

GERMANY LOOKS
FORWARD TO

UEFA EURO 2024™

live on ZDF

from 14.06.2024



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Key dates on the way to UEFA EURO 2024™

- 21/11/2023: European Qualifiers conclude
- 23/11/2023: European Qualifiers play-off draw
- 02/12/2023: UEFA EURO 2024™ final tournament draw in Hamburg
- **21/03/2024: Start of the European Qualifiers play-offs**
- **14/06/2024: Opening game with Germany vs. Scotland in Munich**
- **14/07/2024: Final in Berlin**



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Facts and figures

- **Event:** 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.
- **10 cities:** Berlin, Cologne, Munich, Frankfurt, Hamburg, Dortmund, Leipzig, Gelsenkirchen, Stuttgart and Düsseldorf
- **Date:** Friday, 14/06/2024 until Sunday 14/07/2024
- **Modus:** 24 teams | 51 matches
6 groups with 4 teams each
- **Kick-off times:** 15:00, 18:00 and 21:00 CEST
- **Advertising:** Many opportunities to advertise in and around the live matches on ZDF

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Schedule



UEFA EURO 2024

MATCH SCHEDULE

	GROUP STAGE												KNOCKOUT STAGE														
	MATCHDAY 1			MATCHDAY 2			MATCHDAY 3			ROUND OF 16			QUARTER-FINALS		SEMI-FINALS		FINAL										
	FR 16.06	SAT 16.06	SUN 16.06	MON 17.06	TUE 18.06	WED 19.06	THU 20.06	FRI 21.06	SAT 22.06	SUN 23.06	MON 24.06	TUE 25.06	WED 26.06	27.06 28.06	SAT 29.06	SUN 30.06	MON 01.07	TUE 02.07	03.07 04.07	FR 05.07	SAT 06.07	07.07 08.07	TUE 09.07	WED 10.07	11.07 12.07	SUN 13.07	
BERLIN Olympiastadion Berlin 70000	ESP V CRO 18:00							PO-A V AUT 18:00							SA V SRB 18:00								WS V UKR 21:00				FI V TUR 21:00
LEIPZIG Erstfeld Stadium 40000																											
HAMBURG Volksparkstadion Hamburg 49000																											
DORTMUND BVB Stadion Dortmund 62000																											
GELSENKIRCHEN Arena AufSchalke 25000																											
DÜSSELDORF Deutsche Bank Arena 47000																											
COLOGNE Energie Stadium 43000																											
FRANKFURT Frankfurt Arena 47000																											
STUTTGART Stuttgart Arena 51000																											
MUNICH Allianz Football Arena 60000																											

GROUP A

- GERMANY (GER)
- SCOTLAND (SCO)
- HUNGARY (HUN)
- SWITZERLAND (SUI)

GROUP B

- SPAIN (ESP)
- CROATIA (CRO)
- ITALY (ITA)
- ALBANIA (ALB)

GROUP C

- SLOVENIA (SVN)
- DENMARK (DEN)
- SERBIA (SRB)
- ENGLAND (ENG)

GROUP D

- PLAY-OFF WINNER A (PO-A)
- NETHERLANDS (NED)
- AUSTRIA (AUT)
- FRANCE (FRA)

GROUP E

- BELGIUM (BEL)
- SLOVAKIA (SVK)
- ROMANIA (ROU)
- PLAY-OFF WINNER B (PO-B)

GROUP F

- TÜRKIYE (TUR)
- PLAY-OFF WINNER C (PO-C)
- PORTUGAL (POR)
- CZECHIA (CZE)

The top 2 of each group will qualify March 2024. PO-A, PO-B, PO-C contains Poland, Wales, France, Belarus, Portugal, PO-D contains Ireland, Bosnia Herzegovina, Ukraine, Iceland, PO-E contains Georgia, Finland, Kazakhstan, Liechtenstein

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The most popular event in 2024 | Group A–F

Group A	Group B	Group C
Germany	Spain	Slovenia
Scotland	Croatia	Denmark
Hungary	Italy	Serbia
Switzerland	Albania	England

Group D	Group E	Group F
Poland	Belgium	Turkey
Netherlands	Slovakia	Georgia
Austria	Romania	Portugal
France	Ukraine	Czech Republic

Matches with Germany – Group A			
Date		Time	Station
Fri., 14/06/2024	GER vs. SCO	21:00	ZDF
Wed., 19/06/2024	HUN vs. GER	18:00	ARD
Sun., 23/06/2024	GER vs. SUI	21:00	ARD

