

A night-time photograph of the Paris 2024 Olympic Games opening ceremony. The Eiffel Tower is the central focus, illuminated with blue light and surrounded by a dense network of blue laser beams that crisscross the dark sky. The tower's base features the Olympic rings. In the foreground, a large stadium is filled with spectators, many holding up their phones to capture the event. The stadium floor is lit with warm, golden lights, and a lone figure in a white outfit is visible on the left. Banners with the Paris 2024 logo and Olympic rings are visible along the stadium's perimeter.

OLYMPIC GAMES
PARIS 2024

live on ZDF
(official broadcaster)
from 25.07.2024

Olympic Games Paris 2024

Facts and figures

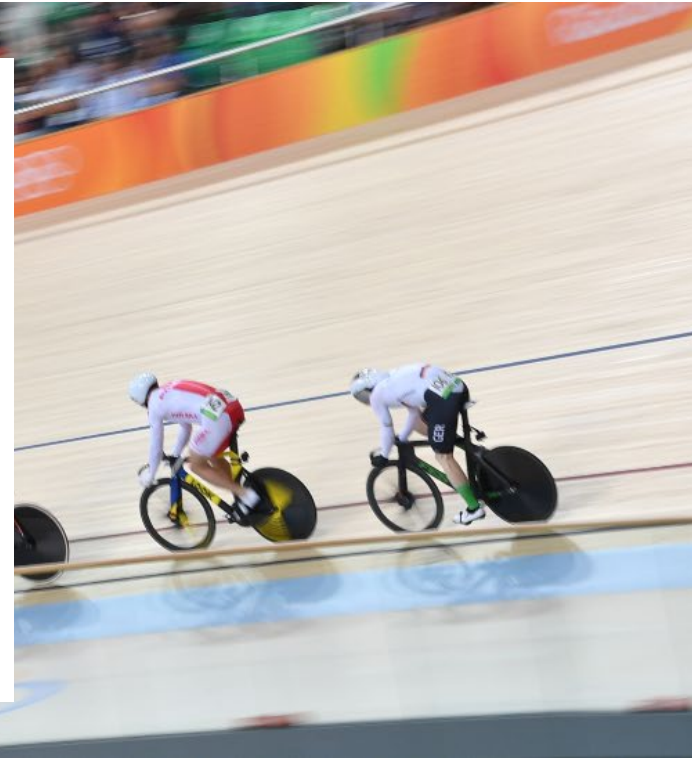
- From July 26 to August 11, 2024, Paris will host the XXXIII Olympic Games.
- Even before the official opening, the Olympic women's football tournament will get underway. The DFB women will face Australia in the opening match on Thursday, 25 July. ZDF will broadcast live from 18:40 (kick-off 19:00).
- Around 11,000 athletes from over 200 countries will compete for the coveted gold, silver and bronze medals in over 30 sports over 17 days.
- ZDF will broadcast on eight of the 17 broadcast days, six of which are relevant for advertising.
- There will be up to 15 hours of live coverage. Generally, from 09:00 to 0:00. In addition, up to ten live streams are offered daily.
- In addition to the sporting decisions, summaries, interviews with medal winners and selected studio guests will enrich the coverage.



Olympic Games Paris 2024

17 days of pure emotion: excitement, drama, joy, jubilation, tears

Preliminary schedule: Orange=ZDF broadcast days, blue=competition days, red=decisions																			
Event	Fri. 26.	Sat. 27.	Sun. 28.	Mon. 29.	Tue. 30.	Wed. 31.	Thu. 1.	Fri. 2.	Sat. 3.	Sun. 4.	Mon. 5.	Tue. 6.	Wed. 7.	Thu. 8.	Fri. 9.	Sat. 10.	Sun. 11.	Decisions	
	Juli						August												
Decisions		14	13	18	14	17	18	23	28	20	16	15	21	27	33	39	13	329	
Opening ceremony																			
Badminton								1	1	1	2							5	
Basketball	Basketball																1	1	2
	3x3-Basketball									2									
Archery			1	1				1	1	1								5	
Boxing												1	2	2	4	4		13	
Breakdancing															1	1		2	
Fencing		2	2	2	1	1	1	1	1	1								12	
Soccer																1	1	2	
Weightlifting													2	2	2	3	1	10	
Golf										1							1	2	
Handball																	1	1	2
Hockey														1	1			2	
Judo		2	2	2	2	2	2	2	1									15	
Canoe	Canoe racing													4	3	3		10	
	Canoe slalom			1	1		1	1			2							6	
Athletics							2	1	5	3	3	5	5	6	8	9	1	48	
Modern pentathlon																	1	1	2
Cycling	c										1	1	2	2	2	1	3	12	
	BMX Freestyle					2												2	
	BMX Racing							2										2	
	Mountain Bike			1	1													2	
	Road Racing		2							1	1							4	



