

**THE BEST OF THE BEST
UEFA CHAMPIONS
LEAGUE-FINAL™**

live on ZDF

on 30.05.2026



UEFA Champions League-Final™ on ZDF

Information about the final

Where will the match be played?

The UEFA Champions League™ final will take place at the **Puskás Aréna in Budapest.**

When will the match be played?

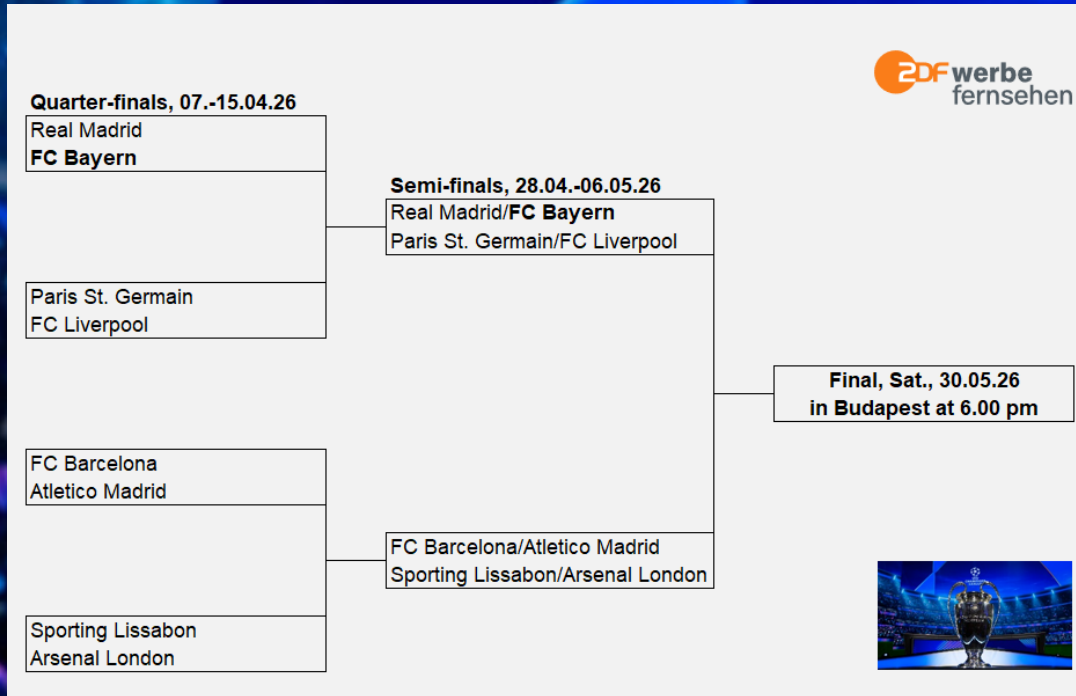
The final kicks off on **Saturday, 30 May 2026, at 6.00 pm.** This early kick-off time means that, for the **first time on ZDF**, you can make extensive **use of this highlight for your brand communication.** Live coverage on ZDF begins as early as 5.05 pm.

Which rounds are still to be played?

7–15 April Quarter-finals
28 April–6 May Semi-finals

UEFA Champions League-Final™ on ZDF

Information about the final | The road to Budapest



UEFA Champions League-Final™ on ZDF

Information about the final

Is the Bundesliga still in the running?

FC Bayern Munich is the only German team left in the competition. In the **quarter-finals**, Bayern will **face Real Madrid**. In a potential **semi-final**, they could face either **Liverpool FC** or defending champions **Paris Saint-Germain**. The **final** could see a reunion with **Hansi Flick and FC Barcelona**.

Booking options are already available (see the charts below).

We have created **two offers**, one **with and one without German participation**. You can book the former. Should **FC Bayern fail to reach the final**, you can **cancel your booking free of charge or choose the cheaper option** as an alternative. Which offer applies will be determined no later than after the semi-finals (6 May 2026) and no earlier than after the quarter-finals (15 April 2026). Both depend on FC Bayern's performance.

UEFA Champions League-Final™ on ZDF

Exclusive split screen before kick-off and during half-time for even more attention

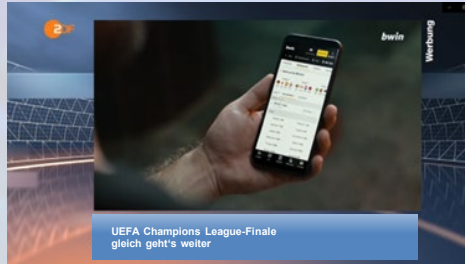
- An exclusive split screen is offered for all matches, which are broadcast immediately before/after the first half and immediately before the second half.
- The length of the exclusive split screen is 60 seconds or a maximum of three advertisers. Placements in the exclusive split screen for non-German matches are available from €1.725 per second.
- There are no surcharges for corner placements. Placements are based on the investment volume in the context of the UEFA Champions League-Final™ and are allocated according to the “fair share principle”.
- The minimum spot length is 20 seconds.

