

# PRICE LIST NO. 53

from 1 January 2024



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Current information:  
zdf-werbefernsehen.de



**ZDF** werbe  
fernsehen

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# Contacts

Current information:  
zdf-werbefernsehen.de



**ZDF** werbe  
fernsehen

## ZDF Werbefernsehen GmbH

55100 Mainz

### Central

Tel. +49 (0) 6131 70 14022  
Fax +49 (0) 6131 70 74395  
info@zdf-werbefernsehen.de  
zdf-werbefernsehen.de

### Managing Director

Hans-Joachim Strauch Tel. +49 (0) 6131 70 14020

### Scheduling

Heike Fisseler	Tel. +49 (0) 6131 70 14031 fisseler.h@zdf.de
Katja Gollai	Tel. +49 (0) 6131 70 15457 gollai.k@zdf.de
Sandra Kraus	Tel. +49 (0) 6131 70 14028 kraus.s@zdf.de
Mona Messerschmidt	Tel. +49 (0) 6131 70 14018 messerschmidt.m@zdf.de
Martina Nuber	Tel. +49 (0) 6131 70 14029 nuber.m@zdf.de

## Sales Management



**Lutz Meyer**  
**Sales Management North**  
Tel. +49 (0) 40 210409 31  
Fax +49 (0) 40 210409 32  
meyer.lu@zdf.de



**Bettina Menkhoff**  
**Sales Management West**  
Tel. +49 (0) 2452 97725 95  
Fax +49 (0) 2452 97725 96  
menkhoff.b@zdf.de



**Nicolas Bach**  
**Sales Management Middle**  
Tel. +49 (0) 6157 93740 67  
Fax +49 (0) 6157 93740 68  
bach.n@zdf.de



**Torsten Macel**  
**Sales Management South**  
Tel. +49 (0) 89 350033 00  
Fax +49 (0) 89 350033 10  
macel.t@zdf.de

### Assistants to the M. Director

Joséphine Aumaitre	Tel. +49 (0) 6131 70 14022 aumaitre.j@zdf.de
Ulrike Schmelz	Tel. +49 (0) 6131 70 14021 schmelz.u@zdf.de
Sonja Stoll	Tel. +49 (0) 6131 70 14021 stoll.s@zdf.de

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### Aide to the Managing Director/

#### Mainzelmännchen

Nicole Bohne	Tel. +49 (0) 6131 70 15859 bohne.n@zdf.de
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### Corporate Communications

Gökan Tolga	Tel. +49 (0) 6131 70 15465 tolga.g@zdf.de
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### Finance and Human Resources

Gundolf Renner	Tel. +49 (0) 6131 70 17989 renner.g@zdf.de
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### Media Service

Klaus J. Brock	Tel. +49 (0) 6131 70 14032 brock.kj@zdf.de
Thorsten Leopold	Tel. +49 (0) 6131 70 14037 leopold.t@zdf.de

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### Marketing

Christoph Lüken	Tel. +49 (0) 6131 70 15679 lueken.c@zdf.de
Anna Daute	Tel. +49 (0) 6131 70 12647 daute.a@zdf.de
Sandra Nickolay	Tel. +49 (0) 6131 70 14024 nickolay.s@zdf.de

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### Conditions Management

Heike Fisseler	Tel. +49 (0) 6131 70 14031 fisseler.h@zdf.de
Sabine Würfel	Tel. +49 (0) 6131 70 14330 wuerfel.s@zdf.de

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### Distribution and Sponsoring

Michael Käfer	Tel. +49 (0) 6131 70 14075 kaefer.m@zdf.de
Sascha Kronebach	Tel. +49 (0) 6131 70 14296 kronebach.s@zdf.de
Anne Schweikard	Tel. +49 (0) 6131 70 14027 schweikard.a@zdf.de
Anabel Stappen	Tel. +49 (0) 6131 70 14065 stappen.a@zdf.de

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### Market and Advertising Research

Nicole Hein	Tel. +49 (0) 6131 70 14014 hein.n@zdf.de
Regine Otto	Tel. +49 (0) 6131 70 14025 otto.re@zdf.de





## 2024 – (foot)ball is coming home!



2024 will be a year of sport in our own back garden. After hosting the 1988 European Championship and the 2006 World Cup, another international football tournament will be coming to Germany from 14 June to 14 July. The UEFA EURO 2024™ will be held in various

cities around the country, from Berlin to Munich, Dortmund, Gelsenkirchen, Hamburg and Leipzig – all we need for a fairytale summer in 2024!

And that's not the only European Championship to be hosted in our country next year. We'll be getting in the mood for ball sports right at the start of the year, as the European Men's Handball Championship is set to take place in Germany from 10 to 28 January 2024. The fact that handball has long been one of the most popular sports in the world of television is also reflected in the figures: More than five million people from the total audience tuned in to ZDF to watch Poland face off against Germany during the last European Championship held in Hungary and Slovakia in 2022 – that's a market share of over 21 percent! We're relishing the opportunity of hosting the European Handball Championship next year – and looking forward to the excellent ratings it will bring.

