) in a GPS Premium or brand buyer household.

TV optimiser for FMCG markets *Premium and brand buyers of soft drinks*: all persons (E 14+) in a household that prefer to buy premium brands and brands in the product group *soft drinks*.

t.o.m. FMCG *Premium and branded baked confectionery shoppers*: all persons (E 14+) in a household who prefer to buy premium and branded baked confectionery products.

**The category of "baked confectionery" includes all kinds of biscuits (e.g. butter biscuits, double biscuits, cookies) and various pastries (e.g. puff pastry, wafers), waffles, rusks.

Number 1 in the high-end consumer target groups

Planning on consumer target groups enables advertisers to address accurately without scattering losses. Evaluations show that high-end target groups from various sectors can be reached best on ZDF. High levels of coverage at the lowest CPT guarantee an efficient usage of your advertising budget.

The ZDF commercial television market and advertising research department and Media Service will be happy to provide you with information or non-binding sample assessments.

Contacts

Market and Advertising Research

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Discounts

Scale of discounts

If within a calendar year at least the gross sales volume of an advertiser has diminished as indicated below, the rebate will be granted for the standard volumes as listed in the rebate list. Sponsoring will not be taken into account in the gross sales volume related to the rebate. The prices for these will be agreed separately.

from	€0.40 million	1.0%	€2.50 million	6.0%
	€0.50 million	1.5%	€3.00 million	7.0%
	€0.75 million	2.0%	€3.50 million	8.0%
	€1.00 million	3.0%	€4.00 million	9.0%
	€1.50 million	4.0%	€5.00 million	10.0%
	€2.00 million	5.0%		

ZDF Werbefernsehen calculates and grants the discounts and prices listed in the respective valid price list. Prices listed do not include value-added tax. The confirmed bookings form the basis of the settlement.

Please take note of the high performance levels and profitability with many target groups compared with the results achieved by the competition, and the exceptional programme quality. You can find further information in "Advertising on ZDF (Page 6) and "Service/impact" (Page 24). Please talk to us about this!

Group discounts

Corporate rebates require the written confirmation of ZDF Werbefernsehen. Enquiries and verification of the group responsibility must be presented in writing to ZDF Werbefernsehen no later than 30 June in the respective calendar year. Otherwise it will not be possible to take this into account in the year concerned. ZDF Werbefernsehen will grant a corporate rebate for several advertisers if the capital share held by the subsidiary company/companies in the parent company stands at a level of more than 50 percent on 1 January of the calendar year. Corporate rebates will be granted only for the duration of the group affiliation. Departure from the group must be announced without undue delay. Where departures from the group are concerned a pro rata rebate at most will be awarded within the calendar year. Evidence of the group status with respect to corporate enterprises must be confirmed by an accountant or by presentation of the last annual report, while for civil partnerships the status should be confirmed by the presentation of an extract from the commercial register.

The contract partner will be obliged to keep information regarding the rebate awarded confidential and not to forward this to any third party.



Broadcasting materials

ZDF Werbefernsehen must be provided with broadcasting materials at least five days prior to transmission. After prior consultation a shorter term delivery will also be possible.

You can deliver your broadcast documents filebased. You can find detailed information on delivery at:

www.zdf-werbefernsehen.de/spotanlieferung

The following technical requirements apply:

Video encoding:

- XDCAM HD 422, 720p/50 or 1080i/25, 50MBit/s, container format: MXF OP1a
- AVC-I100, 720p/50 or 1080i/25, container format: MXF OP1a

Audio encoding: Linear PCM, 24 Bit / 48 kHz. Channel assignment: stereo audio feed on track 1 and 2, modulation in accordance with the technical guidelines.

Broadcasting materials must be produced and customised according to the “technical guidelines for television productions”, and supplied with clear VTR cards containing a description. The “TPRF_HDTV” guidelines are published by the Institut für Rundfunktechnik (Broadcast Technology Institute) in Munich and can be viewed at: www.irt.de. The standardised volume modulation complying with EBU R128 is a constituent part of the guidelines.

Our Settlements department will be happy to answer your questions regarding the delivery of advertising spots.

