

FIFA World Cup 2022™ live on ZDF

21/11/2022 until 18/12/2022



FIFA WORLD CUP
Qatar 2022

FIFA World Cup 2022™ live on ZDF

Key dates on the way to Qatar

- 16/11/2021: European Qualifiers conclude
- 29/03/2022: European Qualifiers play-offs conclude
- **01/04/2022: Final tournament draw**
- 21/11/2022: Opening game, Al Bayt Stadium
- 18/12/2022: Final, Lusail Stadium



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Match schedule | The final version will follow in April 2022

Stadium	Group Matches							Round of 16	Quarter-Finals	Semi-Finals	3rd Place & Final																	
	Monday 21 November	Tuesday 22 November	Wednesday 23 November	Thursday 24 November	Friday 25 November	Saturday 26 November	Sunday 27 November	Monday 28 November	Tuesday 29 November	Wednesday 30 November	Thursday 1 December	Friday 2 December	Saturday 3 December	Sunday 4 December	Monday 6 December	Tuesday 7 December	Wednesday 8 December	Thursday 9 December	Friday 10 December	Saturday 11 December	Sunday 12 December	Monday 13 December	Tuesday 14 December	Wednesday 15 December	Thursday 16 December	Friday 17 December	Saturday 18 December	Sunday 19 December
Al Bayt Stadium	01 A1 18:00	02 A2 20:00	03 V... 18:00	04 V... 20:00	05 V... 18:00	06 V... 20:00	07 V... 18:00	08 V... 20:00	09 V... 18:00	10 V... 20:00	11 V... 18:00	12 V... 20:00	13 V... 18:00	14 V... 20:00	15 V... 18:00	16 V... 20:00	17 V... 18:00	18 V... 20:00	19 V... 18:00	20 V... 20:00	21 V... 18:00	22 V... 20:00	23 V... 18:00	24 V... 20:00	25 V... 18:00	26 V... 20:00	27 V... 18:00	28 V... 20:00
Khalifa International Stadium	01 V... 18:00	02 V... 20:00	03 V... 18:00	04 V... 20:00	05 V... 18:00	06 V... 20:00	07 V... 18:00	08 V... 20:00	09 V... 18:00	10 V... 20:00	11 V... 18:00	12 V... 20:00	13 V... 18:00	14 V... 20:00	15 V... 18:00	16 V... 20:00	17 V... 18:00	18 V... 20:00	19 V... 18:00	20 V... 20:00	21 V... 18:00	22 V... 20:00	23 V... 18:00	24 V... 20:00	25 V... 18:00	26 V... 20:00	27 V... 18:00	28 V... 20:00
Al Thumama Stadium	01 V... 18:00	02 V... 20:00	03 V... 18:00	04 V... 20:00	05 V... 18:00	06 V... 20:00	07 V... 18:00	08 V... 20:00	09 V... 18:00	10 V... 20:00	11 V... 18:00	12 V... 20:00	13 V... 18:00	14 V... 20:00	15 V... 18:00	16 V... 20:00	17 V... 18:00	18 V... 20:00	19 V... 18:00	20 V... 20:00	21 V... 18:00	22 V... 20:00	23 V... 18:00	24 V... 20:00	25 V... 18:00	26 V... 20:00	27 V... 18:00	28 V... 20:00
Ahmad Bin Ali Stadium	01 V... 20:00	02 V... 18:00	03 V... 20:00	04 V... 18:00	05 V... 20:00	06 V... 18:00	07 V... 20:00	08 V... 18:00	09 V... 20:00	10 V... 18:00	11 V... 20:00	12 V... 18:00	13 V... 20:00	14 V... 18:00	15 V... 20:00	16 V... 18:00	17 V... 20:00	18 V... 18:00	19 V... 20:00	20 V... 18:00	21 V... 20:00	22 V... 18:00	23 V... 20:00	24 V... 18:00	25 V... 20:00	26 V... 18:00	27 V... 20:00	28 V... 18:00
Lusail Stadium	01 V... 20:00	02 V... 18:00	03 V... 20:00	04 V... 18:00	05 V... 20:00	06 V... 18:00	07 V... 20:00	08 V... 18:00	09 V... 20:00	10 V... 18:00	11 V... 20:00	12 V... 18:00	13 V... 20:00	14 V... 18:00	15 V... 20:00	16 V... 18:00	17 V... 20:00	18 V... 18:00	19 V... 20:00	20 V... 18:00	21 V... 20:00	22 V... 18:00	23 V... 20:00	24 V... 18:00	25 V... 20:00	26 V... 18:00	27 V... 20:00	28 V... 18:00
Ras Abu Aboud Stadium	01 V... 18:00	02 V... 20:00	03 V... 18:00	04 V... 20:00	05 V... 18:00	06 V... 20:00	07 V... 18:00	08 V... 20:00	09 V... 18:00	10 V... 20:00	11 V... 18:00	12 V... 20:00	13 V... 18:00	14 V... 20:00	15 V... 18:00	16 V... 20:00	17 V... 18:00	18 V... 20:00	19 V... 18:00	20 V... 20:00	21 V... 18:00	22 V... 20:00	23 V... 18:00	24 V... 20:00	25 V... 18:00	26 V... 20:00	27 V... 18:00	28 V... 20:00
Education City Stadium	01 V... 18:00	02 V... 20:00	03 V... 18:00	04 V... 20:00	05 V... 18:00	06 V... 20:00	07 V... 18:00	08 V... 20:00	09 V... 18:00	10 V... 20:00	11 V... 18:00	12 V... 20:00	13 V... 18:00	14 V... 20:00	15 V... 18:00	16 V... 20:00	17 V... 18:00	18 V... 20:00	19 V... 18:00	20 V... 20:00	21 V... 18:00	22 V... 20:00	23 V... 18:00	24 V... 20:00	25 V... 18:00	26 V... 20:00	27 V... 18:00	28 V... 20:00
Al Janoub Stadium	01 V... 18:00	02 V... 20:00	03 V... 18:00	04 V... 20:00	05 V... 18:00	06 V... 20:00	07 V... 18:00	08 V... 20:00	09 V... 18:00	10 V... 20:00	11 V... 18:00	12 V... 20:00	13 V... 18:00	14 V... 20:00	15 V... 18:00	16 V... 20:00	17 V... 18:00	18 V... 20:00	19 V... 18:00	20 V... 20:00	21 V... 18:00	22 V... 20:00	23 V... 18:00	24 V... 20:00	25 V... 18:00	26 V... 20:00	27 V... 18:00	28 V... 20:00