While the 2024 Summer Olympics won't be held in Germany, the action in Paris certainly can't afford to be missed. It all starts on 26 July 2024. After millions of viewers braved the time difference to follow the 2020

Summer Olympics in Tokyo, with ZDF claiming a market share of 22 percent, branded goods companies can now look forward to more top performances at next year's event. And there's good news from Paris: no time difference, more events in core advertising time slots and more reach for our customers and partners.

We're also looking forward to another exciting year of winter sports, headlined by the 2023/24 Four Hills Tournament, which has traditionally been one of our most popular sports broadcasts – and is also partly held in Germany. This is another area where we recorded top ratings last season, attracting over four million viewers from the entire audience and generating market shares of over 20 percent.

Live sports events have always drawn staggering ratings in linear TV, captivating people of all ages and stimulating the market. And with no less than two European Championships set to take place in our own backyard, we look forward to a string of top ratings over the coming year. Not just because of the geographical proximity, numerous sports fans will be eagerly following all the action on their screens. As the tournaments will be broadcast live from Germany, there will be no time difference and the events are scheduled in the core advertising time slot between 17:00 and 20:00. In short, the mega sporting year of 2024 will offer the best playing conditions for advertisers.

Hans-Joachim Strauch  
Managing Director of ZDF Werbefernsehen GmbH

## Advertising on ZDF – a success story

### 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 inserts have 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 fires the starting pistol for advertising in HD by broadcasting the first German TV advert (Henkel) in HD quality.

### 2012 Market leader

ZDF becomes market leader for the first time. ZDF’s market dominance has been undisputed ever since. In the 2022 calendar year, an average of 23 million viewers watched ZDF every day.

### 2014 The new prime time

The old prime time that started at 20:00 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.

### 2023 ZDF turns 60

ZDF celebrates its 60th anniversary in April 2023 – and that means 60 years of advertising on ZDF.

### 2023 Advertising with audio description

ZDF broadcasts its first commercial with audio description (Procter & Gamble, Ariel) on 11 April 2023. Accessible advertising promotes the inclusion of blind and visually impaired people.



## 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 formats 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 19 seconds. Competitors with disproportionate price structures may charge up to 30 percent 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- or five-second OTC notice for pharmaceutical commercials with a 100 percent discount.

#### Calculation example:

Length of commercial including OTC notice = 20 or 21 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** or **€5,000**. 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	<div>⬆️</div> 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 10 16 08   €465/sec.*
16:59	16:59:50	10 Seconds   80 35 16 85   Commercial length: 5–10 sec.				16:36	Die Rosenheim-Cops (2)
17:00	<div>⬆️</div> heute					16:58	01 09 16 02   €444/sec.*
17:13	Single-Spot   70 34 17 11   Minimum commercial length: 20 sec.					16:59	10 Seconds   80 30 16 85 16:59:50
17:14	hallo deutschland (1)					17:00	<div>⬆️</div> heute
17:40	01 11 17 09   €513/sec.*					17:05	Länderspiegel
17:42	hallo deutschland (2)					17:35	plan b
18:02	01 15 18 10   618/sec.*					18:05	01 10 18 10   €465/sec.*
18:05	SOKO (1) Hamburg   Köln   Wismar   Stuttgart   Wien   Linz					18:06	SOKO (1) München   Kitzbühel
18:25	01 18 18 20   €741/sec.*					18:25	01 14 18 20   €594/sec.*
18:30	SOKO (2) Hamburg   Köln   Wismar   Stuttgart   Wien   Linz					18:30	SOKO (2) München   Kitzbühel
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

18:55	01 15 18 30   €618/sec.*		
18:58	Programme announcement		
18:59	heute-Uhr   80 85 18 80   18:59:40	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

TOP  
positioning

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

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   ZDFbesseresser   Duell der Gartenprofis (1)	Notruf Hafenkante (1) Bettys Diagnose (1)

19:49	60 44 19 62	Short break   Minimum commercial length 20 sec.			60 43 19 62
19:50	01 19 19 50 €810/sec.*	60 53 19 62 01 25 19 50 €1,080/sec.*	60 43 19 62 01 18 19 50 €741/sec.*	60 45 19 62 01 21 19 50 €888/sec.*	60 43 19 62 01 18 19 50 €741/sec.*
19:55	WISO	Die Rosenheim-Cops (2)	Blutige Anfänger   ZDFbesseresser   Duell der Gartenprofis (2)	Notruf Hafenkante (2)	Bettys Diagnose (2)

18:55	01 11 18 30   €513/sec.*
18:58	Programme announcement
18:59	heute-Uhr   80 85 18 80 18:59:40
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	01 15 19 40 618 €/sec.*
19:25	Lena Lorenz   Die Bergretter   Der Bergdoktor (1)

19:49	Short break 60 43 19 62
19:50	01 18 19 50 €741/sec.*
19:55	Lena Lorenz   Die Bergretter   Der Bergdoktor (2)