Olympic Games Paris 2024

17 days of pure emotion: excitement, drama, joy, jubilation, tears

Event	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Decisions
	26.	27.	28.	29.	30.	31.	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
	Juli						August											
Decisions	14	13	18	14	17	18	23	28	20	16	15	21	27	33	39	13	329	
Equestrian Sports																		
Dressage																		2
Jumping								1				1						2
Eventing			2															2
Wrestling																		
Freestyle												1	1	1	3	3	3	12
Greco-Roman												2	2	2				6
Rowing																		14
7-a-Side Rugby	1			1														2
Sport Shooting	1	2	2	2	1	1	1	1	2	1	2							15
Swimming																		
Open Water														1	1			2
Pool	4	3	5	3	5	4	3	4	4									35
Synchronized													1					2
Water Polo																1	1	2
Water Jumping	1		1		1		1					1		1	1	1		8
Sailing							2	2				2	2	2				10
Skateboarding	1	1										1	1					4
Sport climbing													1	1	1	1		4
Surfing				2														2
Taekwondo													2	2	2	2		8
Tennis								1	2	2								5
Table Tennis				1					1	1					1	1		5
Triathlon				1	1						1							3
Gymnastics				1	1	1	1		4	3	3							14
Artistic																		
Rhythmic															1	1		2
Trampoline								2										2
Volleyball																1	1	2
Beachvolleyball																		
Volleyball																1	1	2
Closing ceremony																		



Olympic Games Paris 2024

Reliable contact opportunities on ZDF

- The Olympic Games are the biggest sporting event in the world alongside the soccer World Cup.
- After the Games in Tokyo 2020, the Olympic Games will return to Europe.
- Rio 2016 offered an almost identical time zone. A total of 72.5% of German TV viewers (net reach) watched the Olympic Games in Rio 2016.

Olympic Games Paris 2024

Great prospects for your reach on ZDF

- On average, 2.79 million fans watched the live broadcasts of the Olympic Games Rio 2016.
- The market share was 21.5 percent. The women's beach volleyball final was watched by 8.55 million viewers.
- An average of 3.58 million viewers stayed tuned to the ZDF during the advertising breaks.
- At € 7.88, the CPM was on a par with radio.

Olympic Games Paris 2024

Our advertising-relevant broadcast days / competition days from 09:00 to 0:00 CEST

- Thu, 25.07.2024 - Start of the women's football tournament: Germany vs. Australia from 18:40
- Tue., 30.07.2024 - 4th competition day
- Thu., 01.08.2024 - 6th competition day
- Sat., 03.08.2024 - 8th competition day
- Mon., 05.08.2024 - 10th competition day
- Wed., 07.08.2024 - 12th competition day
- Fri., 09.08.2024 - 14th competition day
- Sun., 11.08.2024 - 16th competition day



Women's football: Germany vs. Australia

Thursday, 25.07.2024, live from 6:40 pm

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
6:40 pm	Studio			
6:51 pm	Advert. break before 1. half	22 83 18 90	850 €	17.000 €
7:00 pm	1. Half Germany vs. Australia			
7:47 pm	Advert. break after 1. half	22 87 19 91	1.050 €	21.000 €
7:50 pm	News / Weather			
8:02 pm	2. Half Germany vs. Australia			
8:55- 9:45 pm	Olympia live / Highlights			