FIFA WORLD CUP Qatar2022

FIFA World Cup 2022™ live on ZDF

Key data

- Event: FIFA World Cup 2022™ is being held in Qatar.
- Venues: The tournament will be played in eight different stadiums. Due to the short distances between the individual venues, this FIFA World Cup™ will be a tournament of short distances.
- Date: Monday, 21/11/2022 until Sunday 18/12/2022
- Modus: 32 teams | 64 matches | 8 groups with 4 teams
- Kick-off times: 11.00, 14.00, 17.00 & 20.00 CET
1st & 2nd group match day
- Kick-off times: 16.00 & 20.00 CET
3rd group match day & knockout stage



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Transmissions in the German TV market | advertising opportunities

- Das Erste and ZDF will broadcast 48 of 64 matches.
- These include all matches with German participation, the opening match (ZDF), the semi-finals and the final (Das Erste).
- Telekom will show only 16 of the 64 matches exclusively (all on pay-TV).
- These include the eight parallel matches on the third matchday of the group phase. In addition to these matches, Telekom will broadcast four further group matches. Furthermore, two round of 16 matches, one quarter-final match and the match for third place (only with non-German participation).



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Transmissions in the German TV market | advertising opportunities

- Which matches will be broadcast on ZDF will be decided after the final draw for the group stage (April 2022) and during the tournament for the knockout stage.
- Das Erste and ZDF each have the right of first choice in the distribution of the matches. This means that Telekom will get the rather unattractive matches.
- **At least 38 to a maximum of 45 matches on Das Erste and ZDF have advertising relevance.**
- By law, Das Erste and ZDF are only allowed to broadcast commercials on weekdays (Monday - Saturday) until 20.00 CET with a maximum of 20 minutes per day. Advertising is prohibited on Sundays and public holidays.