# Advertising rates

Current information:  
zdf-werbefernsehen.de/preise



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	435	413	376	253	246	246	383	435	461	432	372
08	394	454	470	446	406	273	265	265	414	470	498	466	402
09	435	502	519	493	448	302	293	293	457	519	551	515	444
10	456	525	544	516	470	316	307	307	479	544	577	539	465
11	503	580	600	569	518	349	339	339	528	600	636	595	513
12	529	610	632	599	545	367	356	356	556	632	670	626	540
13	550	634	656	623	567	381	370	370	578	656	696	651	561
14	582	671	695	659	600	404	392	392	612	695	737	689	594
15	606	698	723	686	624	420	408	408	637	723	766	717	618
16	662	763	790	749	682	459	446	446	695	790	837	783	675
17	682	786	814	773	703	473	459	459	717	814	863	807	696
18	726	837	867	823	748	504	489	489	763	867	919	860	741
19	794	915	948	899	818	551	535	535	834	948	1,004	940	810
20	835	963	997	946	861	579	562	562	878	997	1,056	988	852
21	870	1,003	1,039	986	897	604	586	586	915	1,039	1,101	1,030	888
22	894	1,031	1,067	1,012	921	620	602	602	939	1,067	1,131	1,058	912
23	959	1,106	1,145	1,087	989	666	646	646	1,008	1,145	1,214	1,136	979
24	992	1,144	1,184	1,123	1,022	688	668	668	1,042	1,184	1,255	1,174	1,012
25	1,058	1,220	1,264	1,199	1,091	734	713	713	1,112	1,264	1,339	1,253	1,080
26	1,103	1,271	1,316	1,249	1,136	765	743	743	1,159	1,316	1,395	1,305	1,125
27	1,135	1,309	1,355	1,285	1,170	787	764	764	1,193	1,355	1,436	1,343	1,158
28	1,171	1,350	1,398	1,326	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	702	666	606	408	396	396	618	702	744	696	600
34	Mon–Fri	17:13	588	678	702	666	606	408	396	396	618	702	744	696	600
44	Sat	19:21	1,026	1,183	1,225	1,162	1,057	712	691	691	1,078	1,225	1,298	1,215	1,047
46	Mon–Fri	19:21	1,156	1,333	1,381	1,310	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	828	786	715	481	467	467	729	828	878	821	708
43	Mon–Fri	18:54	944	1,088	1,127	1,069	973	655	636	636	992	1,127	1,194	1,117	963
Split screen commercial break															
43	Wed+Fri+Sat	19:49	944	1,088	1,127	1,069	973	655	636	636	992	1,127	1,194	1,117	963
44	Mon	19:49	1,026	1,183	1,225	1,162	1,057	712	691	691	1,078	1,225	1,298	1,215	1,047
45	Thu	19:49	1,091	1,258	1,302	1,235	1,124	757	735	735	1,146	1,302	1,380	1,291	1,113
53	Tue	19:49	1,359	1,567	1,623	1,540	1,401	943	915	915	1,429	1,623	1,720	1,609	1,387
Best Wetter															
52	Sat	19:18	1,264	1,458	1,509	1,432	1,303	877	851	851	1,329	1,509	1,600	1,496	1,290
54	Mon–Fri	19:18	1,385	1,597	1,653	1,568	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	565	536	488	328	319	319	497	565	599	560	483
35	Mon–Fri	16:59	603	695	720	683	621	418	406	406	633	720	763	713	615
“heute-Uhr“ 19:00															
85	Mon–Sat	18:59	Please refer to prices on page 14												





## “heute-Uhr”

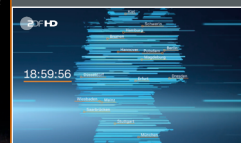
The unique advertising spot  
for your commercial in full-screen  
format before ZDF “heute” at 19:00



18:59:25



18:59:42



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 2023, “heute-Uhr” reached 1.799 million householders at the attractive CPM of €16.18 (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 2022, representative survey E 14+, N = 2,800.

\*\* Source: AGF Videoforschung; AGF SCOPE 1.1, Q1/2023, Mon–Sat, TA 80, market standard: moving picture; analysis type: TV.

\*\*\* For over-the-counter products, an additional 5- or 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	<b>1.799 m.</b>
Best Minutes	19:58	1.712 m.

### CPM comparison

heute-Uhr	18:59	<b>€16.18</b>
Best Minutes	19:58	€27.73



Source: AGF Videoforschung; AGF SCOPE 1.1, Q1/2023, Mon–Sat, TA 80, market standard: moving picture; analysis type: TV, CTP at 20 seconds.

Week no.	Days	Cost/sec.	Weekly price for 20 sec.
1	01.01.–07.01.	5	€1,299
2	08.01.–14.01.	6	€1,299
3	15.01.–21.01.	6	€1,299
4	22.01.–28.01.	6	€1,299
5	29.01.–04.02.	6	€1,494
6	05.02.–11.02.	6	€1,494
7	12.02.–18.02.	6	€1,494
8	19.02.–25.02.	6	€1,494
9	26.02.–03.03.	6	€1,494
10	04.03.–10.03.	6	€1,572
11	11.03.–17.03.	6	€1,572
12	18.03.–24.03.	6	€1,572
13	25.03.–31.03.	5	€1,572
14	01.04.–07.04.	5	€1,507
15	08.04.–14.04.	6	€1,507
16	15.04.–21.04.	6	€1,507
17	22.04.–28.04.	6	€1,507
18	29.04.–05.05.	5	€1,312
19	06.05.–12.05.	5	€1,312
20	13.05.–19.05.	6	€1,312
21	20.05.–26.05.	5	€1,312
22	27.05.–02.06.	6	€1,312
23	03.06.–09.06.	6	€779
24	10.06.–16.06.	6	€779
25	17.06.–23.06.	6	€779
26	24.06.–30.06.	6	€779