Olympic Games Paris 2024

Medal dreams for little money / On six working days from Tuesday, July 30, 2024

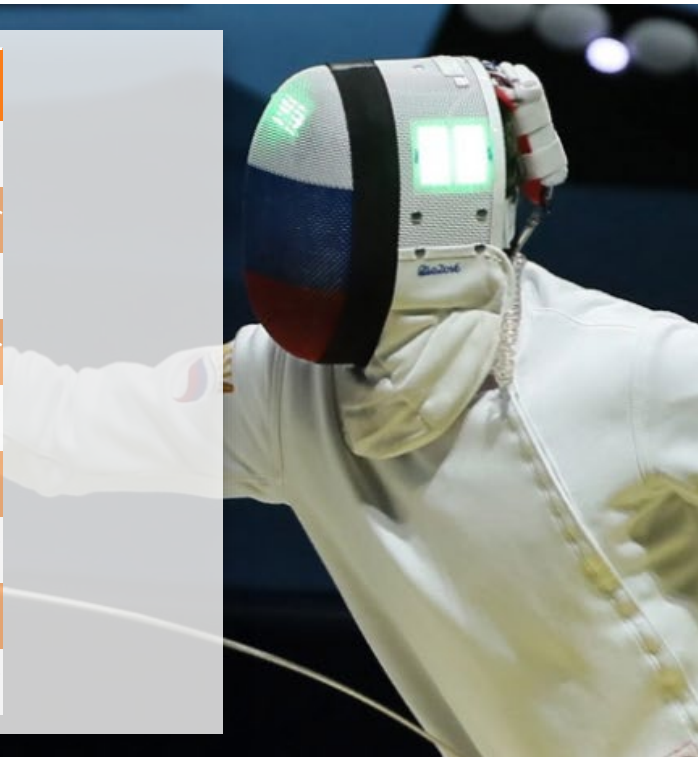
Advertising structure for :				
Tue., 30.07., Thu., 01.08., Sat., 03.08., Mon., 05.08., Wed., 07.08., Fri., 09.08.,				
CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
2:55 pm	Olympics live / news	22 81 14 90	600 €	12.000 €
3:05 pm	news / Olympics live Solospot**	75 82 15 11	750 €	15.000 €
4:00 pm	Olympics live	22 83 16 91	850 €	17.000 €
5:05 pm	news / Olympics live Solospot**	75 84 17 12	950 €	19.000 €
5:30 pm	Olympics live / Olympics live	22 85 17 92	950 €	19.000 €
6:30 pm	Olympics live / Olympics live	22 87 18 93	1.050 €	21.000 €
6:55 pm	Olympics live / news weather	22 88 18 94	1.150 €	23.000 €
7:20 pm	news weather / Olympics live	22 89 19 95	1.250 €	25.000 €
7:50 pm	Olympics live / Olympics live	22 90 19 96	1.350 €	27.000 €



Olympic Games Paris 2024

Tuesday, 30. Juli 2024 - Detailed planning

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
2:55 pm	Fencing, Basketball, Tennis, Volleyball, Table tennis	22 81 14 90	600 €	12.000 €
3:05 pm	<i>Fencing, Basketball, Tennis, Volleyball, Table tennis</i>	75 82 15 11	750 €	15.000 €
4:00 pm	Beach volleyball, Judo , BMX, Handball, Rugby , Football	22 83 16 91	850 €	17.000 €
5:05 pm	<i>Beach volleyball, Judo, BMX, Hockey, Rugby, Football</i>	75 84 17 12	950 €	19.000 €
5:30 pm	Basketball, Boxing , Handball, Water Polo, Badminton	22 85 17 92	950 €	19.000 €
6:30 pm	Judo , Tennis, Volleyball, Gymnastics , Canoe slalom	22 87 18 93	1.050 €	21.000 €
6:55 pm	Judo , Tennis, Volleyball, Gymnastics , Canoe slalom	22 88 18 94	1.150 €	23.000 €
7:20 pm	Surfing , Rugby , Gymnastic , Hockey, Fencing	22 89 19 95	1.250 €	25.000 €
7:50 pm	Surfing , Rugby , Gymnastic , Handball, Fencing	22 90 19 96	1.350 €	27.000 €



