

# FIFA World Cup 2022™ live on ZDF

21 November to 18 December 2022



**FIFA WORLD CUP**  
**Qatar 2022**

# FIFA World Cup 2022™ live on ZDF

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

- **"Golden Spot"** is a **new form of advertising** that we can offer you for the first time.
- This **exclusive form of advertising** is placed **after the national anthems** directly **before kick-off** of the 1st half.
- It is the **last advertising opportunity** before the start of the match, immediately before kick-off.
- Only **one spot is broadcast in full screen**.
- **Packages are available** for the preliminary round and the knockout phase.
- **The minimum and maximum length is 30 seconds**.



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"Golden Spot I" | The premium package preliminary round | 14 spots directly before kick-off

Day	Date	Kick-off	Group	Match		Time	Code	30"-gross
Mon.	21.11.22	11:00	A	Senegal	Netherlands	10:58	75 90 10 90	€ 36,900
		14:00	B	England	Iran	13:58	75 91 13 91	€ 58,350
		17:00	A	Qatar	Ecuador	16:58	75 92 16 92	€ 93,300
		20:00	B	USA	Wales	19:58	75 92 19 93	€ 93,300
Tue.	22.11.22	14:00	D	Denmark	Tunisia	13:58	75 91 13 90	€ 58,300
		17:00	C	Mexico	Poland	16:58	75 92 16 91	€ 93,300
		20:00	D	France	Australia	19:58	75 92 19 92	€ 93,300
Thu.	24.11.22	14:00	H	Uruguay	South Korea	13:58	75 91 13 90	€ 58,350
		17:00	H	Portugal	Ghana	16:58	75 92 16 91	€ 93,300
		20:00	G	Brazil	Serbia	19:58	75 92 19 92	€ 93,300
Wed.	30.11.22	16:00	D	Tunisia vs. France or Australia vs. Denmark		15:58	75 92 15 90	€ 93,300
		20:00	C	Poland vs. Argentina or Saudi-Arabia vs. Mexico		19:58	75 92 19 91	€ 93,300
Fri.	02.12.22	16:00	H	Ghana vs. Uruguay or South Korea vs. Portugal		15:58	75 92 15 90	€ 93,300
		20:00	G	Cameroon vs. Brazil or Serbia vs. Switzerland		19:58	75 92 19 91	€ 93,300
Package price preliminary round 14 Spots (basis 30 seconds)								€ 1,144,900



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"Golden Spot II" | The premium package knockout phase | 6 spots directly before kick-off\*

Day	Date	Kick-off	Group	Match		Time	Code	30"-gross
Mon.	05.12.22	20:00	R16 M6	First G	Second H	19:58	75 92 19 90	€ 93,300
Tue.	06.12.22	16:00	R16 M7	Germany	First F	15:58	75 93 15 90	€ 495,000
		20:00	R16 M8	First H	Second G	19:58	75 92 19 91	€ 93,300
Fri.	09.12.	16:00	QF 1	Winner R16 Match 5	Winner R16 Match 6	15:58	75 92 15 90	€ 93,300
		20:00	QF 2	Winner R16 Match1	Winner R16 Match 2	19:58	75 92 19 91	€ 93,300
Tue.	14.12.22	20:00	SF 2	Germany	Winner QF 3	19:58	75 94 19 90	€ 594,000
<b>Package price knockout phase with Germany in the round of sixteen and semi-final total 6 spots</b>								<b>€ 1,462,200</b>
<i>Package price knockout phase with Germany only in the round of sixteen a total of 6 spots</i>								<i>€ 961,500</i>
<i>Package price knockout phase without Germany a total of 6 spots</i>								<i>€ 559,800</i>



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Placement "Golden Spot" | Sample day, Mon., 21.11.2022