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Schedule | Group stage | day 1



Day	Date	Group		Host-City	Time	Station
Fri.	14/06/24	A	Germany	Scotland	Munich	21:00 ZDF
Sat.	15/06/24	A	Hungary	Switzerland	Cologne	15:00 Telekom
		B	Spain	Croatia	Berlin	18:00 ARD
		B	Italy	Albania	Dortmund	21:00 ARD
Sun.	16/06/24	C	Poland	Netherlands	Hamburg	15:00 RTL
		D	Slovenia	Denmark	Stuttgart	18:00 ZDF
		D	Serbia	England	Gelsenkirchen	21:00 ZDF
Mon.	17/06/24	E	Romania	Ukraine	Munich	15:00 RTL
		E	Belgium	Slovakia	Frankfurt	18:00 ZDF
Tue.	18/06/24	D	Austria	France	Düsseldorf	21:00 ARD
		F	Turkey	Georgia	Dortmund	18:00 RTL
		F	Portugal	Czech Republic	Leipzig	21:00 ARD

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Schedule | Group stage | day 2




Day	Date	Group			Host-City	Time	Station
Wed.	19/06/24	B	Croatia	Albania	Hamburg	15:00	RTL
		A	Germany	Hungary	Stuttgart	18:00	ARD
		A	Scotland	Switzerland	Cologne	21:00	ARD
Thu.	20/06/24	C	Slovenia	Serbia	Munich	15:00	Telekom
		C	Denmark	England	Frankfurt	18:00	ZDF
		B	Spain	Italy	Gelsenkirchen	21:00	ZDF
Fri.	21/06/24	D	Slovakia	Ukraine	Düsseldorf	15:00	RTL
		E	Poland	Austria	Berlin	18:00	ARD
		D	Netherlands	France	Leipzig	21:00	ARD
Sat.	22/06/24	F	Georgia	Czech Republic	Hamburg	15:00	RTL
		F	Turkey	Portugal	Dortmund	18:00	ZDF
		E	Belgium	Romania	Cologne	21:00	ZDF

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Schedule | Group stage | day 3



Day	Date	Group			Host-City	Time	Station	
Sun.	23/06/24	A	Scotland	or*	Hungary	Stuttgart	21:00	Telekom
		A	Switzerland		Germany	Frankfurt	21:00	ARD
Mon.	24/06/24	B	Albania	or*	Spain	Düsseldorf	21:00	ZDF/RTL
		B	Croatia		Italy	Leipzig	21:00	ZDF/RTL
Tue.	25/06/24	D	Netherlands	or*	Austria	Berlin	18:00	ZDF/RTL
		D	France		Poland	Dortmund	18:00	ZDF/RTL
		C	England	or*	Slovenia	Cologne	21:00	ZDF/RTL
		C	Denmark		Serbia	Munich	21:00	ZDF/RTL
Wed.	26/06/24	E	Slovakia	or*	Romania	Frankfurt	18:00	ARD/Telekom
		E	Ukraine		Belgium	Stuttgart	18:00	ARD/Telekom
		F	Georgia	or*	Portugal	Gelsenkirchen	21:00	ARD/RTL
		F	Czech Republic		Turkey	Hamburg	21:00	ARD/RTL

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Schedule | Notes on distribution in the knockout round

- Team Germany has a chance of advancing to the round of 16 in Group A with Scotland, Hungary and Switzerland. In the schedule for the knockout round, we have assumed that Germany will qualify for the round of 16 as runner-up in Group A – Sat., 29/06/24 on ZDF at 18:00 – and then reach the final later in the tournament.
- You can already make bookings for this scenario. The same applies to a potential semi-final with German participation. This would also be broadcast on ZDF (Wed., 10/07/24, from 19:25, kick-off 21:00). You can already book optional advertising in the preliminary coverage here.

