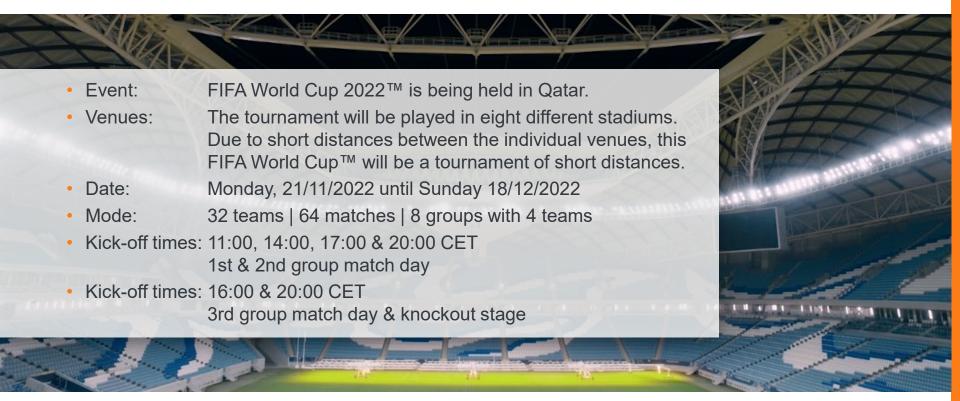
FIFA WORLD CUP 2022™

live on ZDF **from 21/11/2022**



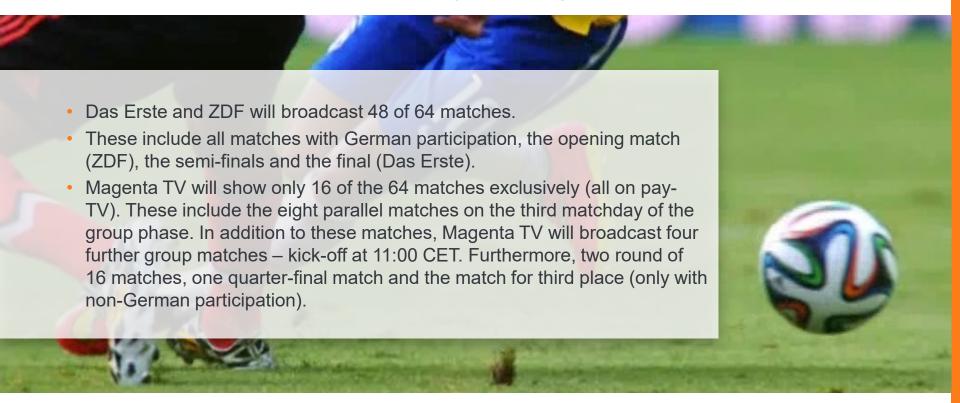
FIFA WORLD CUP Qat_ar2022

Key data



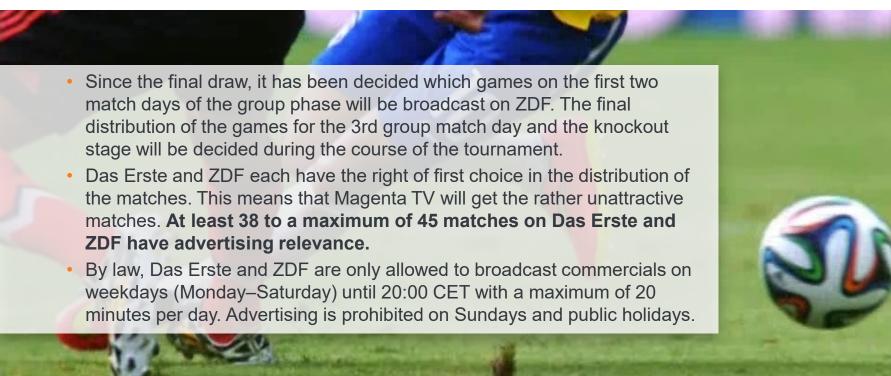


Transmissions in the German TV market | advertising opportunities





Transmissions in the German TV market | advertising opportunities



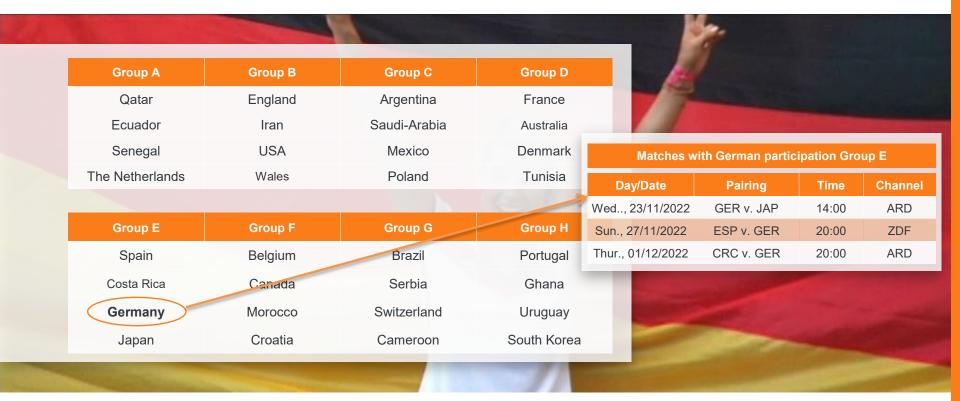


Final match schedule





The sporting event in 2022 | The groups





Match schedule | Preliminary | 1st group match day | Ten matches within the ZDF advertising programme

Day	Date	Group	Pai	ring	MESZ	Channel	
Mon.	21/11/2022	А	Senegal	The Netherlands	11:00	ZDF	
		В	England	Iran	14:00	ZDF	
	19A 2 1	А	Qatar	Ecuador	17:00	ZDF	
	A A	В	USA	Wales	20:00	ZDF	
Tue.	22/11/2022	С	Argentina	Saudi-Arabia	11:00	Magenta TV*	
		D	Denmark	Tunisia	14:00	ZDF	
		С	Mexico	Poland	17:00	ZDF	
	1	D	France	Australia	20:00	ZDF	
Wed.	23/11/2022	F	Morocco	Croatia	11:00	ARD	15
		E	Germany	Japan	14:00	ARD	19
		E	Spain	Costa Rica	17:00	ARD	EXCELLENGE TO THE PARTY OF THE
