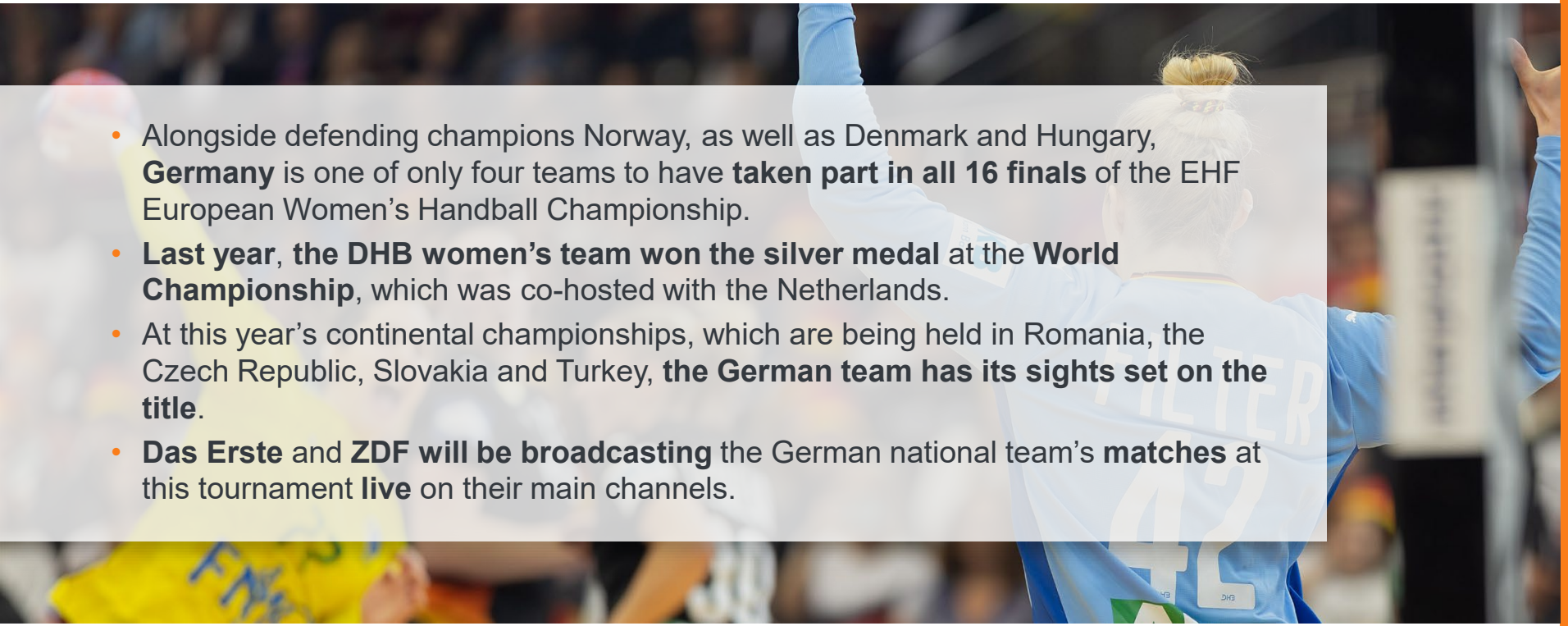
TITLE DREAMS
EUROPEAN HANDBALL CHAMPIONSHIP
live on ZDF
from 04.12.2026

