

UEFA CHAMPIONS LEAGUE

THE FINAL IN MUNICH

live on ZDF

on 31.05.2025



UEFA Champions League-Final

Saturday, 31.05.2025, live from 19:25, Paris St. Germain vs Inter Milan

- **Borussia Dortmund** and **FC Bayern Munich** were unfortunately **eliminated** in the **quarter-finals** of the UEFA Champions League.
- The dream of a **'final dahoam'** has been shattered, but the final in Munich will still be a **top-class affair**.
- **Paris Saint-Germain** beat FC Arsenal in the semi-final. **Inter Milan** defeated FC Barcelona in a goal spectacle. The reigning and new **French champions** will face the reigning **champions from Italy**.
- The **ZDF** team, with **Jochen Breyer** and experts **Christoph Kramer** and **Per Mertesacker**, will be reporting live on **Saturday, 31.05.2025**, from **19:25** with preliminary coverage.
- It's the **perfect way** to get in the mood for a **great evening of European football**. Kick-off is at 21:00.
- This is the **only opportunity** to place classic TV advertising around this major event on **German free-to-air television**.

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Time	Position program	Code	Costs 1 sec	Costs 20 sec
19:00	news/weather			
19:20	Advertising before the program	21 51 19 50	€800	€16,000
19:25	sportstudio live – studio UEFA Champions League-Final			
19:50	Advertising during the program	21 52 19 51	€1,300	€26,000
19:55	sportstudio live – UEFA Champions League-Final (Kick-off: 21:00)			

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Important information

- **No surcharges** are charged for **shorter spot lengths**. The linear price calculation applies (1-second price multiplied by spot length).
- **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**.
- Once **confirmed**, these are **firm bookings**.
- **Bookings** within the scope of this offer are eligible for discounts, rate discounts and **commitments based on the total volume**.

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Important information

- **Placements** within the advertising islands are made according to the “**fair share principle**”.
- All insertion prices quoted are **gross rates** plus VAT.
- **The General Terms and Conditions** of ZDF Werbefernsehen apply (Price List No. 54 valid from January 1, 2025).
- According to the **Interstate Media Treaty**, ARD and ZDF may **only broadcast advertising** on weekdays (Monday-Saturday) **until 20:00 CEST**. Advertising is not permitted on Sundays and public holidays.

Your contact persons

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