		F	Belgium	Canada	20:00	ARD	
Thur.	24/11/2022	G	Switzerland	Cameroon	11:00	Magenta TV*	
		H	Uruguay	South Korea	14:00	ZDF	
		H	Portugal	Ghana	17:00	ZDF	
		G	Brasil	Serbia	20:00	ZDF	



Match schedule | Preliminary | 2nd group match day | No matches within the ZDF advertising programme

y Date	Group	Pair	ing	MESZ	Channel
ri. 25/11/202	2 B	Wales	Iran	11:00	ARD
	Α	Qatar	Senegal	14:00	ARD
	S	The Netherlands	Ecuador	17:00	ARD
	В	England	USA	20:00	ARD
at. 26/11/202	2 D	Tunisia	Australia	11:00	Magenta TV*
	С	Poland	Saudi-Arabia	14:00	ARD
	D	France	Denmark	17:00	ARD
	С	Argentina	Mexico	20:00	ARD
un. 27/11/202	2 E	Japan	Costa Rica	11:00	ZDF
		Belgium	Morocco	14:00	ZDF
		Croatia	Canada	17:00	ZDF
	E	Spain	Germany	20:00	ZDF
lon. 28/11/202	2 G	Cameroon	Serbia	11:00	Magenta TV*
	Н	South Korea	Ghana	14:00	ARD
	G	Brazil	Switzerland	17:00	ARD
	Н	Portugal	Uruguay	20:00	ARD



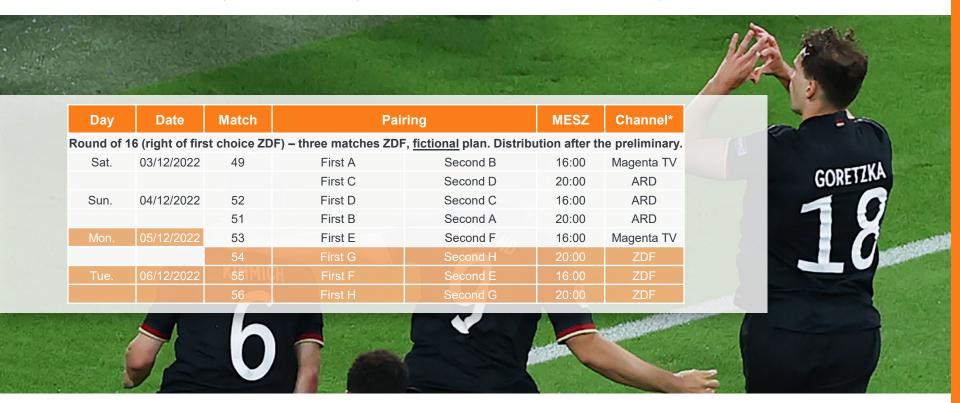
Match schedule | Preliminary | 3rd group match day | Four matches within the ZDF advertising programme