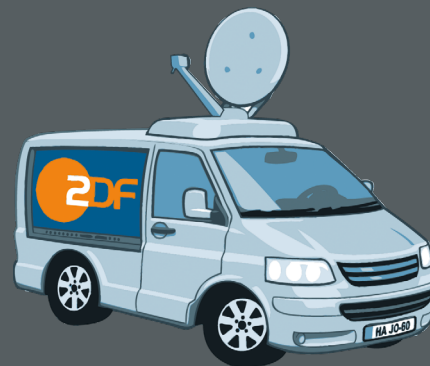
Storage and return of advertising broadcast tapes / archiving of commercials

Broadcast tapes may be returned at the customer's expense if requested. Return must be requested within 14 days of receipt of the commercial. After 14 days, ZDF Werbefernsehen will be entitled to destroy tapes or dispose of them in any other way, in which case the customer will have no entitlement to any claim. Commercials are archived on a ZDF server, and ZDF will be entitled to delete commercials from this server 12 months after they have been broadcast for the last time. If an advert is to be used after this 12 month period has expired, please inform us in good time.

Sponsoring of broadcast materials

Broadcast materials for programme sponsoring must be in the possession of ZDF Werbefernsehen 5 working days before transmission. However, where necessary by special agreement a short-term arrangement can apply also for the delivery of a tape. The broadcast materials can be delivered in a digital file also where sponsoring is concerned. You can find the details at

www.zdf-werbefernsehen.de/traileranlieferung



General Terms and Conditions of Business

Current information:
zdf-werbefernsehen.de/agb



ZDF werbe
fernsehen

1. The contract

ZDF Werbefernsehen GmbH (hereinafter ZDF Werbefernsehen) will market exclusively in its own name and for the account of ZDF. Within the framework of the available transmission time and taking as a basis the applicable price list and the General Terms and Conditions below, ZDF Werbefernsehen will accept orders for advertising on ZDF. Such advertising must conform to the laws and the State Broadcasting Treaty as well as the ZDF guidelines for advertising and sponsoring. A contract for the acceptance of an order will come into effect following written or electronic confirmation of the order by ZDF Werbefernsehen. The contract will apply to the content confirmed by ZDF Werbefernsehen insofar as the contract partner does not object in writing to the contract content within three working days of receipt.

A confirmation of the order will apply to the advertiser respectively named in the order. This will contain data regarding the client and the contractor, the advertisers, the volumes booked, the length of the commercials, the commercial break, and as a rule the editorial environment.

The broadcast date booked for an advertiser may not be transferred to another advertiser or to another advertising agency. Exceptional cases will require the agreement of ZDF Werbefernsehen. ZDF Werbefernsehen will reserve the right to forward order confirmations to the customers following customer requests. Orders will be processed within a calendar year. The contract year will be the calendar year.

2. Joint advertising

The transmission of commercials, in which products, brands or services are to be advertised for several different companies at once, will in principle not be permitted. This will apply also to the integration of social network services. Exceptional cases will require the agreement of ZDF Werbefernsehen.

3. Agency commission

ZDF Werbefernsehen grants an agency commission of 15 percent on the net reimbursement amounts on the basis of the advertisements issued by an agency, provided that they advise their clients and prove that they have provided appropriate services, e.g. with a certificate of registration under "Subject and Company".

4. Methods of payment

Invoicing for advertisements will generally take place in the month before the transmission, with the invoice date being the fifth day of the month in which the advert is broadcast. Invoices must be paid in full no later than 25 days from the invoice date. A 2 percent discount will be given for payments that are made within ten days. The final invoice for the month of transmission will be drawn up on the first working day of the following month. If there are differences resulting from changes to bookings or different discount terms have been agreed, these will be invoiced or credited separately. Payment must be made within ten days – the discount will also apply in this case. Credit notes must be redeemed. If this is not possible, a payment will be made. If the invoice with the credit note has had a discount deducted, the corresponding discount amount will also be deducted from the amount of the credit note.

Invoicing for sponsoring takes place pursuant to individual contractual arrangements. No discount will be given. Regarding the due date of payments and the processing of credit notes, the rules for advertisements apply. ZDF Werbefernsehen reserves the right to demand payment in advance. Pre-payment applies to first-time contractual partners and contractual partners who are based abroad. The pre-payment must have been received at the latest 3 working days before the first time the invoiced service is broadcasted - the discount will also apply in this case. If a payment is late, ZDF Werbefernsehen reserves the right to stop the broadcast of the advertisements/references to sponsors or to withdraw from the contract completely. In this case, the client will not be entitled to seek compensation. ZDF Werbefernsehen will calculate any interest charges on the arrears at the statutory rate. If a cheque is sent, the date of payment applying will be the date upon which the cheque is received by ZDF Werbefernsehen. All services are charged plus the value-added tax rate valid at the time the service is provided. This is listed separately.

Transfers are to be made to the account specified on the invoice. The day on which the amount is credited to the account will be considered the day of payment.