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Transmissions in the German TV market | advertising opportunities

- The matches on ZDF are all streamed live. The advertising accompanying the matches is also broadcast. This can increase coverage by up to 10% without incurring additional costs.
- For the first time, a FIFA World Cup™ will be held in the German winter. Public viewing will therefore only be offered on a limited scale. Large parts of the population will watch the games at home on the couch in front of the TV. This will lead to rising TV ratings.
- Despite this circumstance, our price structure is based on the tournaments in the recent past, which were always held in the summer. Even here, excellent coverage was always achieved at a low and cost-effective CPM, which makes booking the FIFA World Cup 2022™ even more attractive.



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Technical data | Top-performance at all times on ZDF

FIFA World Cup 2018™	Viewers (Mio.)	Share (%)
All matches	10.80	47.8
Matches kick-off 12.00 CET	5.19	48.6
Matches kick-off 15.00 CET	7.51	54.1
Matches kick-off 17.00 CET	13.90	62.0
Matches kick-off 20.00 CET	12.36	40.8
Matches kick-off 16.00 CET with Germany	25.44	87.4



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Exclusive advertising breaks

- **Exclusive advertising breaks** will be offered during all matches; these will be broadcasted immediately **before/after the 1st half** and immediately **before the 2nd half** (see detailed transmission procedure from page 11).
- The length of the **exclusive slots** is **60 seconds** or max. three partners.
- **Premiums for corner placements will not be charged**; placements will be loosely based on the investment volumes in the supporting programme of the FIFA World Cup 2022™ and will be allocated in line with the “**Fair Share Principle**”.



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Costs on ZDF | Simple and more than competitive

- Matches without German participation cost the same in every phase of the tournament, regardless of the match pairing. The differentiation is made exclusively via the kick-off time. **One price for all matches!**
- The same applies to matches with the DFB selection. Whether group stage or knockout round, the differentiation is only made via the kick-off time and the day of the week.
- The price structure is on a par with the FIFA World Cup 2018™. This tournament took place in the summer. As the FIFA World Cup 2022™ will take place in the German winter, an increase in reach and favourable CPMs can be expected.



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Costs for matches without German participation | 1st & 2nd group match day (Mon - Sat)

Kick-off 11.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
10:00	Studio			
10:49	Break before kick-off	22 50 10 50	400 €	8,000 €
10:50	Exclusive break before kick-off	67 70 10 70	480 €	9,600 €
11:00	1. Half match I			
11:47	Exclusive break after 1. half	66 71 11 71	1,140 €	22,800 €
11:48	Break after 1. half	22 51 11 51	950 €	19,000 €
11:50	Studio Highlights / News			
11:58	Break before 2. half	22 51 11 52	950 €	19,000 €
12:00	Exclusive break before 2. half	67 71 12 72	1,140 €	22,800 €
12:02	2. Half match I			
12:50	Break after 2. half	22 51 12 53	950 €	19,000 €
12:54	Studio Highlights			

Kick-off 14.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
13:15	Studio			
13:48	Break before kick-off	22 51 13 54	950 €	19,000 €
13:50	Exclusive break before kick-off	67 71 13 73	1,140 €	22,800 €
14:00	1. Half match II			
14:47	Exclusive break after 1. half	66 73 14 74	1,800 €	36,000 €
14:48	Break after 1. half	22 53 14 55	1,500 €	30,000 €
14:50	Studio Highlights / News			
14:58	Break before 2. half	22 53 14 56	1,500 €	30,000 €
15:00	Exclusive break before 2. half	67 73 15 75	1,800 €	36,000 €
15:02	2. Half match II			
15:50	Break after 2. half	22 53 15 57	1,500 €	30,000 €
15:54	Studio Highlights			

FIFA World Cup 2022™ live on ZDF

Costs for matches without German participation | 1st & 2nd group match day (Mon - Sat)