Day	Date	Group	Pai	ring	MESZ	Channel*
Tue. 29/	11/2022	А	The Netherlands	Qatar	16:00	ARD
		Α	Ecuador	Senegal	16:00	ARD
		В	Iran	USA	20:00	ARD
		В	Wales	England	20:00	ARD
Wed. 30/	11/2022	D	Tunisia	France	16:00	ZDF
		D	Australia	Denmark	16:00	ZDF
		С	Saudi-Arabia	Mexico	20:00	ZDF
		С	Poland	Argentina	20:00	ZDF
Thur. 01/	12/2022	F	Canada	Morocco	16:00	ARD
		F	Croatia	Belgium	16:00	ARD
		Е	Costa Rica	Germany	20:00	ARD
		Е	Japan	Spain	20:00	Magenta TV
Fri. 02/	12/2022	Н	South Korea	Portugal	16:00	ZDF
		Н	Ghana	Uruguay	16:00	ZDF
		G	Cameroon	Brazil	20:00	ZDF
			Serbia	Switzerland	20:00	ZDF



^{* 3}rd group match day: parallel matches (second choice) on Magenta TV on pay-TV. Distribution after the 2nd group match day.

Match schedule | Round of 16 | Distribution after the preliminary





^{*} Three round of 16 matches each on ARD & ZDF. Two on Magenta TV on pay-TV. Distribution at the end of the group phase.

FIFA WM 2022™ live im ZDF

Spielplan | Viertelfinale bis Finale

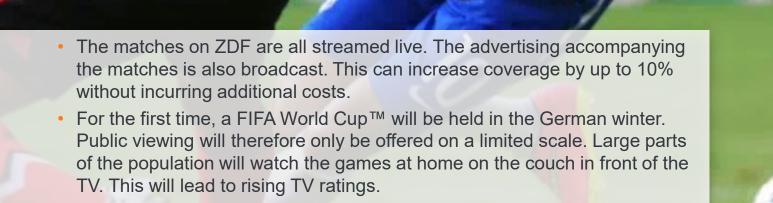




^{*} ZDF two quarter-final matches, one each on ARD and Magenta TV on pay-TV. Distribution after round of 16.

^{**} With German participation on ZDF. Only with non-German participation oni Magenta TV on pay-TV.

Transmissions in the German TV market | advertising opportunities



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.



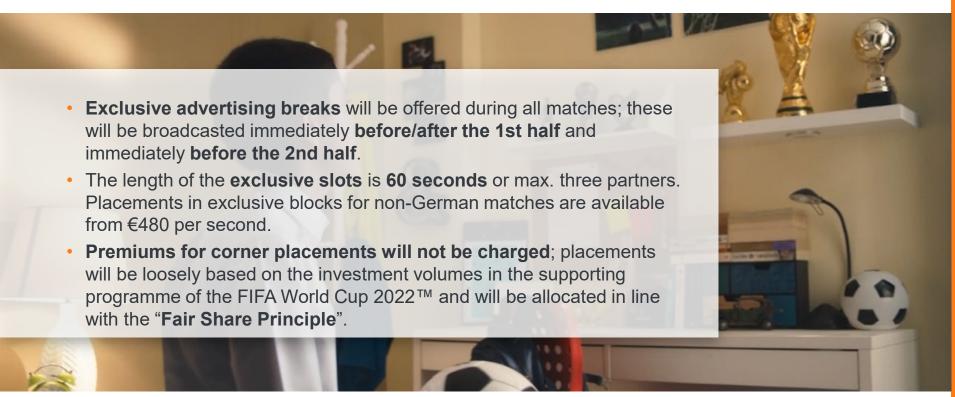


Technical data | Top-performance at all times on ZDF

	MAN	11-11
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



Exclusive advertising breaks





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.