Week no.	Days	Cost/sec.	Weekly price for 20 sec.
27	01.07.–07.07.	6	€766
28	08.07.–14.07.	6	€766
29	15.07.–21.07.	6	€766
30	22.07.–28.07.	6	€766
31	29.07.–04.08.	6	€766
32	05.08.–11.08.	6	€766
33	12.08.–18.08.	6	€766
34	19.08.–25.08.	6	€766
35	26.08.–01.09.	6	€766
36	02.09.–08.09.	6	€1,364
37	09.09.–15.09.	6	€1,364
38	16.09.–22.09.	6	€1,364
39	23.09.–29.09.	6	€1,364
40	30.09.–06.10.	5	€1,533
41	07.10.–13.10.	6	€1,533
42	14.10.–20.10.	6	€1,533
43	21.10.–27.10.	6	€1,533
44	28.10.–03.11.	6	€1,533
45	04.11.–10.11.	6	€1,637
46	11.11.–17.11.	6	€1,637
47	18.11.–24.11.	6	€1,637
48	25.11.–01.12.	6	€1,637
49	02.12.–08.12.	6	€1,559
50	09.12.–15.12.	6	€1,559
51	16.12.–22.12.	6	€1,559
52	23.12.–29.12.	3	€1,559

Date of issue: July 2023. Valid from 1 January 2024. Changes and misprints reserved.

## Special-Ads

Current information:  
[zdf-werbefernsehen.de/special-ads](https://zdf-werbefernsehen.de/special-ads)

**ZDF** werbe  
fernsehen

### "10 Seconds"

Your countdown to  
ZDF "heute" at 17:00



### Placement

The last few seconds before ZDF "heute" at 17:00 are reserved for you. Monday to Saturday at **16:59** just **before the "heute" news**.

### 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 newslike themes should be avoided

\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required. Other commercial lengths may be available on request.

\*\* For advertising rates, please have a look at page 12.

**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 after 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 2022, 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

Tel. +49 (0) 6131 70 14031  
[fisseler.h@zdf.de](mailto:fisseler.h@zdf.de)



# Special-Ads

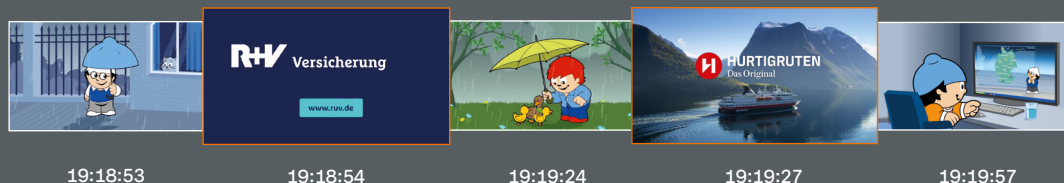
Current information:  
zdf-werbefernsehen.de/special-ads



**ZDF** werbe  
fernsehen

## "Best Wetter"

The "best" for your  
advertising message



### 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	3.550 m.
Best Minutes	19:58	2.712 m.

#### CPM comparison

Best Wetter	19:18	€8.44
Best Minutes	19:58	€17.50



Source: AGF Videoforschung; AGFScope 1.1, Q1/2023, Mon–Sat, TA 50, 80, E 14+, market standard: moving picture; analysis type: TV, CPT at 20 seconds,

\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.

## "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 Friday at **16:14** after "heute in Europa"

**hallo**   
deutschland

Monday to Saturday at **17:14** after „heute“

 **WISO**

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

**Die  
Rosenheim-  
Cops**

**NOTRUF  
HAFENKANTE** 

**betty's**   
diagnose

**DER BERGDOKTOR**

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 5- or 4-second-long statement is legally required.



## “End credits split screen”

Exclusive positioning in "SOKO" credits



### Placement

Monday to Saturday at **18:54** in the "SOKO" credits.

### Programme environment

Excellent murder mystery entertainment in prime-time quality.

### 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 of 2023, the credits reached 18.6 percent of people aged 14+ at an extremely appealing CPM of €5.50 (based on 20 seconds)\*

\* Source: AGF Videoforschung; AGF SCOPE 1.1, Q1/2023, Mon–Sat, market standard: moving picture; analysis type: TV.

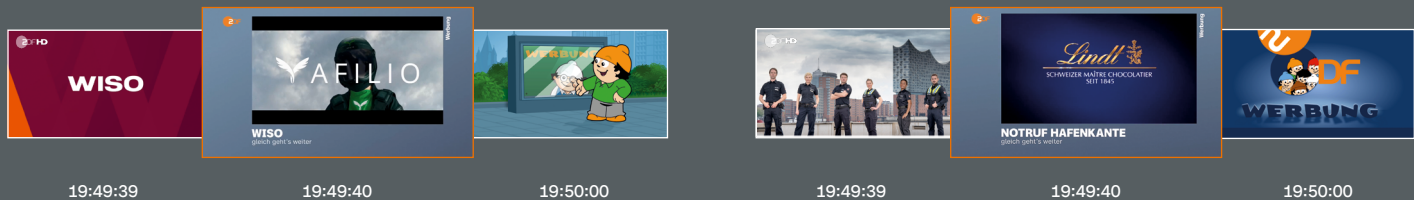
\*\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.

