

FIFA WORLD CUP 2022™

live on ZDF
from 21/11/2022



FIFA WORLD CUP Qatar 2022

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 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
- Mode: 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 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).
- Magenta TV 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, Magenta TV will broadcast four further group matches – kick-off at 11:00 CET. Furthermore, two round of 16 matches, one quarter-final match and the match for third place (only with non-German participation).

FIFA World Cup 2022™ live on ZDF

Transmissions in the German TV market | advertising opportunities

- Since the final draw, it has been decided which games on the first two match days of the group phase will be broadcast on ZDF. The final distribution of the games for the 3rd group match day and the knockout stage will be decided during the course of the tournament.
- Das Erste and ZDF each have the right of first choice in the distribution of the matches. This means that Magenta TV 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.

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Final match schedule

Match Schedule		Schedule															
Group Matches		Round of 16				Quarter-Finals				Semi-Finals				3rd Place & Final			
FIFA WORLD CUP Qatar 2022		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 5 December	Tuesday 6 December
Al Bayt Stadium		1 QAT ECU 18:00	10 MAR CRO 18:00	10 ENG USA 21:00	10 ESP GER 21:00	10 NED QAT 21:00	10 ICP 2 GER QAT 21:00	10 IB 2A 18:00						10 WS1 WS2 18:00			
Khalifa International Stadium		1 ENG IRN 18:00	10 GER JPN 18:00	10 NED ECU 18:00	10 CRO CAN 18:00	10 ECU SEN 18:00	10 JPN ESP 21:00	10 1A 2B 18:00									
Al Thumama Stadium		2 SEN NED 18:00	10 ESP ICP 2 18:00	10 QAT SEN 18:00	10 BEL MAR 18:00	10 IRN USA 21:00	10 CAN MAR 18:00	10 12 1D 18:00						10 WS5 WS6 18:00			
Ahmad Bin Ali Stadium		1 USA EUR 21:00	10 BEL CAN 21:00	10 EUR IRN 18:00	10 JPN ICP 2 18:00	10 EUR CRO 18:00	10 BEL ESP 21:00	10 1C 2D 21:00									
Lusail Stadium		1 ARG KSA 18:00	10 BRA FRA 21:00	10 ARG KSA 21:00	10 POR MEX 21:00	10 KSA MEX 21:00	10 CMR BRA 21:00	10 1H 2C 21:00						10 W49 W50 21:00			
Stadium 974		1 MEX POL 18:00	10 POR GHA 18:00	10 FRA DEN 18:00	10 BRA SUI 18:00	10 POL ARG 21:00	10 SRB SUI 21:00	10 1G 2H 21:00									
Education City Stadium		1 DEN TUN 18:00	10 URU KOR 18:00	10 POL KSA 18:00	10 KOR GHA 18:00	10 TUN KSA 18:00	10 KOR POL 18:00	10 1F 2E 18:00						10 WS3 WS4 18:00			
Al Janoub Stadium		1 FRA ICP 1 18:00	10 SUI CMR 18:00	10 TUN ICP 1 18:00	10 CMR SRB 18:00	10 ICP 1 DEN 18:00	10 GHA URU 18:00	10 1E 2F 18:00									
Rest days																	
Rest days																	
Rest days																	
3rd Place																	
Final																	
Winners																	



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The sporting event in 2022 | The groups

Group A	Group B	Group C	Group D
Qatar	England	Argentina	France
Ecuador	Iran	Saudi-Arabia	Australia
Senegal	USA	Mexico	Denmark
The Netherlands	Wales	Poland	Tunisia

Group E	Group F	Group G	Group H
Spain	Belgium	Brazil	Portugal
Costa Rica	Canada	Serbia	Ghana
Germany	Morocco	Switzerland	Uruguay
Japan	Croatia	Cameroon	South Korea

Matches with German participation Group E			
Day/Date	Pairing	Time	Channel
Wed., 23/11/2022	GER v. JAP	14:00	ARD
Sun., 27/11/2022	ESP v. GER	20:00	ZDF
Thur., 01/12/2022	CRC v. GER	20:00	ARD

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

Day	Date	Group	Pairing		MESZ	Channel
Mon.	21/11/2022	A	Senegal	The Netherlands	11:00	ZDF
		B	England	Iran	14:00	ZDF
		A	Qatar	Ecuador	17:00	ZDF
		B	USA	Wales	20:00	ZDF
Tue.	22/11/2022	C	Argentina	Saudi-Arabia	11:00	Magenta TV*
		D	Denmark	Tunisia	14:00	ZDF
		C	Mexico	Poland	17:00	ZDF
		D	France	Australia	20:00	ZDF
Wed.	23/11/2022	F	Morocco	Croatia	11:00	ARD
		E	Germany	Japan	14:00	ARD
		E	Spain	Costa Rica	17:00	ARD
		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