EHF European Women’s Handball Championship

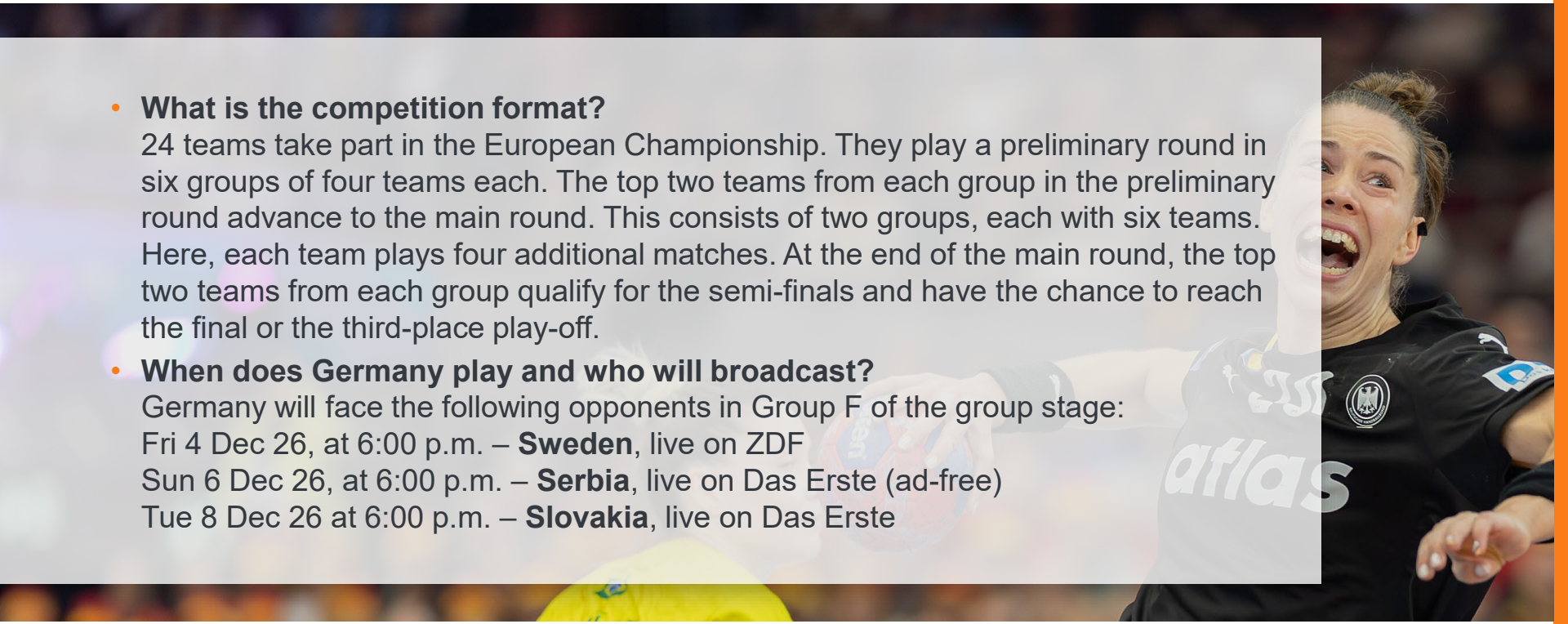
Germany, the World Championship runner-up, is dreaming of the title



- Alongside defending champions Norway, as well as Denmark and Hungary, **Germany** is one of only four teams to have **taken part in all 16 finals** of the EHF European Women’s Handball Championship.
- **Last year**, **the DHB women’s team won the silver medal** at the **World Championship**, which was co-hosted with the Netherlands.
- At this year’s continental championships, which are being held in Romania, the Czech Republic, Slovakia and Turkey, **the German team has its sights set on the title**.
- **Das Erste** and **ZDF will be broadcasting** the German national team’s **matches** at this tournament **live** on their main channels.

EHF European Women's Handball Championship

Facts and Figures I



- **What is the competition format?**
  24 teams take part in the European Championship. They play a preliminary round in six groups of four teams each. The top two teams from each group in the preliminary round advance to the main round. This consists of two groups, each with six teams. Here, each team plays four additional matches. At the end of the main round, the top two teams from each group qualify for the semi-finals and have the chance to reach the final or the third-place play-off.
- **When does Germany play and who will broadcast?**
  Germany will face the following opponents in Group F of the group stage:
  Fri 4 Dec 26, at 6:00 p.m. – **Sweden**, live on ZDF
  Sun 6 Dec 26, at 6:00 p.m. – **Serbia**, live on Das Erste (ad-free)
  Tue 8 Dec 26 at 6:00 p.m. – **Slovakia**, live on Das Erste

