

UEFA EURO 2024™  
**FINAL DRAW**  
**IN HAMBURG**  
live on ZDF  
on **02.12.2023**



**UEFA**  
**EURO2024**  
GERMANY

# UEFA EURO 2024™ – Final draw

## Facts

- An entire nation is looking forward to the UEFA EURO 2024™ in its own country. After 1988, Germany will once again host the biggest continental soccer event.
- Before the opening match kicks off in Munich on Friday, 14 June 2024, the draw is on the agenda.
- 24 teams will take part in the final tournament in Germany next summer. But who will play against whom, when, and in which group?
- These questions will be answered on Saturday, 2 December 2023, at the Elbphilharmonie in Hamburg. The "who's who" of European soccer will be on hand to give the draw a dignified setting.

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## Facts

- You can be a part of it as an advertising customer.
- We have set up two short and attractive booking options for you before and after the event.
- Take advantage of this opportunity and be a part of the UEFA EURO 2024™ from the very beginning.
- **The motto "first come, first serve" applies.**



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Advertising rates: Saturday, 2 December 2023

The group draw for the UEFA EURO 2024™ finals will be broadcast live on ZDF between 5:55 and 7:00 p.m.

- Before broadcast:  
Approx. 5:50 p.m. / Code 22 50 17 90 / €24,000\*
- After broadcast:  
Approx. 6:57 p.m. / Code 22 50 18 91 / €24,000\*

\* Costs for 20 seconds (gross)

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## Important information and booking conditions

- 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.
- 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 UEFA EURO 2024™ on ZDF.
- This offer is subject to change and bookings will be processed upon receipt.
- Bookings under this offer are discountable, rate discountable and commitmentable based on total volume.
- Confirmed bookings are firm bookings.
- The general terms and conditions of ZDF Werbefernsehen apply (price list valid from 1 January 2023). You can find more information [here](#).
- All rates are gross rates, exclusive of applicable VAT.

GERMANY

# Your contact persons

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