Olympic Games Paris 2024

Thursday, 1. August 2024 - Detailed planning

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
2:55 pm	Fencing, Basketball, Tennis, Volleyball, Sailing	22 81 14 90	600 €	12.000 €
3:05 pm	<i>Beach volleyball, Tennis, Handball, Canoe-Slalom</i>	75 82 15 11	750 €	15.000 €
4:00 pm	Beach volleyball, Tennis, Hockey, Canoe-Slalom	22 83 16 91	850 €	17.000 €
5:05 pm	<i>Beach volleyball, Tennis, Handball, Canoe-Slalom</i>	75 84 17 12	950 €	19.000 €
5:30 pm	Judo , Tennis, Volleyball, Sailing, Canoe-Slalom	22 85 17 92	950 €	19.000 €
6:30 pm	Badminton, Gymnastic , Volleyball, Sailing	22 87 18 93	1.050 €	21.000 €
6:55 pm	Badminton, Gymnastic , Volleyball, Sailing	22 88 18 94	1.150 €	23.000 €
7:20 pm	Hockey, Badminton, Gymnastic , Hockey, Fencing	22 89 19 95	1.250 €	25.000 €
7:50 pm	Badminton, Gymnastic , Handball, Fencing , Soccer	22 90 19 96	1.350 €	27.000 €

Olympic Games Paris 2024

Saturday, 3. August 2024 - Detailed planning

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
2:55 pm	Road-Cycling, Tennis, Table tennis, Equestrian	22 81 14 90	600 €	12.000 €
3:05 pm	<i>Road-Cycling, Tennis, Table tennis, Equestrian</i>	75 82 15 11	750 €	15.000 €
4:00 pm	Road-Cycling, Tennis, Gymnastic, Badminton	22 83 16 91	850 €	17.000 €
5:05 pm	<i>Road-Cycling, Tennis, Gymnastic, Judo</i>	75 84 17 12	950 €	19.000 €
5:30 pm	Road-Cycling, Tennis, Gymnastic, Badminton	22 85 17 92	950 €	19.000 €
6:30 pm	<i>Road-Cycling, Tennis, Gymnastic, Judo</i>	22 87 18 93	1.050 €	21.000 €
6:55 pm	Gymnastic, Tennis, Football, Judo	22 88 18 94	1.150 €	23.000 €
7:20 pm	Hockey, Football, Volleyball, Fencing, Athletics	22 89 19 95	1.250 €	25.000 €
7:50 pm	Hockey, Football, Volleyball,, Athletics, Fencing	22 90 19 96	1.350 €	27.000 €



Olympic Games Paris 2024

Monday, 5. August - Detailed planning

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
2:55 pm	Beach volleyball, Hockey, Sport Shooting, Gymnastic	22 81 14 90	600 €	12.000 €
3:05 pm	<i>Wrestling, Hockey, Sport Shooting, Gymnastic</i>	75 82 15 11	750 €	15.000 €
4:00 pm	Wrestling, Volleyball, Sport Shooting, Badminton	22 83 16 91	850 €	17.000 €
5:05 pm	<i>Beach volleyball, Badminton Water Jumping, Table tennis</i>	75 84 17 12	950 €	19.000 €
5:30 pm	Track Cycling, Sport Shooting, Canoe Slalom	22 85 17 92	950 €	19.000 €
6:30 pm	Track Cycling, Athletics, Beach volleyball	22 87 18 93	1.050 €	21.000 €
6:55 pm	Track Cycling, Athletics, Beach volleyball	22 88 18 94	1.150 €	23.000 €
7:20 pm	Soccer, Volleyball, Athletics, Beach volleyball	22 89 19 95	1.250 €	25.000 €
7:50 pm	Soccer, Hockey, Badminton Athletics	22 90 19 96	1.350 €	27.000 €

Olympic Games Paris 2024

Wednesday, 7. August - Detailed planning

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
2:55 pm	Skateboarding, Basketball, Water Jumping, Handball	22 81 14 90	600 €	12.000 €
3:05 pm	<i>Taekwondo</i> , Weightlifting , Tablet tennis, Basketball	75 82 15 11	750 €	15.000 €
4:00 pm	Sailing , Basketball, Weightlifting , Tablet tennis	22 83 16 91	850 €	17.000 €
5:05 pm	<i>Track-Cycling</i> , Tablet tennis, Beach volleyball	75 84 17 12	950 €	19.000 €
5:30 pm	Track-Cycling , Beach volleyb. Skateboarding ,	22 85 17 92	950 €	19.000 €
6:30 pm	Track-Cycling , Athletics, Wrestling	22 87 18 93	1.050 €	21.000 €
6:55 pm	Track-Cycling , Athletics, Beach volleyball	22 88 18 94	1.150 €	23.000 €
7:20 pm	<i>Taekwondo</i> , Track-Cycling , Athletics	22 89 19 95	1.250 €	25.000 €
7:50 pm	Taekwondo , Track-Cycling , Athletics	22 90 19 96	1.350 €	27.000 €