5. Broadcasting material

As a rule, the motif plans and broadcasting documents must be submitted by the client to ZDF Werbefernsehen at least 5 working days before the broadcast. These documents will be checked by ZDF for usability. Any changes to the broadcasting documents must be agreed upon, unless they are necessary for adaptation to the broadcasting standards. The design costs for broadcasting documents (image and sound) shall be borne exclusively by the client. ZDF Werbefernsehen will notify the client immediately, stating reasons, if the broadcasting documents are unusable or do not comply with the contractual requirements. The client agrees that ZDF Werbefernsehen may make the broadcasting documents available to supervisory authorities or controlling bodies (e.g. German Advertising Council) within the scope of its legal and statutory duties. The client may limit this consent in individual cases or withdraw it altogether.

6. Right to refusal

ZDF Werbefernsehen will reserve the right to refuse the transmission of the commercial due to its content, origins or technical form in accordance with objectively defined principles, especially if the content violates moral or legal requirements or the interests of ZDF.

If the refusal of the documents takes place for reasons for which ZDF is at fault, the client may withdraw from the contract. If the client is responsible for the refusal of the broadcast materials he must provide replacements without delay. If replacements should not be available in good time, ZDF Werbefernsehen will notwithstanding retain the right to remuneration. If the commercial is transmitted despite the initially stated refusal, the right of ZDF Werbefernsehen to remuneration will remain unchanged.

7. Responsibility for content

The client will bear the responsibility for the content of the sound and image media made available to ZDF Werbefernsehen, will be liable for their legal admissibility and will indemnify ZDF and ZDF Werbefernsehen against claims made by third parties.

8. Rights of use

(1) As concerns the commercial/sponsoring handed over to ZDF Werbefernsehen, the client will transfer to ZDF the right, and that is to say with regard to time, location and content to the extent that is required for the execution of the order in the Federal Republic of Germany, to send the commercial/sponsoring to broadcasters of all kinds. This right will include the distribution of broadcast programmes, including live streaming, in every technical format (including the use of so-called "Internet protocols": "IPTV") especially

- terrestrial (such as for example by DVB-T, DVB-H, DMB or corresponding successor technologies such as for example DXB)
- by cable (in all technical formats such as for example broadband, DSL or corresponding successor technologies (X-DSL), including authorisation for the integral cable retransmission of programmes both domestically and abroad
- and by satellite transmission.

(2) Except when purchased by the client, the rights to the music contained in the commercial/sponsoring will be assigned by GEMA and transferred to ZDF. In the case that GEMA does not claim broadcasting rights for the music used in the spot/trailer, customers are required to get a license.

(3) The client will guarantee that ZDF Werbefernsehen will be sent only broadcasting materials for the transmission of commercials for which he has purchased and satisfied all the necessary copyright and usage rights as specified in section (1). To enable the settlement of invoices with GEMA, the client must provide to ZDF in written form the required details about the music used in the commercial/sponsoring, in particular the length of the music title used, the composer and the title, or AVW-number. These details must be included in the motif plans or in the broadcast materials.

9. Placement

ZDF Werbefernsehen will award no specific positioning within a block of adverts. Exclusion of competition will not be guaranteed either within a block of adverts nor in the special-ads or sponsoring in the area surrounding the block of adverts.

10. Broadcast confirmation

At the end of the month in which the materials were sent, confirmation of the transmissions will be made available to the client along with the details of the actual time broadcast, the respective advert block and the motifs sent.

11. Planning times/delaying of advertising broadcast

Agreed transmission times will be observed wherever possible. If a commercial cannot be transmitted in the advert block as planned or in the expected editorial environment, ZDF can transmit it under other conditions with the consent of the client. Such an agreement will not be necessary with postponements involving insignificant periods of time. The postponement of a commercial will be considered insignificant if it takes place within the same editorial environment and it will not lead to the transmission of an advert block more than 15 minutes before or after the originally scheduled time. Exceptions to this will be postponements during live sporting events. Here the specified tolerance range may exceed 15 minutes where necessary.

If agreement could not be obtained or was not issued after the event, the client may demand a replacement transmission of the commercial at an available time under similar conditions. If this is not possible the client may assert the right to a reduction in the price in accordance with the extent of the poor or deficient performance. Any additional claims shall be excluded.

12. Delays due to identity of individuals

ZDF Werbefernsehen reserves the right to reschedule the transmission of commercials to another day at a similar time where possible if personalities who are appearing on ZDF programmes on the same day also make a contribution to the advertisements. Where major sporting events are concerned, this will apply to participating sportsmen and women, trainers, and supervisors who are partly subject to special conditions, which will be communicated with the quotation.

