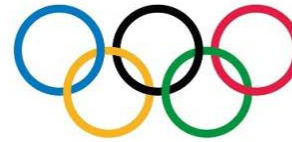


PyeongChang 2018



Olympic Winter Games PyeongChang 2018

Our offers for this sport highlight in February 2018

Olympic Winter Games 2018

The facts

- The Olympic Winter Games will take place from **February, 9th to 25th 2018 in PyeongChang.**
- ZDF will broadcast **on 8 programming days.** The opening ceremony will be broadcast by Das Erste and the closing ceremony by ZDF.
- **The time difference is 8 hours:**
21 p.m. in PyeongChang = 1 p.m. in Germany.
- **Live broadcasts** will begin in Germany at **1 a.m.**
- **Events from during the night** will be summarised from **9 am** the next morning.



Olympic Winter Games 2018

The facts

- The Olympic Winter Games will be the **main topic in Germany for 17 days.**
- **Non-stop Olympics** – live and almost around the clock: ARD and ZDF will report on alternating days for **more than 14 hours live** from PyeongChang, **from 1 a.m. non-stop** until about 5 p.m. the next morning.
- A total of **more than 100 hours of top-level sport**, emotions, rejoicing and tears.



Olympic Winter Games 2018

The facts

- The Olympic Winter Games guarantee more attention for your television commercial because **perimeter and shirt advertising are not permitted.**
- Thus your appearance in our advertising breaks ensures **precise brand communication.**
- **Sports-related Mainzelmännchen animated figures** provide additional exclusive packaging.



Olympic Winter Games 2018

Our offers for this sport highlight in February 2018



Date	Day	Approx. Time	Program	Code	1 st - gross	20 th - gross
10.02.2018	Sat	11.05	Luge: Before Men's Singles Heat 1	23 81 11 90	655 €	13.100 €
		12.10	Biathlon: Before Women's 7.5 km Sprint	23 83 12 91	925 €	18.500 €
		13.30	Biathlon: After Women's 7.5 km Sprint	23 84 13 92	1.050 €	21.000 €
		14.20	Ski Jumping: After Men's Normal Hill Individual Heat 1	23 84 14 93	1.050 €	21.000 €
		15.25	Ski Jumping: After Men's Normal Hill Individual Heat 2	23 85 15 94	1.180 €	23.600 €
		16.58	Olympia live: After Highlights Of The Day	23 82 16 95	785 €	15.700 €
12.02.2018	Mon	11.05	Biathlon: Before Women's 10 km Pursuit	23 82 11 90	785 €	15.700 €
		12.00	Biathlon: After Women's 10 km Pursuit	23 83 12 91	925 €	18.500 €
		13.05	Biathlon: Before Men's 12,5 km Pursuit	23 84 13 92	1.050 €	21.000 €
		13.50	Biathlon: After Men's 12,5 km Pursuit	23 84 13 93	1.050 €	21.000 €
		14.20	Ski Jumping: After Women's Normal Hill Individual Heat 1	23 83 14 94	925 €	18.500 €
		15.25	Ski Jumping: After Women's Normal Hill Individual Heat 2	23 83 15 95	925 €	18.500 €
		16.58	Olympia live: After Highlights Of The Day	23 81 16 96	655 €	13.100 €

Olympic Winter Games 2018

Our offers for this sport highlight in February 2018



Date	Day	Approx. Time	Program	Code	1 st - gross	20 th - gross
14.02.2018	Wed	10.30	Nordic Combined: Before Men's Gundersen Normal Hill + 10 km	23 80 10 90	525 €	10.500 €
		12.05	Biathlon: Before Women's 15 km Individual	23 83 12 91	925 €	18.500 €
		14.00	Biathlon: After Women's 15 km Individual	23 84 14 92	1.050 €	21.000 €
		14.45	Luge: After Doubles Heat 2	23 82 14 93	785 €	15.700 €
		15.59	Olympia live: Including Highlights Of The Day	23 81 15 94	655 €	13.100 €
		16.58	Olympia live: After Highlights Of The Day	23 81 16 95	655 €	13.100 €
16.02.2017	Fri	12.00	Speed Skating: Before Women's 5.000m	23 80 12 90	525 €	10.500 €
		13.30	Ski Jumping: Before Men's Large Hill Individual - Qualification	23 81 13 91	655 €	13.100 €
		14.00	Ski Jumping: After Men's Large Hill Individual - Qualification	23 81 14 92	655 €	13.100 €
		15.59	Olympia live: Including Highlights Of The Day	23 80 15 93	525 €	10.500 €
		16.58	Olympia live: After Highlights Of The Day	23 80 16 94	525 €	10.500 €

Olympic Winter Games 2018

Our offers for this sport highlight in February 2018



Date	Day	Approx. Time	Program	Code	1 st - gross	20 th - gross
21.02.2017	Wed	12.15	Cross-Country Skiing: After Women's / Men's Team Sprint Free	23 80 12 90	525 €	10.500 €
		12.40	Bobsleigh: Before Women's Heat 3	23 80 12 91	525 €	10.500 €
		13.30	Speed Skating: Before Women's / Men's Team Pursuit Finals	23 81 13 92	655 €	13.100 €
		13.55	Bobsleigh: Before Women's Heat 4	23 82 13 93	785 €	15.700 €
		14.45	Bobsleigh: After Women's Heat 4	23 83 14 94	925 €	18.500 €
		15.59	Olympia live: Including Highlights Of The Day	23 80 15 95	525 €	10.500 €
		16.58	Olympia live: After Highlights Of The Day	23 80 16 96	525 €	10.500 €
22.02.2017	Thu	11.15	Nordic Combined: Before Men's Team Gundersen Large Hill + 4x5	23 80 11 90	525 €	10.500 €
		12.10	Biathlon: Before Women's 4 x 6 km Relay	23 84 12 91	1.050 €	21.000 €
		13.45	Biathlon: After Women's 4 x 6 km Relay	23 85 13 92	1.180 €	23.600 €
		15.59	Olympia live: Including Highlights Of The Day	23 81 15 93	655 €	13.100 €
		16.58	Olympia live: After Highlights Of The Day	23 81 16 94	655 €	13.100 €

Olympic Winter Games 2018

Useful information



- **No additional fee** will be charged for shorter spot lengths. Prices will be calculated on a linear basis (price per second multiplied by spot length).
- Your spot will be 'individually packaged' by the **sport-relevant Mainzelmännchen inserts between the spots**, which gives them a high level of attention and a unique position.
- Placements within the advertising breaks will be made in accordance with the '**fair-share principle**'. The placements will be decided based on the investment in the setting.

Olympic Winter Games 2018

Useful information

- IOC TOP Partners and DOSB-Sponsors are entitled to an exclusive first access right to this offer for 45 working days.
- This deadline ends on **November, 1st 2017**.
- This offer is non-binding and bookings will be processed as received.



Olympic Winter Games 2018

Useful information



- Bookings within the framework of this offering are **discountable, rate-discountable and binding on the basis of the total volume.**
- Confirmed bookings are **fixed** bookings.
- The rate discounts for ZDF advertising television are valid in accordance with the price list from 1.1.2018. Information on this is also available online at www.zdf-werbung.de.
- All the listed prices are gross prices plus statutory VAT.

Olympic Winter Games 2018

Official Partner



TOP Partner IOC



TOP Partner Team Germany



Olympic Winter Games 2018

Official Partner



Partner Team Germany



Olympic Winter Games 2018

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