### 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



## "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 **2.7 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

20 | Price list no. 53 | 2024

### 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 **4.3 million viewers** per episode\*

Fridays and Saturdays – family entertainment

- e.g. with "Die Bergretter" on Saturday  
– **3.3 million viewers** per episode\*

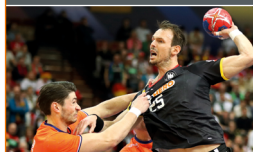
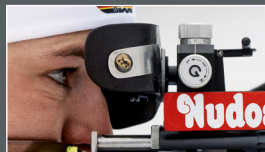
#### Booking and advert information

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

\* Source: AGF Videoforschung, AGF SCOPE 1.1, Q1/2023, E 14+, market standard: moving picture; analysis type: TV.

\*\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.





## Year in Sports on ZDF in 2024

In addition to numerous World Cup events in ski jumping, alpine skiing and nordic skiing, a whole range of Biathlon World Championships will be coming to our screens from January onwards as part of ZDF's winter sports programming. The headline acts will be the international Four Hills Tournament at the turn of the year and the Biathlon World Championships in Nové Město (Czech Republic) in February.

The action-packed calendar will hit the ground running in January, when the European Handball Championship comes to Germany. In 2024, ZDF's sports programming will also feature a series of football events – with women's and men's internationals, the DFB-Pokal and the UEFA Champions League. Meanwhile, the German Athletics Championships in Braunschweig will be an opportunity for top athletes to qualify for the upcoming Olympic Games in Paris, which are sure to captivate sports fans throughout July and August. Before we sink our teeth into the Olympics, the UEFA EURO 2024™ will be coming to

Germany. This major football festival will stand alongside the Olympic Games and the European Handball Championship in Germany as one of the highlights of an excellent sporting year on ZDF.

We guarantee unique live environments for your branding, offering excellent advertising break coverage and great value for money thanks to our balanced pricing structure. We also offer concise booking options that can be perfectly integrated into our live broadcasts. The average length of advertising breaks in the first quarter of 2023 was just 80 seconds.

You can also increase your reach by up to 10 percent during our 24/7 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 2024 on ZDF

Jan.–Mar. 2024	<b>Winter sports:</b> biathlon, nordic and alpine skiing, all World Championships
10–28 Jan. 2024	<b>Handball:</b> Men's European Championship in Germany
05–18 Feb. 2024	<b>Biathlon:</b> World Championships in Nové Město (Czech Republic)
Feb.–Nov. 2024	<b>Football:</b> German internationals, DFB-Pokal and UEFA Champions League
Jun. 2024	<b>Athletics:</b> German Championships in Braunschweig*
07–12 Jun. 2024	<b>Athletics:</b> European Championships in Rome (Italy)
17–23 Jun. 2024	<b>Tennis:</b> 31st Terra Wortmann Open in Halle/Westfalen*
14 Jun.–14 Jul. 2024	<b>Football:</b> UEFA EURO 2024™ in Germany
26 Jul.–11 Aug. 2024	<b>Olympics:</b> Summer Games in Paris (France)
28 Aug.–08 Sep. 2024	<b>Paralympics:</b> Summer Games in Paris (France)
21–29 Sep. 2024	<b>Cycling:</b> Road World Championships in Zurich (Switzerland)
Oct.–Dec. 2024	<b>Winter sports:</b> biathlon, nordic and alpine skiing, all World Championships



### Contacts

Christoph Lüken      Tel. +49 (0) 6131 70 15679  
lueken.c@zdf.de

Heike Fisseler      Tel. +49 (0) 6131 70 14031  
fisseler.h@zdf.de

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

Not all plans for the 2024 sports year have been completed yet.  
Dates may be added or postponed due to short-term developments.

# Sponsoring

Current information:  
[zdf-werbefernsehen.de/sponsoring](https://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

Michael Käfer

[sponsoring@zdf.de](mailto:sponsoring@zdf.de)

Tel. +49 (0) 6131 70 14075  
[kaefer.m@zdf.de](mailto:kaefer.m@zdf.de)

Sascha Kronebach

Tel. +49 (0) 6131 70 14296  
[kronebach.s@zdf.de](mailto:kronebach.s@zdf.de)

Anne Schweikard

Tel. +49 (0) 6131 70 14027  
[schweikard.a@zdf.de](mailto:schweikard.a@zdf.de)

Anabel Stappen

Tel. +49 (0) 6131 70 14065  
[stappen.a@zdf.de](mailto:stappen.a@zdf.de)



## Reach and market shares of selected programmes



**Sport in the ZDF-Morgenmagazin**  
Mondays to Fridays,  
05:30 – 09:00

0.699 million/20.8 %\*



**Bares für Rares**  
Mondays to Fridays, 15:05

2.222 million/20.9 %\*



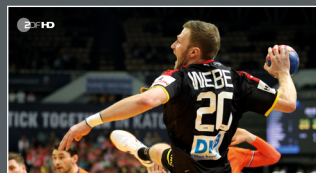
**Biathlon Season 2023/24**  
Nov. 2023–Mar. 2024