Advertising rates: Monday, 21/11/2022 | 1st group match day four matches from 11:00 CET

Kick-off 11:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec		
10:15	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 Senegal v. The Netherlands					
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 Senegal v. The Netherlands					
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 England v. Iran			
14:47		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			
	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 England v. Iran			
15:50	Break after 2. half	22 53 15 57	€1,500	€30,000
15:54	Studio Highlights			



Advertising rates: Monday, 21/11/2022 | 1st group match day four matches

Kick-off 17:00 CET

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

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 USA v. Wales			



Advertising rates: Tuesday, 22/11/2022 | 1st group match day three matches from 14:00 CET

Kick-off 14:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
13:00	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 Denmark v. Tunisia			
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 Denmark v. Tunisia			
15:50	Break after 2. half	22 53 15 57	€1,500	€30,000
15:54	Studio Highlights			

Kick-off 17:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:54	Studio			
	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 Mexico v. Poland			
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			
	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 Mexico v. Poland			
18:50	Break after 2. half	22 54 18 61	€2,400	€48,000
18:54	Studio Highlights			



Advertising rates: Tuesday, 22/11/2022 | 1st group match day three matches

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 France v. Australia			



Advertising rates: Thursday, 24/11/2022 | 1st group match day three matches from 14:00 CET

Kick-off 14:00 CET

Position Program	Code	Costs 1 sec	Costs 20 sec		
Studio					
Break before kick-off	22 51 13 54	€950	€19,000		
Exclusive break before kick-off	67 71 13 73	€1,140	€22,800		
1. Half Uruguay v. South Korea					
Exclusive break after 1. half	66 73 14 74	€1,800	€36,000		
Break after 1. half	22 53 14 55	€1,500	€30,000		
Studio Highlights/News					
Break before 2. half	22 53 14 56	€1,500	€30,000		
Exclusive break before 2. half	67 73 15 75	€1,800	€36,000		
2. Half Uruguay v. South Korea					
Break after 2. half	22 53 15 57	€1,500	€30,000		
Studio Highlights					
	Studio Break before kick-off Exclusive break before kick-off 1. Half Uruguay v. South Kore Exclusive break after 1. half Break after 1. half Studio Highlights/News Break before 2. half Exclusive break before 2. half 2. Half Uruguay v. South Kore Break after 2. half	Studio Break before kick-off 22 51 13 54 Exclusive break before kick-off 67 71 13 73 1. Half Uruguay v. South Korea Exclusive break after 1. half 66 73 14 74 Break after 1. half 22 53 14 55 Studio Highlights/News Break before 2. half 22 53 14 56 Exclusive break before 2. half 67 73 15 75 2. Half Uruguay v. South Korea Break after 2. half 22 53 15 57	Studio Break before kick-off 22 51 13 54 €950 Exclusive break before kick-off 67 71 13 73 €1,140 1. Half Uruguay v. South Korea Exclusive break after 1. half 66 73 14 74 €1,800 Break after 1. half 22 53 14 55 €1,500 Studio Highlights/News Break before 2. half 22 53 14 56 €1,500 Exclusive break before 2. half 67 73 15 75 €1,800 2. Half Uruguay v. South Korea Break after 2. half 22 53 15 57 €1,500		

Kick-off 17:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:54	Studio			
	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 Portugal v. Ghana			
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			
	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 Portugal v. Ghana			
18:50	Break after 2. half	22 54 18 61	€2,400	€48,000
18:54	Studio Highlights			



Advertising rates: Thursday, 24/11/2022 | 1st group match day three matches

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 Halbzeit Brazil v. Serbi	a		



Advertising rates: Wednesday, 30/11/2022 | 3rd group match day two matches from 16:00 CET

Kick-off 16:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:05	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 Tunisia v. France or Au	ıstralia v. Dei	nmark	
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 Tunisia v. France or Au	ıstralia v. Dei	nmark	
17:50	Break after 2. half	22 54 18 61	€2,400	€48,000
17:54	Studio Highlights			

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 Poland v. Argentina or	Saudi-Arabia	v. Mexico	



Advertising rates: Friday, 02/12/2022 | 3rd group match day two matches from 16:00 CET

Kick-off 16:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:05	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 South Korea v. Portuga	al or Ghana v	. Uruguay	
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 South Korea v. Portuga	al or Ghana v	. Uruguay	
17:50	Break after 2. half	22 54 18 61	€2,400	€48,000
17:54	Studio Highlights			

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
	Break before studio	22 53 19 54	€1,500	€30,000
19:20	Studio			
	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 Cameroon v. Brazil or	Serbia v. Swi	tzerland	



Advertising rates: Monday, 05/12/2022 | Round of 16 without Germany (optional)

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 Round of 16 without Germany			