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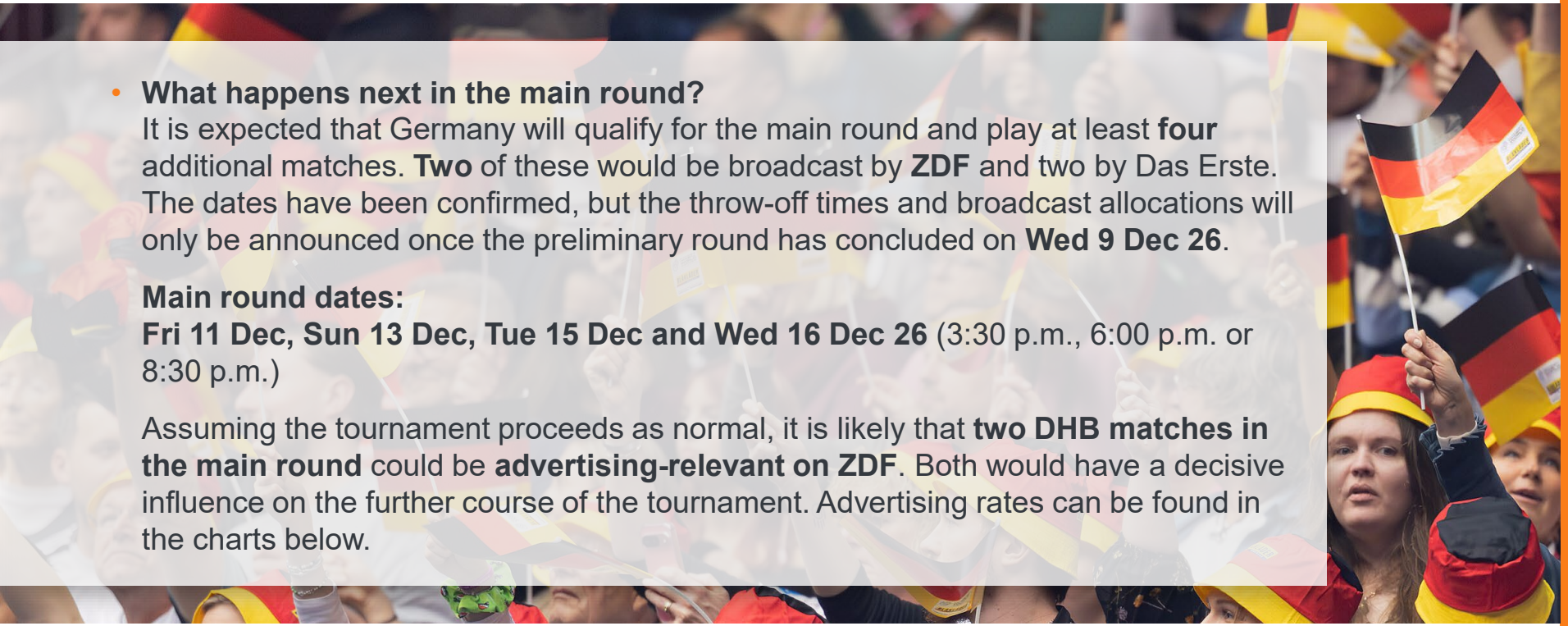
Facts and Figures II



- **What happens next in the main round?**
  It is expected that Germany will qualify for the main round and play at least **four** additional matches. **Two** of these would be broadcast by **ZDF** and two by Das Erste. The dates have been confirmed, but the throw-off times and broadcast allocations will only be announced once the preliminary round has concluded on **Wed 9 Dec 26**.

  Main round dates:
  Fri 11 Dec, Sun 13 Dec, Tue 15 Dec and Wed 16 Dec 26 (3:30 p.m., 6:00 p.m. or 8:30 p.m.)