Kick-off 17.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:54	Studio			
16:48	Break before kick-off	22 53 16 58	1,500 €	30,000 €
16:50	Exclusive break before kick-off	67 73 16 76	1,800 €	36,000 €
17:00	1. Half match III			
17:47	Exclusive break after 1. half	66 74 17 77	2,880 €	57,600 €
17:48	Break after 1. half	22 54 17 59	2,400 €	48,000 €
17:50	Studio Highlights / News			
17:58	Break before 2. half	22 54 17 60	2,400 €	48,000 €
18:00	Exclusive break before 2. half	67 74 18 78	2,880 €	57,600 €
18:02	2. Half match III			
18:50	Break after 2. half	22 54 18 61	2,400 €	48,000 €
18:54	Studio Highlights			

Kick-off 20.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:17	Break before studio	22 53 19 62	1,500 €	30,000 €
19:20	Studio			
19:46	Break before kick-off	22 54 19 63	2,400 €	48,000 €
19:48	Exclusive break before kick-off	67 74 19 79	2,880 €	57,600 €
20:00	1. Half match IV			

FIFA World Cup 2022™ live on ZDF

Costs for matches without German participation | 3rd group match day & knockout stage (Mon - Sat)

Kick-off 16.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:00	Studio			
15:48	Break before kick-off	22 53 16 58	1,500 €	30,000 €
15:50	Exclusive break before kick-off	67 73 16 76	1,800 €	36,000 €
16:00	1. Half match I			
16:47	Exclusive break after 1. half	66 74 17 77	2,880 €	57,600 €
16:48	Break after 1. half	22 54 17 59	2,400 €	48,000 €
16:50	Studio Highlights / News			
16:58	Break before 2. half	22 54 17 60	2,400 €	48,000 €
17:00	Exclusive break before 2. half	67 74 18 78	2,880 €	57,600 €
17:02	2. Half match I			
17:50	Break after 2. half	22 54 18 61	2,400 €	48,000 €
17:54	Studio Highlights			

Kick-off 20.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:17	Break before studio	22 53 19 54	1,500 €	30,000 €
19:20	Studio			
19:46	Break before kick-off	22 54 19 55	2,400 €	48,000 €
19:48	Exclusive break before kick-off	67 74 19 73	2,880 €	57,600 €
20:00	1. Half match II			

FIFA World Cup 2022™ live on ZDF

Costs for matches with German participation | 1st & 2nd group match day (Mon - Fri)

Kick-off 11.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
10:00	Studio			
10:46	Break before kick-off	22 55 10 50	3,900 €	78,000 €
10:48	Exclusive break before kick-off	67 75 10 70	4,680 €	93,600 €
11:00	1. Half Germany vs. ?			
11:47	Exclusive break after 1. half	66 78 11 71	10,075 €	201,500 €
11:48	Break after 1. half	22 58 11 51	8,385 €	167,700 €
11:50	Studio Highlights / News			
11:56	Break before 2. half	22 58 11 52	8,385 €	167,700 €
12:00	Exclusive break before 2. half	67 78 12 72	10,075 €	201,500 €
12:02	2. Half Germany vs. ?			
12:51	Break after 2. half	22 58 12 53	8,385 €	167,700 €
12:54	Studio Highlights			

Kick-off 14.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
13:15	Studio			
13:46	Break before kick-off	22 56 13 54	4,800 €	96,000 €
13:48	Exclusive break before kick-off	67 76 13 73	5,760 €	115,200 €
14:00	1. Half Germany vs. ?			
14:47	Exclusive break after 1. half	66 79 14 74	12,400 €	248,000 €
14:48	Break after 1. half	22 59 14 55	10,320 €	206,400 €
14:50	Studio Highlights / News			
14:56	Break before 2. half	22 59 14 56	10,320 €	206,400 €
15:00	Exclusive break before 2. half	67 79 15 75	12,400 €	248,000 €
15:02	2. Half Germany vs. ?			
15:51	Break after 2. half	22 59 15 57	10,320 €	206,400 €
15:54	Studio Highlights			

