UEFA WOMEN'S EURO THE SOCCER HIGHLIGHT IN SUMMER 2025

live on ZDF **from 02.07.2025**

UEFA WOMEN'S EURO 2025[™] in Switzerland Facts I

- July is all about the **UEFA WOMEN'S EURO 2025™**. From **July 2 to 27**, the best female soccer team on the continent will be determined.
- A total of 16 teams will compete in four groups for a place in the knockout phase.
 Seven of the 31 tournament matches will be broadcast live at advertising-relevant times on ARD and ZDF.
- ZDF will broadcast four matches from the preliminary round in its advertising program.
- They include the defending champions from England, the 2017 European champions from the Netherlands and the reigning world champions from Spain.



More Information: zdf-werbefernsehen.de/sport

The Groups | Advertising-relevant matches on ZDF

Group A	Group B	Group C	Group D		
Switzerland	Spain	Germany	France		
Norway	Portugal	Poland	England		
Iceland	Belgium	Denmark	Wales		
Finland	Italy	Sweden	Netherlands		
	A	Advertising-relev	vant matches on ZD	F	
Day/Date	Ma	atch	Group stage	Time	Station
Day/Date Thu., 03.07.25		atch m vs. Italy	Group stage	Time 6 p.m.	Station ZDF
Thu., 03.07.25	Belgiun				
	Belgiun Wales vs.	m vs. Italy	1. Matchday	6 p.m.	ZDF
Thu., 03.07.25 Sat., 05.07.25	Belgiun Wales vs. Spain vs	m vs. Italy Netherlands	1. Matchday 1. Matchday	6 p.m. 6 p.m.	ZDF ZDF



Thu., 03.07.2025, from 5:35 p.m. | Belgium vs. Italy and Spain vs. Portugal

Time	Program/Advertising	Code	1 Sec. Gross	30 Sec. Gross
i:32 p.m.	Advertising before Studio	01 15 17 10	€408	€12,240
5:35 p.m.	Studio			
5:48 p.m.	Advertising before 1. Half	22 50 17 90	€500	€15,000
5:52 p.m.	Line-Ups, Anthems			
5:58 p.m.	Golden Spot*	75 53 17 91	€900	€27,000
6:00 p.m.	1. Half Belgium vs. Italy			
6:50 p.m.	Studio Highlights/News			
7:00 p.m.	Advertising before 2. Half	22 51 19 92	€700	€21,000
7:02 p.m.	2. Half Belgium vs. Italy			
7:52 p.m.	Advertising after 2. Half	22 52 19 93	€600	€18,000
7:56 p.m.	Studio Highlights			
9:00 p.m.	1. Half Spain vs. Portugal			



Sat., 05.07.2025, from 5:35 p.m. | Wales vs. Netherlands and France vs. England

Time	Program/Advertising	Code	1 Sec. Gross	30 Sec. Gross
5:32 p.m.	Advertising before Studio	01 14 17 20	€392	€11,760
5:35 p.m.	Studio			
5:48 p.m.	Advertising before 1. Half	22 50 17 90	€500	€15,000
5:52 p.m.	Line-Ups, Anthems			
5:58 p.m.	Golden Spot*	75 53 17 91	€900	€27,000
6:00 p.m.	1. Half Wales vs. Netherlands			
6:50 p.m.	Studio Highlights/News			
7:00 p.m.	Advertising before 2. Half	22 51 19 92	€700	€21,000
7:02 p.m.	2. Half Wales vs. Netherlands			
7:52 p.m.	Advertising after 2. Half	22 52 19 93	€600	€18,000
7:56 p.m.	Studio Highlights			
9:00 p.m.	1. Half France vs. England			





Mon., 07.07.2025, from 5:35 p.m. | Spain vs. Belgium and Portugal vs. Italy





Wed., 09.07.2025, from 5:35 p.m. | England vs. Netherlands and France vs. Wales

Time	Program/Advertising	Code	1 Sec. Gross	30 Sec. Gross	-		(6)	LIE	
:32 p.m.	Advertising before Studio	01 15 17 10	€408	€12,240					
5:35 p.m.	Studio		·	2		A STATE	1807		10
:48 p.m.	Advertising before 1. Half	22 50 17 90	€500	€15,000		A 100 1	A		1
52 p.m.	Line-Ups, Anthems						and a second		
:58 p.m.	Golden Spot*	75 53 17 91	€900	€27,000	20				
	1. Half England vs. Netherlands Studio Highlights/News					TUR	1 2 2		T
-	Advertising before 2. Half	22 51 19 92	€700	€21,000	0	100			
:02 p.m.	2. Half England vs. Netherlands								
':52 p.m.	Advertising after 2. Half	22 52 19 93	€600	€18,000	AY A				T
':56 p.m.	Studio Highlights					-Dis-			-
:00 p.m.	1. Half France vs. Wales				p/ (GKI			



Golden Spot package* | The prominent placement immediately before kick-off

Day/Date	Time	Match	Code	30 Sec. Gross	1.0	
nu., 03.07.25	5:58 p.m.	Belgien vs. Italien	75 53 17 91	€27,000		
t., 05.07.25	5:58 p.m.	Wales vs. Netherlands	75 53 17 91	€27,000		
n., 07.07.25	5:58 p.m.	Spain vs. Belgium	75 53 17 91	€27,000		
ed., 09.07.25	5:58 p.m.	England vs. Netherlands	75 53 17 91	€27,000		
		Tot	al Package-Costs	€108,000		



Important information

- There is no first and exclusive right of negotiation for official sponsors and partners of UEFA WOMEN'S EURO 2025™.
 - Bookings will be made on a first come, first serve basis.
 - Placements within the advertising islands will be made according to the "fair share principle".
 - No surcharges are charged for shorter spot lengths. The linear price calculation applies (price per second multiplied by spot length).



Important information

- The football-themed Mainzelmännchen inserts between the spots give your spot motif "individual packaging", which gives you a high level of attention and a unique position.
- Bookings under this offer are eligible for discounts, rate discounts and commitments based on the total volume.
- All insertion prices quoted are gross rates plus VAT. The General Terms and Conditions of ZDF Werbefernsehen apply (price list valid from January 1, 2025).



Your contact persons

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