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Schedule | Round of 16



Day	Date	Group	Host-City	Time	Station		
Round of 16 (first pick ZDF) – 3 matches ZDF, here fictitious planning. Distribution takes place after the preliminary round.							
Sat.	29/06/24	38	2 A (Germany)	2 B	Berlin	18:00	ZDF
		37	1 A	2 C	Dortmund	21:00	ZDF
Sun.	30/06/24	40	1 C	3 D/E/F	Gelsenkirchen	18:00	ARD/RTL/Tele
		39	1 B	3 A/D/E/F	Cologne	21:00	ARD/RTL/Tele
Mon.	01/07/24	42	2 D	2 E	Düsseldorf	18:00	ARD/RTL/Tele
		41	1 F	3 A/B/C	Frankfurt	21:00	ARD/RTL/Tele
Tue.	02/07/24	43	1 E	3 A/B/C/D	Munich	18:00	ZDF
		44	1 D	2 F	Leipzig	21:00	ARD/RTL/Tele

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Schedule | Quarter-finals



Day	Date	Group		Host-City	Time	Station	
Quarter-finals (ARD first pick) – two matches ZDF, fictitious planning here. Distribution takes place after the round of 16.							
Fri.	05/07/24	45	Winner 39	Winner 37	Stuttgart	18:00	ZDF
		46	Winner 41	Winner 42	Hamburg	21:00	ZDF
Sat.	06/07/24	48	Winner 40	Winner 38 (Germany)	Düsseldorf	18:00	ARD
		47	Winner 43	Winner 44	Berlin	21:00	RTL

Day	Date	Group		Host-City	Time	Station	
Semi-final (ZDF first pick) – one match ZDF, fictitious planning here. Distribution takes place after the quarterfinals.							
Tue.	09/07/24	49	Winner 45	Winner 46	Munich	21:00	ARD
Wed.	10/07/24	50	Winner 47	Winner 48 (Germany)	Dortmund	21:00	ZDF
Final (ARD first pick)							
Sun.	14/07/24	51	Winner 49	Winner 50	Berlin	21:00	ARD

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UEFA EURO 2020™ performance data with comparable kick-off times

UEFA EURO 2020™	Viewers (Mio.)	Share (%)
All matches	10.25	43.2
Matches kick-off 15:00 CEST	4.42	35.7
Matches kick-off 18:00 CEST	8.69	41.3
Matches with Germany kick-off 18:00 CEST	27.49	76.3

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Facts and figures

- The reach measurement will be adjusted at the beginning of 2024. With the market standard “moving image”, the reach of the 24/7 live stream will be included in the overall calculation. As the use of this service is particularly high during major sporting events, the overall reach will increase as a result of the new evaluation methodology.
- Advertising customers will benefit from this, as booked advertising will also be broadcast in the 24/7 service. However, this additional reach has not yet been taken into account in the pricing. You receive this additional reach without any additional costs.

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Exclusive advertising slots

- Exclusive slots 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.
- Premiums for corner placements will not be charged. Placements will be loosely based on the investment volumes in the supporting programme of the UEFA EURO 2024™ and will be allocated in line with the “Fair-Share-Principle”.

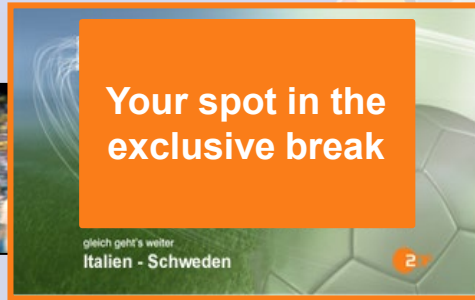
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Exclusive advertising slots



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Exklusivblock



Start classic advertising slot

- The exclusive break is always placed at the beginning or end of the classic advertising slot
- It is broadcast before and after the first half and before the second half.
- The exclusive break is framed by a topic-specific box with additional information. It is available to a maximum of 3 partners and has a maximum length of 60 seconds.

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Costs: Friday, 14/06/24 | Opening match Germany vs. Scotland

Time	Position program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:22	Break before studio	22 51 19 50	1.250 €	25.000 €
19:25	Studio			
19:50	Break Studio	22 52 19 51	1.980 €	39.600 €
19:55	Studio/Opening ceremony			
21:00	1. Half GER vs. SCO			



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Costs: Monday, 17/06/2024 | Matchday 1 Group D | Belgium vs. Slovakia

Time	Position program	Code	Costs 1 sec	Costs 20 sec
17:05	Break before studio	22 50 17 50	500 €	10.000 €
17:10	Studio			
17:46	Break before kick-off	22 51 17 51	1.250 €	25.000 €
17:48	Exclusive break before kick-off	67 60 17 60	1.500 €	30.000 €
17:50	Player tunnel, anthems, line-ups			
17:58	"Golden Spot"	75 70 17 70	2.565 €	51.300 €
18:00	1. Half BEL vs. SVK			
18:47	Exclusive break after 1. half	66 61 18 61	2.375 €	47.500 €
18:48	Break after 1. half	22 52 18 52	1.980 €	39.600 €
18:50	Studio Highlights/News			
18:58	Break before 2. half	22 52 18 53	1.980 €	39.600 €
19:00	Exclusive break before 2. half	67 61 19 62	2.375 €	47.500 €
19:02	2. Half BEL vs. SVK			
19:54	Studio Highlights			

- Costs are valid for matches kick-off 18:00 CEST in every stage of the tournament – group stage and knockout stage!