## Kick-off 11:00

Time	Position Program	Code	1 Sec. gross	30 Sec. gross
10:00	Studio			
10:49	Break before kick-off	22 50 10 50	€ 400	€ 12,000
10:50	Exclusive break before kick-off	67 70 10 70	€ 480	€ 14,400
10:52	Players Walk-In, Anthems			
<b>10:58</b>	<b>"Golden Spot"</b>	<b>75 90 10 90</b>	<b>€ 1,230</b>	<b>€ 36,900</b>
<b>11:00</b>	<b>1. Half match I</b>			
11:47	Exclusive break after 1. half	66 71 11 71	€ 1,140	€ 34,200
11:48	Break after 1. half	22 51 11 51	€ 950	€ 28,500
11:50	Studio Highlights/News			
11:58	Break before 2. half	22 51 11 52	€ 950	€ 28,500
12:00	Exclusive break before 2. half	67 71 12 72	€ 1,140	€ 34,200
<b>12:02</b>	<b>2. Half match I</b>			
12:50	Break after 2. half	22 51 12 53	€ 950	€ 28,500
12:54	Studio Highlights			

## Kick-off 14:00

Time	Position Program	Code	1 Sec. gross	20 Sec. gross
13:15	Studio			
13:48	Break before kick-off	22 51 13 54	€ 950	€ 28,500
13:50	Exclusive break before kick-off	67 71 13 73	€ 1,140	€ 34,200
13:52	Players Walk-In, Anthems			
<b>13:58</b>	<b>"Golden Spot"</b>	<b>75 91 13 91</b>	<b>€ 1,945</b>	<b>€ 58,350</b>
<b>14:00</b>	<b>1. Half match II</b>			
14:47	Exclusive break after 1. half	66 73 14 74	€ 1,800	€ 54,000
14:48	Break after 1. half	22 53 14 55	€ 1,500	€ 45,000
14:50	Studio Highlights/News			
14:58	Break before 2. half	22 53 14 56	€ 1,500	€ 45,000
15:00	Exclusive break before 2. half	67 73 15 75	€ 1,800	€ 54,000
<b>15:02</b>	<b>2. Half match II</b>			
15:50	Break after 2. half	22 53 15 57	€ 1,500	€ 45,000
15:54	Studio Highlights			

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Placement "Golden Spot" | Sample day, Mon., 21.11.2022

## Kick-off 17:00

Time	Position Program	Code	1 Sec. gross	20 Sec. gross
15:54	Studio			
16:48	Break before kick-off	22 53 16 58	€ 1,500	€ 45,000
16:50	Exclusive break before kick-off	67 73 16 76	€ 1,800	€ 54,000
16:52	Players Walk-In, Anthems			
<b>16:58</b>	<b>"Golden Spot"</b>	<b>75 92 16 92</b>	<b>€ 3,110</b>	<b>€ 93,300</b>
<b>17:00</b>	<b>1. Half match III</b>			
17:47	Exclusive break after 1. half	66 74 17 77	€ 2,880	€ 86,400
17:48	Break after 1. half	22 54 17 59	€ 2,400	€ 72,000
17:50	Studio Highlights / News			
17:58	Break before 2. half	22 54 17 60	€ 2,400	€ 72,000
18:00	Exclusive break before 2. half	67 74 18 78	€ 2,880	€ 86,400
<b>18:02</b>	<b>2. Half match III</b>			
18:50	Break after 2. half	22 54 18 61	€ 2,400	€ 72,000
18:54	Studio Highlights			

## Kick-off 20:00

Time	Position Program	Code	1 Sec. gross	20 Sec. gross
19:00	News			
19:17	Break before studio	22 53 19 62	€ 1,500	€ 45,000
19:20	Studio			
19:46	Break before kick-off	22 54 19 63	€ 2,400	€ 72,000
19:48	Exclusive break before kick-off	67 74 19 79	€ 2,880	€ 86,400
19:52	Players Walk-In, Anthems			
<b>19:58</b>	<b>"Golden Spot"</b>	<b>75 92 19 93</b>	<b>€ 3,110</b>	<b>€ 93,300</b>
<b>20:00</b>	<b>1. Half match IV</b>			

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## Important Information

- **First and exclusive negotiating rights until 9 June 2022 for official sponsors and partner of the FIFA World Cup 2022™.**
- Bookings under this offer **are discountable, rate discountable and commitmentable based** on the total volume. After confirmation, these are firm bookings.
- The general terms and conditions of ZDF Werbefernsehen apply (price list valid from 1 January 2022).
- All rates are gross rates, exclusive of applicable VAT.



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Your contact persons



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