Advertising rates: Tuesday, 06/12/2022 | Round of 16 with Germany (optional)

Kick-off 16:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:05	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 Round of 16 Germany vs	s. ?		
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 Round of 16 Germany vs	s. ?		
17:50	Break after 2. half	22 60 17 53	€12,900	€258,000
17:54	Studio Highlights			

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
	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 Round of 16 without Germany			



Advertising rates: Tuesday, 06/12/2022 | Round of 16 without Germany (optional)

Kick-off 16:00 CET

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
15:05	Studio			
15:48	Break before kick-off	22 53 15 58	€1,500	€30,000
15:50	Exclusive break before kick-off	67 73 15 76	€1,800	€36,000
16:00	1. Half Round of 16 without Ger	many vs. ?		
16:47	Exclusive break after 1. half	66 74 16 77	€2,880	€57,600
16:48	Break after 1. half	22 54 16 59	€2,400	€48,000
16:50	Studio Highlights/News			
16:58	Break before 2. half	22 54 16 60	€2,400	€48,000
17:00	Exclusive break before 2. half	67 74 17 78	€2,880	€57,600
17:02	2. Half Round of without 16 Ger	many vs. ?		
17:50	Break after 2. half	22 54 17 61	€2,400	€48,000
17:54	Studio Highlights			

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
	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 Round of 16 without Germany			



Advertising rates: Friday, 09/12/2022 | Quarter-finals without Germany two matches

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 15 58	€1,500	€30,000
15:50	Exclusive break before kick-off	67 73 15 76	€1,800	€36,000
16:00	1. Half Quarter-final without Ge	rmany		
16:47	Exclusive break after 1. half	66 74 16 77	€2,880	€57,600
16:48	Break after 1. half	22 54 16 59	€2,400	€48,000
16:50	Studio Highlights/News			
16:58	Break before 2. half	22 54 16 60	€2,400	€48,000
17:00	Exclusive break before 2. half	67 74 17 78	€2,880	€57,600
17:02	2. Half Quarter-final without Ge	rmany		
17:50	Break after 2. half	22 54 17 61	€2,400	€48,000
17:54	Studio Highlights			

Time	Position Program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
	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 Quarter-final without Germany			



Advertising rates: Wednesday, 14/12/2022 | Semi-final with Germany (optional)

Uhrzeit	Programm/Werbung	Code	1 Sek. Brutto	20 Sek. Brutto
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 Semi-final Germany vs.	?		



Advertising rates: Wednesday, 14/12/2022 | Semi-final without Germany (optional)

Uhrzeit	Programm/Werbung	Code	1 Sek. Brutto	20 Sek. Brutto
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 Semi-final without Germ	any		



Advertising rates: Saturday, 17/12/2022 | Match for third place (optional)

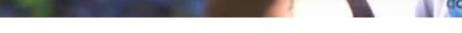
Kick-off 16:00 CET

Uhrzeit	Programm/Werbung	Code	1 Sek. Brutto	20 Sek. Brutto
15:00	Studio			
15:48	Break before kick-off	22 56 15 50	4.800 €	96.000 €
15:50	Exclusive break before kick-off	67 76 15 70	5.760 €	115.200 €
16:00	1. Half Germany vs. ?			
16:47	Exclusive break after 1. half	66 79 16 71	12.400 €	248.000 €
16:48	Break after 1. half	22 59 16 51	10.320 €	206.400 €
16:50	Studio Highlights/News			
16:58	Break before 2. half	22 59 16 52	10.320 €	206.400 €
17:00	Exclusive break before 2. half	67 79 17 72	12.400 €	248.000 €
17:02	2. Half Germany vs. ?			
17:50	Break after 2. half	22 59 17 53	10.320 €	206.400 €
17:54	Studio Highlights			



Important information and booking conditions

- First and exclusive negotiating rights for official sponsors and partners of the 2022 FIFA World Cup™ have already expired on the 10th of December 2021.
- Bookings for the knockout phase can now be made. After confirmation, it is a firm booking.
- If bookings for games with German participation during the knockout phase (round of 16 and semi-finals) cannot be realized due to an early elimination of the German team, a withdrawal from them is possible without additional costs.
- In these cases, however, budgets can be realized in games without German participation.





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.
- No surcharges are charged for shorter commercial lengths. The linear price calculation applies (price per second multiplied by the length of the spot).
- Football-focused Mainzelmännchen inserts between the spots give your spot a "unique packaging", which gives you a lot of attention.
- 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).



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