  Assuming the tournament proceeds as normal, it is likely that **two DHB matches in the main round** could be **advertising-relevant on ZDF**. Both would have a decisive influence on the further course of the tournament. Advertising rates can be found in the charts below.

EHF European Women's Handball Championship

Group Stage Match 1 | Sweden vs. Germany | Fri 4 Dec 26 | from 5:30 p.m.

Time	Position program	Code	Costs 1 sec	Costs 20 sec
From 2:00 p.m.	Winter sports, including biathlon and ski jumping			
5:30 p.m.	Break before studio	22 Sold! 90	€750	€15,000
5:45 p.m.	Studio/preliminary report			
5:51 p.m.	**Break before 1st period**	22 21 17 91	€900	€18,000
6:00 p.m.	**European Handball Championship: Sweden vs. Germany**			
6:40 p.m.	News/weather/studio highlights			
6:50 p.m.	**Break before 2nd period**	22 22 18 92	€1,300	€26,000
6:55 p.m.	**European Handball Championship: Sweden vs. Germany**			
7:35 p.m.	**Break after 2nd period**	22 21 19 93	€900	€18,000
7:38 p.m.	Studio highlights			
7:52 p.m.	**Advertising during the highlights**	22 20 19 94	€750	€15,000
7:56 p. m.	Studio highlights			

EHF European Women's Handball Championship

Matchday 1 of the main round | Germany vs. ? | Fri 11 Dec 26 | from 5:30 p.m. (optional*)

Time	Position program	Code	Costs 1 sec	Costs 20 sec
5:30 p.m.	**Break before studio**	**22 20 17 90**	**€750**	**€15,000**
5:45 p.m.	Studio/preliminary report			
5:51 p.m.	**Break before 1st period**	**22 21 17 91**	**€900**	**€18,000**
6:00 p.m.	**European Handball Championship: Germany vs. ?**			
6:40 p.m.	News/weather/studio highlights			
6:50 p.m.	**Break before 2nd period**	**22 22 18 92**	**€1,300**	**€26,000**
6:55 p.m.	**European Handball Championship: Germany vs. ?**			
7:35 p.m.	**Break after 2nd period**	**22 21 19 93**	**€900**	**€18,000**
7:38 p.m.	Studio highlights			
7:52 p.m.	**Advertising during the highlights**	**22 20 19 94**	**€750**	**€15,000**
7:56 p.m.	Studio highlights			

* Should the DHB women's team reach the main round of the EHF European Handball Championship, they will play four matches in this stage of the tournament. We are offering the following dates as options: Fri 11 Dec and Tue 15 Dec 26, with the match starting at 6:00 p.m.. Alternatively, the dates shown on shart 4 may also be considered. The final dates will be decided once the preliminary round has concluded (Wed 9 Dec 26). Further information is available at zdf-werbefernsehen.de/sport

EHF European Women's Handball Championship

Matchday 3 of the main round | Germany vs. ? | Tue 15 Dec 26 | from 5:30 p.m. (optional*)

Time	Position program	Code	Costs 1 sec	Costs 20 sec
5:30 p.m.	**Break before studio**	**22 20 17 90**	**€750**	**€15,000**
5:45 p.m.	Studio/preliminary report			
5:51 p.m.	**Break before 1st period**	**22 21 17 91**	**€900**	**€18,000**
6:00 p.m.	**European Handball Championship: Germany vs. ?**			
6:40 p.m.	News/weather/studio highlights			
6:50 p.m.	**Break before 2nd period**	**22 22 18 92**	**€1,300**	**€26,000**
6:55 p.m.	**European Handball Championship: Germany vs. ?**			
7:35 p.m.	**Break after 2nd period**	**22 21 19 93**	**€900**	**€18,000**
7:38 p.m.	Studio Highlights			
7:52 p.m.	**Advertising during the highlights**	**22 20 19 94**	**€750**	**€15,000**
7:56 p.m.	Studio highlights			