3.448 million/27.6 %\*\*



**Die Rosenheim-Cops**  
Mondays to Fridays, 16:10

3.025 million/25.2 %\*



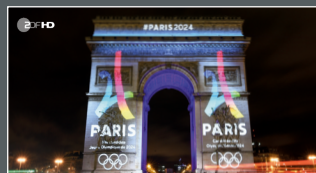
**European Handball Championship**  
10–28 Jan. 2024

4.408 million/18.0 %\*\*\*



**SOKOs**  
Mondays to Fridays, 18:05

3.814 million/20.5 %\*



**Olympic Games in Paris**  
26 Jul.– 11 Aug. 2024

1.340 million/21.5 %\*\*\*\*



**Weather after "heute" news**  
Mondays to Saturdays, 19:18

3.431 million/15,5 %\*

\* Source: AGF Videoforschung; AGF SCOPE 1.1, 02 Jan.–31 Mar. 2023, E 14+, market standard: moving picture; analysis type: TV.

\*\* Source: AGF Videoforschung; AGF SCOPE 1.1, Biathlon World Championships, 5 Jan.–19 Mar. 2023, E 14+, market standard: moving picture; analysis type: TV.

\*\*\* Source: AGF Videoforschung in cooperation with GfK, DAP, Nielsen, ANKORDATA; VIDEOSCOPE 1.4, 2022 European Handball Championship, 14 Jan.–25 Jan. 2022, E 14+, market standard: moving picture.

\*\*\*\* Source: AGF Videoforschung in cooperation with GfK, DAP VIDEOSCOPE 1.4; 2020 Olympic Games in Tokyo, 22 Jul.–08 Aug. 2021, E 3+, market standard: TV.

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 300 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). This allows premium consumers in the “beauty/healthcare” segment to be analysed alongside consumers of various products in areas such as cosmetics, skincare, hair care and oral care. 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/ branded buyers		t.o.m. FMCG "Premium and branded buyers beauty/healthcare"		t.o.m. FMCG "Premium and branded confectionery buyers"	
	reach	CPM	reach	CPM	reach	CPM
17:00–20:00						
<b>ZDF</b>	<b>0.972 m.</b>	<b>€23.34</b>	<b>1.245 m.</b>	<b>€18.23</b>	<b>0.704 m.</b>	<b>€32.22</b>
ARD	0.758 m.	€26.88	1.003 m.	€20.30	0.525 m.	€38.82
RTL	0.367 m.	€56.59	0.509 m.	€40.80	0.278 m.	€74.60
SAT.1	0.171 m.	€43.82	0.247 m.	€30.43	0.152 m.	€49.26
PRO 7	0.135 m.	€95.59	0.167 m.	€77.12	0.128 m.	€101.12
20:00–23:00						
RTL	0.599 m.	€92.75	0.807 m.	€68.86	0.463 m.	€119.95
SAT.1	0.269 m.	€90.92	0.351 m.	€69.60	0.208 m.	€117.75
PRO 7	0.231 m.	€127.71	0.270 m.	€109.37	0.193 m.	€152.58



\* Source: AGF Videoforschung; AGF SCOPE 1.1, Q1/2023, Mon.–Sat., TA 1-30, market standard: moving picture; analysis type: TV.

GPS premium/branded buyers: all persons (E 14+) in a GPS household buying premium or branded goods.

t.o.m. FMCG "premium and branded beauty/healthcare buyers": all persons (E 14+) in a household who prefer to buy premium and branded beauty/healthcare products.

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

## 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

Nicole Hein

Tel. +49 (0) 6131 70 14014  
hein.n@zdf.de

### Media Service

Klaus J. Brock

Tel. +49 (0) 6131 70 14032  
brock.kj@zdf.de

Thorsten Leopold

Tel. +49 (0) 6131 70 14037  
leopold.t@zdf.de



## 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%		

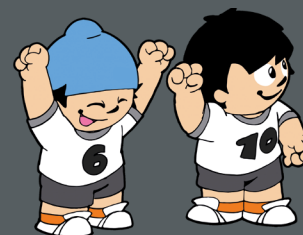
ZDF Werbefernsehen calculates and grants the discounts and prices listed in the respective valid price list. Prices listed do not include value-added tax. The confirmed bookings form the basis of the settlement.

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 5) and "Service/impact" (Page 25). **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 contracting parties agree to maintain confidentiality with regard to any discounts that may be granted and to refrain from passing them on to third parties.



## 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](http://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 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

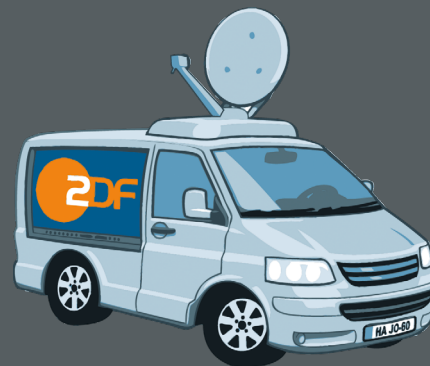
Commercials are archived on a ZDF server, and ZDF will be entitled to delete commercials from this server 12 months after they have been broadcast for the last time. If an advert is to be used after this 12 month period has expired, please inform us in good time.