FIFA World Cup 2022™ live on ZDF

Costs for matches with German participation | 1st & 2nd group match day (Mon - Fri)

Kick-off 17.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:54	Studio			
16:46	Break before kick-off	22 57 16 58	6,000 €	120,000 €
16:48	Exclusive break before kick-off	67 77 16 76	7,200 €	144,000 €
17:00	1. Half Germany vs. ?			
17:47	Exclusive break after 1. half	66 80 17 77	15,500 €	310,000 €
17:48	Break after 1. half	22 60 17 59	12,900 €	258,000 €
17:50	Studio Highlights / News			
17:56	Break before 2. half	22 60 17 60	12,900 €	258,000 €
18:00	Exclusive break before 2. half	67 80 18 78	15,500 €	310,000 €
18:02	2. Half Germany vs. ?			
18:51	Break after 2. half	22 60 18 61	12,900 €	258,000 €
18:54	Studio Highlights			

Kick-off 20.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:17	Break before studio	22 55 19 62	3,900 €	78,000 €
19:20	Studio			
19:46	Break before kick-off	22 58 19 63	8,385 €	167,700 €
19:48	Exclusive break before kick-off	67 78 19 79	10,075 €	201,500 €
20:00	1. Half Germany vs. ?			

FIFA World Cup 2022™ live on ZDF

Costs for matches with German participation | 3rd group match day & knockout stage (Mon - Sat)

Kick-off 16.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:00	Studio			
15:48	Break before kick-off	22 57 15 50	6,000 €	120,000 €
15:50	Exclusive break before kick-off	67 77 15 70	7,200 €	144,000 €
16:00	1. Half Germany vs. ?			
16:47	Exclusive break after 1. half	66 80 16 71	15,500 €	310,000 €
16:48	Break after 1. half	22 60 16 51	12,900 €	258,000 €
16:50	Studio Highlights / News			
16:58	Break before 2. half	22 60 16 52	12,900 €	258,000 €
17:00	Exclusive break before 2. half	67 80 17 72	15,500 €	310,000 €
17:02	2. Half Germany vs. ?			
17:50	Break after 2. half	22 60 17 53	12,900 €	258,000 €
17:54	Studio Highlights			

Kick-off 20.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:17	Break before studio	22 55 19 54	3,900 €	78,000 €
19:20	Studio			
19:46	Break before kick-off	22 58 19 55	8,385 €	167,700 €
19:48	Exclusive break before kick-off	67 78 19 73	10,075 €	201,500 €
20:00	1. Half Germany vs. ?			

FIFA World Cup 2022™ live on ZDF

Costs for matches with German participation | 1st & 2nd group match day (Saturday)

Kick-off 11.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
10:00	Studio			
10:46	Break before kick-off	22 56 10 50	4,800 €	96,000 €
10:48	Exclusive break before kick-off	67 76 10 70	5,760 €	115,200 €
11:00	1. Half Germany vs. ?			
11:47	Exclusive break after 1. half	66 79 11 71	12,400 €	248,000 €
11:48	Break after 1. half	22 59 11 51	10,320 €	206,400 €
11:50	Studio Highlights / News			
11:56	Break before 2. half	22 59 11 52	10,320 €	206,400 €
12:00	Exclusive break before 2. half	67 79 12 72	12,400 €	248,000 €
12:02	2. Half Germany vs. ?			
12:51	Break after 2. half	22 59 12 53	10,320 €	206,400 €
12:54	Studio Highlights			

Kick-off 14.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
13:15	Studio			
13:46	Break before kick-off	22 57 13 54	6,000 €	120,000 €
13:48	Exclusive break before kick-off	67 77 13 73	7,200 €	144,000 €
14:00	1. Half Germany vs. ?			
14:47	Exclusive break after 1. half	66 80 14 74	15,500 €	310,000 €
14:48	Break after 1. half	22 60 14 55	12,900 €	258,000 €
14:50	Studio Highlights / News			
14:56	Break before 2. half	22 60 14 56	12,900 €	258,000 €
15:00	Exclusive break before 2. half	67 80 15 75	15,500 €	310,000 €
15:02	2. Half Germany vs. ?			
15:51	Break after 2. half	22 60 15 57	12,900 €	258,000 €
15:54	Studio Highlights			