Olympic Games Paris 2024

Friday, 9. August - Detailed planning

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
2:55 pm	Hockey , Track-Cycling, Rhythmic Gymnastics	22 81 14 90	600 €	12.000 €
3:05 pm	<i>Table tennis, Hockey, Water Jumping, Sailing</i>	75 82 15 11	750 €	15.000 €
4:00 pm	Hockey , Volleyball, Soccer, Water Jumping	22 83 16 91	850 €	17.000 €
5:05 pm	<i>Handball, Volleyball, Soccer, Water Jumping</i>	75 84 17 12	950 €	19.000 €
5:30 pm	Volleyball, Water Jumping, Table tennis, Soccer	22 85 17 92	950 €	19.000 €
6:30 pm	Track-Cycling, Athletics, Wrestling	22 87 18 93	1.050 €	21.000 €
6:55 pm	Volleyball, Track-Cycling, Soccer, Table tennis	22 88 18 94	1.150 €	23.000 €
7:20 pm	Taekwondo, Track-Cycling, Athletics	22 89 19 95	1.250 €	25.000 €
7:50 pm	Taekwondo, Track-Cycling, Athletics	22 90 19 96	1.350 €	27.000 €



Olympic Games Paris 2024

The solo spot package / your exclusive performance on six working days

The solo spot package

CEST*	Program before / after	Code	Cost 1" gross	Cost 20" gross
3:05 pm**	news / Olympics live	75 82 15 11	750 €	15.000 €
5:05 pm**	news / Olympics live	75 84 17 12	950 €	19.000 €

6 "advertising days" on ZDF according to the above scheme:

Tue., 30.07., Thu., 01.08., Sat., 03.08., Mon., 05.08., Wed., 07.08., Fri., 09.08.

The detailed plans for the individual days can be found in the appendix (pdf)

12 spots of 20 seconds each (twice daily)

Total volume: € 204,000



Olympic Games Paris 2024

Useful information

- No surcharges are charged for shorter spot lengths. The linear price calculation applies (price per second multiplied by spot length).
- The sports-related Mainzelmännchen inserts between the spots give your spot an "individual package", which gives it a high level of attention and a unique position.
- The planned advertising breaks length is 150 seconds on average!
- Placements within the advertising breaks are made according to the "fair share principle". The placements are based on the investment in the surrounding area.

Olympic Games Paris 2024

Useful information

- The official IOC sponsors have an exclusive right of first access of 45 working days to this offer. This period ends on 01.02.2024.
- All other market participants can now submit their booking requests to our scheduling department in Mainz (Tel. 06131 / 701 4031), confirmations will follow after the above-mentioned deadline.
- This offer is subject to change, bookings will be processed upon receipt.

Olympic Games Paris 2024

Useful information

- The bookings within the scope of this offer are eligible for discounts, tariff discounts and commitments based on the total volume.
- Confirmed bookings are firm bookings.
- The rate discounts of ZDF Werbefernsehen according to the price list
- apply from 1.1.2024. Information on this is also available on the Internet at <http://www.zdf-werbefernsehen.de/unternehmen/downloads/preislisteagb.html>
- All prices quoted are gross prices plus the legally applicable VAT.

Olympic Games Paris 2024

IOC Partner



Alibaba

Allianz

Atos



Deloitte

intel

OMEGA

Panasonic



SAMSUNG

TOYOTA

VISA

Your contact persons

ZDF Werbefernsehen GmbH



Heike Fisseler

Planning

Phone | +49 (0) 6131 - 70 14031

Fax | +49 (0) 6131 - 70 74395

E-mail | fisseler.h@zdf.de



Christoph Lüken

Marketing

Phone | +49 (0) 6131 - 70 15679

Fax | +49 (0) 6131 - 70 74395

E-mail | lueken.c@zdf.de