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Costs: Thursday, 20/06/24 | Matchday 2 Group C | Denmark vs. England

Time	Position program	Code	Costs 1 sec	Costs 20 sec
17:05	Break before studio	22 50 17 50	500 €	10.000 €
17:10	Studio			
17:46	Break before kick-off	22 51 17 51	1.250 €	25.000 €
17:48	Exclusive break before kick-off	67 60 17 60	1.500 €	30.000 €
17:50	Player tunnel, anthems, line-ups			
17:58	"Golden Spot"	75 70 17 70	2.565 €	51.300 €
18:00	1. Half DEN vs. ENG			
18:47	Exclusive break after 1. half	66 61 18 61	2.375 €	47.500 €
18:48	Break after 1. half	22 52 18 52	1.980 €	39.600 €
18:50	Studio Highlights/News			
18:58	Break before 2. half	22 52 18 53	1.980 €	39.600 €
19:00	Exclusive break before 2. half	67 61 19 62	2.375 €	47.500 €
19:02	2. Half DEN vs. ENG			
19:54	Studio Highlights			

- Costs are valid for matches kick-off 18:00 CEST in every stage of the tournament – group stage and knockout stage!

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Costs: Saturday, 22/06/24 | Matchday 2 Group F | Turkey vs. Portugal

Time	Position program	Code	Costs 1 sec	Costs 20 sec
17:05	Break before studio	22 50 17 50	500 €	10.000 €
17:10	Studio			
17:46	Break before kick-off	22 51 17 51	1.250 €	25.000 €
17:48	Exclusive break before kick-off	67 60 17 60	1.500 €	30.000 €
17:50	Player tunnel, anthems, line-ups			
17:58	"Golden Spot"	75 70 17 70	2.565 €	51.300 €
18:00	1. Half TUR vs. POR			
18:47	Exclusive break after 1. half	66 61 18 61	2.375 €	47.500 €
18:48	Break after 1. half	22 52 18 52	1.980 €	39.600 €
18:50	Studio Highlights/News			
18:58	Break before 2. half	22 52 18 53	1.980 €	39.600 €
19:00	Exclusive break before 2. half	67 61 19 62	2.375 €	47.500 €
19:02	2. Half TUR vs. POR			
19:54	Studio Highlights			

- Costs are valid for matches kick-off 18:00 CEST in every stage of the tournament – group stage and knockout stage!

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Costs: Tuesday, 25/06/24 | Matchday 3 Gr. D | FRA vs. Play-Off A/NED vs. AUT*

Time	Position program	Code	Costs 1 sec	Costs 20 sec
17:05	Break before studio	22 50 17 50	500 €	10.000 €
17:10	Studio			
17:46	Break before kick-off	22 51 17 51	1.250 €	25.000 €
17:48	Exclusive break before kick-off	67 60 17 60	1.500 €	30.000 €
17:50	Player tunnel, anthems, line-ups			
17:58	"Golden Spot"	75 70 17 70	2.565 €	51.300 €
18:00	1. Half FRA vs. Poland / NED vs. AUT*			
18:47	Exclusive break after 1. half	66 61 18 61	2.375 €	47.500 €
18:48	Break after 1. half	22 52 18 52	1.980 €	39.600 €
18:50	Studio Highlights/News			
18:58	Break before 2. half	22 52 18 53	1.980 €	39.600 €
19:00	Exclusive break before 2. half	67 61 19 62	2.375 €	47.500 €
19:02	2. Half FRA vs. Poland / NED vs. AUT*			
19:54	Studio Highlights			

- The parallel match will be broadcast on RTL. Bookings are also fixed bookings.