## Broadcast documents sponsorship

The broadcast documents approved by ZDF for programme sponsorship must be available to ZDF Werbefernsehen at least 5 working days prior to the respective broadcast. A shorter lead time may be agreed in individual cases. In the case of sponsoring, the relevant broadcast documents may also be delivered as files.

You can find the details at

[www.zdf-werbefernsehen.de/traileranlieferung](http://www.zdf-werbefernsehen.de/traileranlieferung)





# General Terms and Conditions

Current information:  
[zdf-werbefernsehen.de/agb](http://zdf-werbefernsehen.de/agb)



**ZDF** werbe  
fernsehen

## 1. The contract

ZDF Werbefernsehen GmbH (hereinafter ZDF Werbefernsehen) markets exclusively in its own name and for the account of ZDF. Within the framework of the available broadcast time and taking as a basis the applicable price list and the General Terms and Conditions below, ZDF Werbefernsehen accepts orders for advertising on ZDF within the framework of the available broadcasting time on the basis of the valid price list and the following General Terms and Conditions. Such advertising must conform to the laws and the State Broadcasting Treaty as well as the ZDF guidelines for advertising and sponsorship. A contract for the acceptance of an order shall be concluded following written or electronic confirmation of the order by ZDF Werbefernsehen. The contract shall be valid with 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 shall apply to the advertiser respectively named in the order. This shall contain data regarding the clients, the advertisers, the volumes booked, the length of the commercials, the commercial break, and as a rule the editorial environment.

The broadcast dates booked for an advertiser may not be transferred to another advertiser or to another advertising agency. Exceptional cases shall require the agreement of ZDF Werbefernsehen. ZDF Werbefernsehen reserves the right to forward order confirmations to the customer following customer's requests. Orders are processed within a calendar year. The contract year shall be the calendar year.

## 2. Joint advertising

Advertising programmes in which products, brands or services of several companies are advertised are generally inadmissible. This also applies to the integration of social network services. Exceptions require the consent 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. an excerpt from the commercial register under "Subject and Company".

## 4. Methods of payment

As a rule, advertisements shall be invoiced in the month prior to broadcasting with the invoice date being the fifth day of the month in which the advert is broadcast. Invoices shall be due for payment without deduction no later than 25 days from the date of invoice. A 2 percent discount will be given for payments received within ten days. The final invoice for the month of broadcast 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, whereby the discount rule also applies here. Credit notes must be redeemed. If this is not possible, a payment shall 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.

Sponsoring shall be calculated in accordance with individual contractual regulations. No cash discount shall be granted. 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. If payment is requested in advance, the relevant amount must be received at least 3 working days before the first broadcast date of the invoiced service; the discount arrangements for advertisements also apply here. If the invoices are not paid on time, ZDF Werbefernsehen shall be entitled to refrain from broadcasting the advertisements or sponsorship notices or to withdraw from the order altogether, without the clients being able to derive any claim for compensation. ZDF Werbefernsehen shall charge interest on arrears at the statutory rate. All services will be invoiced plus value added tax. This will be shown 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 deemed the day of payment.

## 5. Broadcasting material

As a rule, the motif plans and broadcasting documents must be submitted by the clients to ZDF Werbefernsehen at least 5 working days before the broadcast. These documents shall 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 clients. ZDF Werbefernsehen shall notify the clients immediately, stating reasons, if the broadcasting documents are unusable or do not comply with the contractual requirements. The clients agree 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 clients may limit this consent in individual cases or revoke it altogether.

## 6. Right to refusal

ZDF Werbefernsehen reserves the right to refuse the broadcast of commercials on the grounds of content, origin or technical form in accordance with objectively justified principles, in particular if their content violates moral or legal provisions or the interests of ZDF.

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

## 7. Responsibility for content

The clients shall bear the responsibility for the content of the audio and video carriers made available to ZDF Werbefernsehen, shall be liable for their legal admissibility and shall indemnify ZDF and ZDF Werbefernsehen against any claims made by third parties.

## 8. Rights of use

(1) As concerns the commercial/sponsoring handed over to ZDF Werbefernsehen, the clients shall transfer to ZDF the right to broadcast the commercial/sponsorship notice by radio of any kind, in terms of time, place and content, to the extent necessary for the execution of the order in the Federal Republic of Germany. This right includes the broadcasting of radio programmes, including live streaming, in any technical manner (including the use of the so-called "Internet Protocol": "IP-TV"), in particular

- terrestrially (such as for example by DVB-T, DVB-H, DMB or corresponding successor technologies such as for example DXB)
- by cable (using any technical method, such as broadband, DSL or technologies [X-DSL], including the right to integral cable rebroadcast of the programme services in Germany and abroad)
- and by satellite broadcast.

(2) Excluded from the acquisition by the clients are the rights to the music contained in the commercial/sponsorship notice administered by GEMA and transferred to ZDF. Insofar as the broadcasting rights to the music contained in the commercial/trailer are not administered by GEMA in individual cases, these shall be acquired by the clients.