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

Day	Date	Group	Pairing		MESZ	Channel
Fri.	25/11/2022	B	Wales	Iran	11:00	ARD
		A	Qatar	Senegal	14:00	ARD
		S	The Netherlands	Ecuador	17:00	ARD
		B	England	USA	20:00	ARD
Sat.	26/11/2022	D	Tunisia	Australia	11:00	Magenta TV*
		C	Poland	Saudi-Arabia	14:00	ARD
		D	France	Denmark	17:00	ARD
		C	Argentina	Mexico	20:00	ARD
Sun.	27/11/2022	E	Japan	Costa Rica	11:00	ZDF
		F	Belgium	Morocco	14:00	ZDF
		F	Croatia	Canada	17:00	ZDF
		E	Spain	Germany	20:00	ZDF
Mon.	28/11/2022	G	Cameroon	Serbia	11:00	Magenta TV*
		H	South Korea	Ghana	14:00	ARD
		G	Brazil	Switzerland	17:00	ARD
		H	Portugal	Uruguay	20:00	ARD

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

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



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Match schedule | Round of 16 | Distribution after the preliminary

Day	Date	Match	Pairing		MESZ	Channel*
Round of 16 (right of first choice ZDF) – three matches ZDF, <u>fictional</u> plan. Distribution after the preliminary.						
Sat.	03/12/2022	49	First A	Second B	16:00	Magenta TV
			First C	Second D	20:00	ARD
Sun.	04/12/2022	52	First D	Second C	16:00	ARD
		51	First B	Second A	20:00	ARD
Mon.	05/12/2022	53	First E	Second F	16:00	Magenta TV
		54	First G	Second H	20:00	ZDF
Tue.	06/12/2022	55	First F	Second E	16:00	ZDF
		56	First H	Second G	20:00	ZDF

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Spielplan | Viertelfinale bis Finale

Day	Date	Match	Pairing		MESZ	Channel*
Quarter-final (right of first choice ARD) – two matches on ZDF, <u>fictional</u> plan. Distribution after round of 16.						
Fri.	09/12/2022	58	Winner 53	Winner 54	16:00	ZDF
		57	Winner 49	Winner 50	20:00	ZDF
Sat.	10/12/2022	60	Winner 55	Winner 56	16:00	ARD
		59	Winner 51	Winner 52	20:00	Magenta TV

Day	Date	Match	Pairing		MESZ	Channel*
Semi-final (right of first choice ZDF) – one match on ZDF, <u>fictional</u> plan. Distribution after quarter-final.						
Tue.	13/12/2022	61	Winner 57	Winner 58	20:00	ARD
Wed.	14/12/2022	62	Winner 59	Winner 60	20:00	ZDF
Finale (ARD – free of ads)						
Sat.	17/12/2022	3. Place	Loser 61	Loser 62	16:00	Magenta TV**
Sun.	18/12/2022	Finale	Winner 61	Winner 62	16:00	ARD

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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.



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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

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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**.
- The length of the **exclusive slots** is **60 seconds** or max. three partners. Placements in exclusive blocks for non-German matches are available from €480 per second.
- **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**”.

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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 2022™ live on ZDF

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	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 England v. Iran			
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

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

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 Qatar v. Ecuador			
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 Qatar v. Ecuador			
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 USA v. Wales			

FIFA World Cup 2022™ live on ZDF

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			
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 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			
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 Mexico v. Poland			
18:50	Break after 2. half	22 54 18 61	€2,400	€48,000
18:54	Studio Highlights			

FIFA World Cup 2022™ live on ZDF

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

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 France v. Australia			

FIFA World Cup 2022™ live on ZDF

Advertising rates: Thursday, 24/11/2022 | 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 Uruguay v. South Korea			
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 Uruguay v. South Korea			
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			
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 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			
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 Portugal v. Ghana			
18:50	Break after 2. half	22 54 18 61	€2,400	€48,000
18:54	Studio Highlights			

FIFA World Cup 2022™ live on ZDF

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

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 Halbzeit Brazil v. Serbia			

FIFA World Cup 2022™ live on ZDF

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 Australia v. Denmark			
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 Australia v. Denmark			
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 Poland v. Argentina or Saudi-Arabia v. Mexico			

FIFA World Cup 2022™ live on ZDF

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. Portugal 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. Portugal or Ghana v. Uruguay			
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 Cameroon v. Brazil or Serbia v. Switzerland			

FIFA World Cup 2022™ live on ZDF

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

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 Round of 16 without Germany			

FIFA World Cup 2022™ live on ZDF

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. ?			
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. ?			
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 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			

FIFA World Cup 2022™ live on ZDF

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 Germany 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 Germany vs. ?			
17:50	Break after 2. half	22 54 17 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 Round of 16 without Germany			

FIFA World Cup 2022™ live on ZDF

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 Germany			
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 Germany			
17:50	Break after 2. half	22 54 17 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 Quarter-final without Germany			

FIFA World Cup 2022™ live on ZDF

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

Kick-off 20:00 CET

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. ?			

FIFA World Cup 2022™ live on ZDF

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

Kick-off 20:00 CET

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 Germany			

FIFA World Cup 2022™ live on ZDF

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			

FIFA World Cup 2022™ live on ZDF

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.

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.
- 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).

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