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Costs: Saturday, 29/06/24 | Round of 16 with Germany | Optional*

Time	Position program	Code	Costs 1 sec	Costs 20 sec
17:05	Break before studio	22 53 17 50	2.200 €	44.000 €
17:10	Studio			
17:46	Break before kick-off	22 54 17 51	6.000 €	12.000 €
17:48	Exclusive break before kick-off	67 62 17 60	7.200 €	144.000 €
17:50	Player tunnel, anthems, line-ups			
17:58	"Golden Spot"	75 71 17 70	15.500 €	310.000 €
18:00	1. Half GER vs. ESP/CRO/ITA/ALB			
18:47	Exclusive break after 1. half	66 63 18 61	14.500 €	290.000 €
18:48	Break after 1. half	22 55 18 52	12.000 €	240.000 €
18:50	Studio Highlights/News			
18:58	Break before 2. half	22 55 18 53	12.000 €	240.000 €
19:00	Exclusive break before 2. half	67 63 19 62	14.500 €	290.000 €
19:02	2. Half GER vs. ESP/CRO/ITA/ALB			
19:54	Studio Highlights			



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Costs: One match round of 16 and one quarter-final match without Germany | Optional*

Time	Position program	Code	Costs 1 sec	Costs 20 sec
17:05	Break before studio	22 50 17 50	500 €	10.000 €
17:10	Studio			
17:46	Break before kick-off	22 51 17 51	1.250 €	25.000 €
17:48	Exclusive break before kick-off	67 60 17 60	1.500 €	30.000 €
17:50	Player tunnel, anthems, line-ups			
17:58	"Golden Spot"	75 70 17 70	2.565 €	51.300 €
18:00	1. Half			
18:47	Exclusive break after 1. half	66 61 18 61	2.375 €	47.500 €
18:48	Break after 1. half	22 52 18 52	1.980 €	39.600 €
18:50	Studio Highlights/News			
18:58	Break before 2. half	22 52 18 53	1.980 €	39.600 €
19:00	Exclusive break before 2. half	67 61 19 62	2.375 €	47.500 €
19:02	2. Half			
19:54	Studio Highlights			

- Round of 16 scheduled for Tuesday, 02/07/24, at 18:00.
- Quarter-finals scheduled for Friday, 05/07/24, at 18:00.
- Costs prices apply to all matches excluding Germany with kick-off at 18:00.
- Regardless of the match and the stage in the tournament.

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Costs: Semi-final with Germany | Optional*

Time	Position program	Code	Costs 1 sec	Costs 20 sec
19:00	News			
19:22	Break before studio	22 51 19 50	1.250 €	25.000 €
19:25	Studio			
19:50	Break Studio	22 52 19 51	1.980 €	39.600 €
19:55	Studio			
21:00	1. Half GER vs. ???			

- Broadcast scheduled for Wednesday, 10.07.24, from 19:25. Kick-off 21:00.

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“Golden Break” | Group-stage-package | Solo-spots placed just before kick-off



Day	Date	Kick-Off	Group	Match	Time	Code	Costs 30 Sec	
Mon.	17/06/24	18:00	E	Belgium	Slovakia	75 70 17 70	76.950 €	
Thu.	20/06/24	18:00	C	Denmark	75 70 17 70	75 70 17 70	76.950 €	
Sat.	22/06/24	18:00	F	France	Portugal	17:58	75 70 17 70	76.950 €
Tue.	25/06/24	18:00	D	Netherlands	Austria	17:58	75 70 17 70	76.950 €
				France	Play-Off-Winner A			
“Golden Break I” (Minimum and maximum length 30 seconds)							307.800 €	

Sorry, Golden Break-Packages are sold for UEFA EURO 2024™!

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Important information

- A first and exclusive right to negotiate for official sponsors and partners of UEFA EURO 2024™ is valid until 24. February.
- However, you can already make your booking requests now. After the above-mentioned deadline, we will contact you again and, at best, confirm your reservations. The motto "first come, first serve" applies.
- Once confirmed, these are firm bookings.
- If bookings for matches with German participation in the knockout phase (round of 16 and semi-finals) do not materialize due to the premature elimination of the DFB team, these can be cancelled without additional costs. In these cases, however, budgets can be realized in matches without German participation.

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Important information

- Bookings under this offer are eligible for discounts, rate discounts and commitments based on the total volume.
- Placements within the advertising break are made according to the "fair share principle".
- No surcharges are charged for shorter spot lengths. The linear price calculation applies (price per second multiplied by spot length).
- The football-themed Mainzelmännchen inserts between the spots give your spot motif "individual packaging", which gives you a high level of attention and a unique position.
- All insertion prices quoted are gross rates plus VAT.
- The General Terms and Conditions of ZDF Werbefernsehen apply (price list valid from January 1, 2024).

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