(3) The clients guarantee that only such broadcasting material shall be sent to ZDF Werbefernsehen for commercials for which they have acquired and paid for all the copyright exploitation rights required in accordance with item (1). The notification to GEMA shall be made via an audio fingerprinting system. If commissioned compositions or musical works that do not fall within GEMA's sphere of perception are used in the commercial/sponsorship notice, an upload of the associated sound files as well as the indication of the music metadata in the free GEMA sound file upload portal [www.gema.de/soundfile](http://www.gema.de/soundfile) for audio fingerprinting monitoring shall be made. The clients are entitled to delegate the music upload to a third party, e.g. the composer.

## 9. Placement

ZDF Werbefernsehen does not grant any specific placement within an advertising break. Exclusion of competition is guaranteed neither within an advertising slot nor in the special-ads or sponsoring in the area surrounding advertising slots.

## 10. Broadcast confirmation

At the end of the broadcast month, the clients shall be provided with broadcast confirmation indicating the actual broadcast time, the respective advertising slot, and the broadcast motifs.

#### **11. Scheduled times/postponement of advertising broadcast**

Agreed broadcasting times shall be observed as far as possible. If an advertising cannot be transmitted in the scheduled advertising spot as planned or in the expected editorial environment, ZDF can transmit it under other conditions with the consent of the clients. 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 broadcast 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 consent could not be obtained or was subsequently not granted, the clients may demand a replacement broadcast of the commercial at an available time under similar conditions. If this is not possible the clients 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. Postponement due to identity of individuals**

ZDF Werbefernsehen reserves the right to reschedule the broadcast of commercials to another day, if possible at the same time, if the commercial features personalities who appear in the ZDF programme on the same day. In case of major sporting events, special provisions may apply to participating athletes, managers and coaches, which will be communicated when the offer is made.

#### **13. Guarantee**

In the event of a shortfall in performance for which ZDF Werbefernsehen is not responsible, the clients' warranty rights shall be limited to a comparable substitute broadcast or, optionally, to a price reduction corresponding to the extent of the shortfall. A shortfall in performance exists, for example, if more than 10 percent of the technical reach documented for the IVW test was not achieved or if a broadcast was of reduced quality. Beyond this, the clients cannot assert any claims, in particular not in the event of a failure of satellite broadcasting. The feed of the regionally appropriate television signals into the German cable

network is the responsibility of the respective cable network operators. Any liability on the part of ZDF Werbefernsehen is excluded in this respect. In the event of slight negligence, ZDF Werbefernsehen shall only be liable for a breach of cardinal obligations and only to the extent of the normally foreseeable damage. The clients' warranty rights shall become statute-barred after 12 months.

#### **14. Force majeure**

In the event of force majeure, each contractual partner may withdraw from the contract with immediate effect, unless ZDF Werbefernsehen has already rendered its performance. ZDF Werbefernsehen is obliged to repay the clients the fee for the cancelled advertising insertion. The advertisers have no further claims. Force majeure includes in particular riots, fire, power cuts, natural disasters, storm damage, strikes, lockouts, damage caused by construction work and similar events for which the contracting parties are not responsible.

#### **15. Cancellation**

The clients may withdraw from the contract free of charge if they terminate the contract, either in whole or in part in writing at least 6 weeks before the first broadcast date. In the case of any later termination the legal provisions as foreseen by § 649 (2) of the German Civil Code (BGB) shall apply. The right to termination will not apply to bookings made in sports environments, special-ads (single spot, split screen etc.) and sponsoring.

#### **16. Price change**

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 clients. In such a case the clients may withdraw from the contract at the time the change comes into effect. In this case the clients must inform ZDF Werbefernsehen of their withdrawal in writing without delay, at the latest within 10 days of the notification of the change being given.

ZDF Werbefernsehen reserves the right to impose surcharges at the quoted price for booking advertisements in the area surrounding the broadcast 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 broadcast for use in general programming but is rather one used in a programme supporting a promotion. Formulations which connect the broadcasts 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 has a neutral grey background, white text and is exactly 5 or 4 seconds long (please see [demo version of new OTC mandatory notice](#)). Any differences will be invoiced to the mandatory OTC notice. Please note that the information on the minimum length of the special-ads in the context of the price list is to be understood as exclusive of the free compulsory reference of 5 or 4 seconds.

## 19. Confidentiality

The parties undertake to treat all information and data received from the other contracting party in connection with the performance of this contract as confidential and not to make it available to third parties. This obligation shall also apply after termination of the contract. Publications of any kind in connection with the cooperation are generally only permitted with the prior consent of the other parties. However, ZDF Werbefernsehen is entitled to use the name of the client, its brand and logo as well as information about the order for reference purposes, subject to the above-mentioned confidentiality obligation.

## 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 clients only on the following provisions:

- 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 clients 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 clients' general terms and conditions do not apply, even if we do not expressly contradict these.

## 23. Final provisions

The place of performance and jurisdiction is Mainz.

Should individual provisions 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.

## Imprint

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**Managing Director:** Hans-Joachim Strauch

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**VAT No.:** DE815041250

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