13. Guarantee

If ZDF Werbefernsehen supplies a reduced service which is outside its control, the customer's rights under warranty are restricted to a choice of retransmission at a comparable time or a reduction in rate corresponding to the extent of the reduced service. A reduced service occurs, e.g. if more than 10 percent of the technical reach recorded for the IVW audit is not achieved, or if transmission is of reduced quality. Apart from this, the customer may not assert any claims, in particular due to failure of satellite broadcasting. The relevant cable network operators are

responsible for feeding the regionally suitable TV signals into the German cable network. Liability on the part of ZDF Werbefernsehen is excluded in this respect. In the case of a slightly negligent breach of fundamental obligations, ZDF Werbefernsehen is liable only to the amount of typically foreseeable damage. The customer's right to claim under warranty expires after 12 months.

14. Force majeure

Either party may withdraw from the contract with immediate effect in the case of force majeure, unless ZDF Werbefernsehen has already completed its services. ZDF Werbefernsehen is obliged to reimburse the customer the fee charged for commercials that were not broadcast. The client is not entitled to make any further claims. Force majeure includes riots, fire, power failure, natural disasters, storm damage, strikes, lockouts, damage due to construction work and similar events that the contractual parties are not responsible for.

15. Cancellation

The client can withdraw from the contract free of charge if he terminates the contract, either totally or partially, in writing at least 6 weeks before the date agreed for the first transmission. In the case of any later termination the legal provisions as foreseen by § 649 (2) of the German Civil Code (BGB) will apply. The right to termination will not apply to bookings made in the areas of sport, special-ads (single commercial, split screen etc.) and sponsoring.

16. Price changes

Any changes to the broadcast price will take effect for existing orders at the earliest one month after the information has been communicated to the client. In such a case the client may withdraw from the contract on the date when the change takes effect. In this case the client must inform ZDF Werbefernsehen of his withdrawal in writing without delay, at the latest within 2 weeks of the notification of the change being given.

ZDF Werbefernsehen will reserve the right to impose surcharges at the quoted price for booking advertisements in the area surrounding the transmission of events which are the source of particular public interest.

17. References in other advertising mediums

Reference may only be made to an advertisement appearing on ZDF in other advertising media outlets if it is made clear there the advertisement involved is not a transmission for use in general programming but is rather one used in a programme supporting a promotion. Formulations which connect the transmissions of the commercials with ZDF will not be permitted. The use of ZDF Werbefernsehen logos will require the agreement of ZDF Werbefernsehen.

18. OTC notice

With advertising for medicines as defined within § 4 (3) of the German Healthcare System Act (HWG), the mandatory OTC notice will be broadcast by ZDF free of charge insofar as this corresponds to the standard recommended by the OMG or the BAH (grey background, white text, exactly 4 seconds long, guaranteed neutrality in the sense of no advertising bias whatsoever). Any differences will be invoiced to the mandatory OTC notice. Please note that the information regarding the minimum booking length for special-ads as defined in the price list must be understood to exclude the free 4 seconds long mandatory OTC notice.

19. Confidentiality

The parties will be obliged to keep confidential, and not to make available to third parties, all the information and data which they obtain from the other respective contract partner in connection with the execution of this contract. This obligation will continue to apply following the termination of the contract. Publication of any kind with regard to the joint endeavours undertaken will normally only be allowed with the agreement in advance of the other party. ZDF Werbefernsehen will be, however, entitled to use for reference purposes the name of the client, their brand name and logo as well as information with regard to the order while bearing in mind the aforementioned confidentiality requirement.

20. Calculation of performance levels

All performance levels shall be based on the television research panel developed by AGF Videoforschung GmbH with the market standard for moving pictures.

21. Liability clause

Insofar as nothing else is agreed within these General Terms and Conditions, ZDF Werbefernsehen will be liable for damage suffered by the client only on the following conditions:

- in the case of wilful intent or gross negligence on the part of ZDF Werbefernsehen, its legal representatives or its agents
- in cases of slight negligence when explicitly assuming a guarantee
- in breach of essential obligations which the client may in particular expect to be fulfilled.

Where cases of slight negligence are concerned ZDF Werbefernsehen will be liable for essential obligations only to the extent of typically foreseeable damages. Liability for subsequent damage, such as for example loss of profit, loss of savings and other consequential damage, will be excluded unless the purpose of this contract is hereby endangered.

22. Protection clause

The client's general terms and conditions do not apply, even if we do not expressly contradict these.

23. Final provisions

The place of fulfilment and the place of jurisdiction will be Mainz. Should individual conditions in these General Terms and Conditions be or become invalid, the validity of all the remaining conditions or stipulations herein will not be put in doubt. The parties will replace the invalid regulation with one which meets as closely as possible the business purpose of the invalid regulation. The same will apply to any cases of omission within the contract.

Credits

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