FIFA World Cup 2022™ live on ZDF

Costs for matches with German participation | 1st & 2nd group match day (Saturday)

Kick-off 17.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:54	Studio			
16:46	Break before kick-off	22 57 16 58	6,000 €	120,000 €
16:48	Exclusive break before kick-off	67 77 16 76	7,200 €	144,000 €
17:00	1. Half Germany vs. ?			
17:47	Exclusive break after 1. half	66 80 17 77	15,500 €	310,000 €
17:48	Break after 1. half	22 60 17 59	12,900 €	258,000 €
17:50	Studio Highlights / News			
17:56	Break before 2. half	22 60 17 60	12,900 €	258,000 €
18:00	Exclusive break before 2. half	67 80 18 78	15,500 €	310,000 €
18:02	2. Half Germany vs. ?			
18:51	Break after 2. half	22 60 18 61	12,900 €	258,000 €
18:54	Studio Highlights			

Kick-off 20.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:17	Break before studio	22 55 19 62	3,900 €	78,000 €
19:20	Studio			
19:46	Break before kick-off	22 58 19 63	8,385 €	167,700 €
19:48	Exclusive break before kick-off	67 78 19 79	10,075 €	201,500 €
20:00	1. Half Germany vs. ?			

FIFA World Cup 2022™ live on ZDF

Costs for matches with German participation | 3rd group match day & knockout stage (Saturday)

Kick-off 16.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:54	Studio			
16:46	Break before kick-off	22 57 16 58	6,000 €	120,000 €
16:48	Exclusive break before kick-off	67 77 16 76	7,200 €	144,000 €
17:00	1. Half Germany vs. ?			
17:47	Exclusive break after 1. half	66 80 17 77	15,500 €	310,000 €
17:48	Break after 1. half	22 60 17 59	12,900 €	258,000 €
17:50	Studio Highlights / News			
17:56	Break before 2. half	22 60 17 60	12,900 €	258,000 €
18:00	Exclusive break before 2. half	67 80 18 78	15,500 €	310,000 €
18:02	2. Half Germany vs. ?			
18:51	Break after 2. half	22 60 18 61	12,900 €	258,000 €
18:54	Studio Highlights			

Kick-off 20.00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:17	Break before studio	22 55 19 62	3,900 €	78,000 €
19:20	Studio			
19:46	Break before kick-off	22 58 19 63	8,385 €	167,700 €
19:48	Exclusive break before kick-off	67 78 19 79	10,075 €	201,500 €
20:00	1. Half Germany vs. ?			

FIFA World Cup 2022™ live on ZDF

Important information and booking conditions

- First and exclusive negotiating rights **until 10 December 2021**, for official sponsors and partners of the 2022 FIFA World Cup™.
- The above-mentioned booking prices are binding, irrespective of the draw on 1 April 2022.
- Booking requests stating budget sizes and advertising placements are already possible for all partners. Implementation will take place after the draw (April 2022).
- Requests will be processed as they are received. ZDF Werbefernsehen will contact you.



FIFA WORLD CUP
Qatar2022

FIFA World Cup 2022™ live on ZDF

Important information and booking conditions

- Placements within the commercial breaks will be assigned according to the “Fair-Share-Principle”. In doing so, the placements comply with the investment in the surroundings of the FIFA World Cup 2022™ on ZDF.
- All rates are gross rates, exclusive of applicable VAT.
- The general terms and conditions of ZDF Werbefernsehen apply (price list valid from 1 January 2022).



FIFA WORLD CUP
Qatar 2022

FIFA World Cup 2022™ live on ZDF

Your contact persons



Heike Fisseler | Planning

Tel | 06131 - 70 14031
Fax | 06131 - 70 12518
E-mail | fisseler.h@zdf.de



Christoph Lüken | Marketing

Tel | 06131 - 70 15679
Fax | 06131 - 70 12518
E-mail | lueken.c@zdf.de