UEFA Champions League-Final™ on ZDF

Exclusive split screen before kick-off and during half-time for even more attention



End advertising slot



Exclusive split screen



UEFA Champions League-Final™

- The exclusive split screen is always placed at the beginning or end of the classic advertising slot.
- It is broadcast before and after the first half and before the second half.
- The exclusive split screen is framed by a topic-specific box with additional information. It is available to a maximum of three partners and has a maximum length of 60 seconds.
- The minimum spot length is 20 seconds.

UEFA Champions League-Final™ on ZDF

"Golden Spot" | A solo spot placement directly before kick-off

- **"Golden Spot"** is an exclusive form of advertising placed directly before kick-off of the first half.
- It is **the last advertising opportunity before the start of the match**, just before kick-off.
- Only **one spot** is broadcast in full screen.
- The minimum length is 30 seconds.

UEFA Champions League-Final™ on ZDF

"Golden Spot" | A solo spot placement directly before kick-off



UCL-Anthem



Sponsor +
Bumper (14 Sek.)



„Golden Spot“



Bumper +
Sponsor (14 Sek.)



Kick-off first half

- The 'Golden Spot' is the last advertising opportunity before the start of the match, immediately before kick-off
- The 'Golden Spot' is framed by bumpers and football-loving Mainzelmännchen.
- The minimum length is 30 seconds.
- This form of advertising is subject to industry protection vis-à-vis the official UEFA sponsors (see the penultimate chart).

UEFA Champions League-Final™ on ZDF

Costs: Sat, 30 May 2026 | Match involving FC Bayern

Time	Position program	Code	Costs 1 sec	Costs 20 sec
05:05 p. m.	Break before studio	22 55 17 50	1.750 €	35.000 €
05:09 p. m.	Studio/preliminary report			
05:40 p. m.	Break before 1st period	22 56 17 51	3.300 €	66.000 €
05:45 p. m.	Exclusive split before 1st period	67 63 17 60	3.790 €	75.800 €
05:46 p. m.	Opening ceremony, player tunnel, line-ups			
05:59 p. m.	„Golden Spot“*	75 73 17 70	6.550 €	131.000 €
06:00 p. m.	1st period UEFA Champions League-Final™: FC Bayern vs. ?			
06:51 p. m.	Exclusive split after 1st period	66 64 18 61	5.700 €	114.000 €
06:52 p. m.	Break after 1st period	22 57 18 52	4.950 €	99.000 €
06:54 p. m.	Studio Highlights/News			
07:02 p. m.	Break before 2nd period	22 57 19 53	4.950 €	99.000 €
07:04 p. m.	Exclusive split before 2nd period	67 64 19 62	5.700 €	114.000 €
07:06 p. m.	2nd period UEFA Champions League-Final™: FC Bayern vs. ?			
07:57 p. m.	Ceremony/Studio/Highlights			



UEFA Champions League-Final™ im ZDF

Costs: Sat, 30 May 2026 | Match not involving FC Bayern

Time	Position program	Code	Costs 1 sec	Costs 20 sec
05:05 p. m.	Break before studio	22 51 17 50	800 €	16.000 €
05:09 p. m.	Studio/preliminary report			
05:40 p. m.	Break before 1st period	22 53 17 51	1.500 €	30.000 €
05:45 p. m.	Exclusive split before 1st period	67 61 17 60	1.725 €	34.500 €
05:46 p. m.	Opening ceremony, player tunnel, line-ups			
05:59 p. m.	„Golden Spot“*	75 72 17 70	3.175 €	63.500 €
06:00 p. m.	1st period UEFA Champions League-Final™			
06:51 p. m.	Exclusive split after 1st period	66 62 18 61	2.750 €	55.000 €
06:52 p. m.	Break after 1st period	22 54 18 52	2.400 €	48.000 €
06:54 p. m.	Studio Highlights/News			
07:02 p. m.	Break before 2nd period	22 54 19 53	2.400 €	48.000 €
07:04 p. m.	Exclusive split before 2nd period	67 62 19 62	2.750 €	55.000 €
07:06 p. m.	2nd period UEFA Champions League-Final™			
07:57 p. m.	Ceremony/Studio/Highlights			



UEFA Champions League-Final™ on ZDF

Important information

- There is **no** right of first and exclusive negotiation for official sponsors and partners of the UEFA Champions League™.
- You may submit your booking requests with immediate effect.
- The principle of 'first come, first served' applies.
- Once confirmed, bookings are final.
- Should the match we have offered involving **FC Bayern not take place, bookings can be cancelled** at no extra cost. In such cases, bookings can also be rebooked for a final not involving a German team.
- **Please therefore let us know when booking whether you would also like to book a non-German final.**

UEFA Champions League-Final™ on ZDF

Important information

- Bookings under this offer are eligible for discounts, rate discounts and commitments based on the total volume.
- Placements within the advertising break are made according to the "fair share principle".
- No surcharges apply for shorter spot lengths. The linear price calculation applies (price per second multiplied by spot length).
- The football-themed Mainzelmännchen inserts between the spots provide your spot with "individual packaging", ensuring high visibility and a unique placement.
- All insertion prices quoted are gross rates plus VAT.
- The General Terms and Conditions of ZDF Werbefernsehen apply (price list 55 valid from January 1, 2026).

UEFA Champions League-Final™ on ZDF

Official Partners

Official Partners



Your contact persons

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