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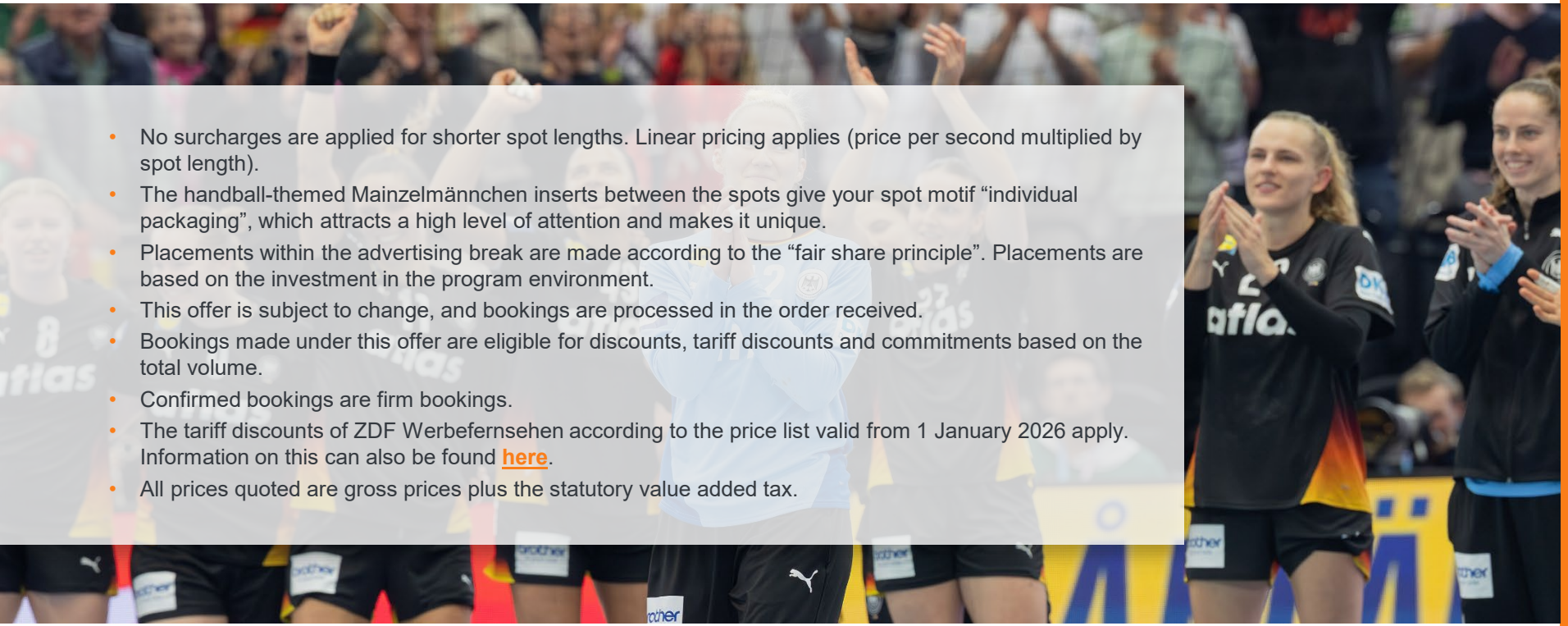
EHF European Women's Handball Championship

Your benefits and booking conditions



- No surcharges are applied for shorter spot lengths. Linear pricing applies (price per second multiplied by spot length).
- The handball-themed Mainzelmännchen inserts between the spots give your spot motif "individual packaging", which attracts a high level of attention and makes it unique.
- Placements within the advertising break are made according to the "fair share principle". Placements are based on the investment in the program environment.
- This offer is subject to change, and bookings are processed in the order received.
- Bookings made under this offer are eligible for discounts, tariff discounts and commitments based on the total volume.
- Confirmed bookings are firm bookings.
- The tariff discounts of ZDF Werbefernsehen according to the price list valid from 1 January 2026 apply. Information on this can also be found **here**.
- All prices quoted are gross prices plus the statutory value added tax.

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