UEFA WOMEN'S EURO THE SOCCER HIGHLIGHT IN SUMMER 2025

live on ZDF **from 02.07.2025** 

#### UEFA WOMEN'S EURO 2025<sup>™</sup> 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        |
| <b>Day/Date</b><br>Thu., 03.07.25 |                                  | <b>atch</b><br>m vs. Italy | Group stage                | <b>Time</b><br>6 p.m. | Station<br>ZDF |
| Thu., 03.07.25                    | Belgiun                          |                            |                            |                       |                |
|                                   | Belgiun<br>Wales vs.             | m vs. Italy                | 1. Matchday                | 6 p.m.                | ZDF            |
| Thu., 03.07.25<br>Sat., 05.07.25  | Belgiun<br>Wales vs.<br>Spain vs | m vs. Italy<br>Netherlands | 1. Matchday<br>1. Matchday | 6 p.m.<br>6 p.m.      | ZDF<br>ZDF     |



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

| Time      | Program/Advertising        | Code        | 1 Sec.<br>Gross | 30 Sec.<br>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.<br>Gross | 30 Sec.<br>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.<br>Gross | 30 Sec.<br>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<br>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.<br>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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