

**SPORT1  
PUR**

**DMSSJK  
2024**

*sport1*

# MILESTONES ALONG THE ROAD



**BRANDSOME x  
MEDIAMARKTSATURN**  
INNOVATION IN LIVE SHOPPING

**CONTENT-OFFENSIVE**  
MAXIMIZE ENTERTAINMENT

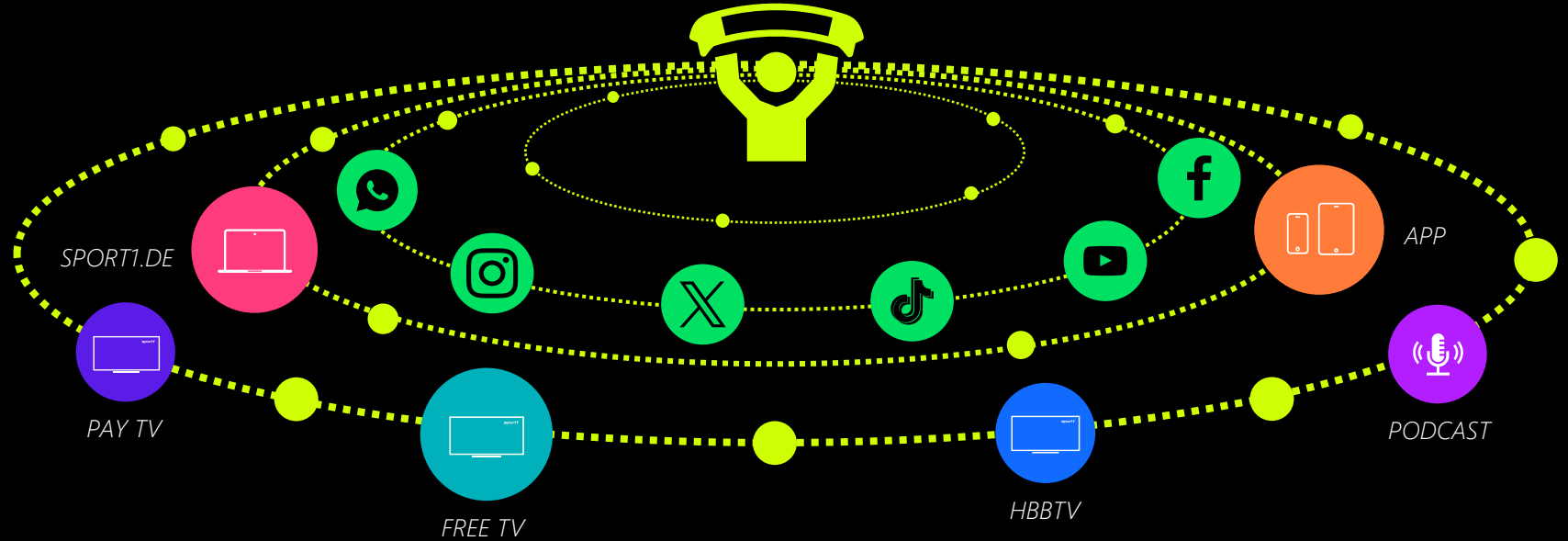
**STRÖER**

**SPORT1 x STRÖER**  
SUCCESSFUL CHANGE  
OF MARKETER



**SPORT1 x ACUNMEDYA**  
STRATEGIC BUY-IN OF  
ACUNMEDYA

# SPORT1 COSMOS



# COSMOS

# NUMBERS DON'T LIE



DEFLATION TV

**-8,5%**

CPM

M14-59

**+13%**

AUDIENCE SHARE



25x

**1 MIL.**

TV VIEWERS

Z3+



NEW MARKET STANDARD  
FOR VIDEO STANDARD

**+5,4%**

REACH

M14-49

# TV FACTS

sport1

**HIGHER. FURTHER. FASTER.**

**TOP 9**

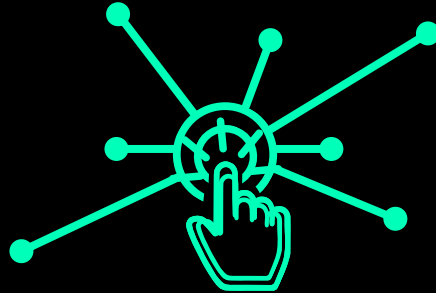
IVW-PUBLISHERS

**20 MIL.**

VIDEO VIEWS PER MONTH

**8 MIL.**

FANS ON SOCIAL MEDIA



**120 MIL.**

ARTICLE VIEWS PER MONTH FOR  
OVER 50 TYPES OF SPORT

**DIGITAL FACT**

sport1

# PURE ENTERTAINMENT

## DOKUTAINMENT

ESTABLISHED ENTERTAINMENT FORMATS:  
CONTAINER WARS, PS PROFIS AND MANY MORE

## THE FILM FRIDAY

NEW: THRILLING FILM EVENINGS WITH HIGH-  
QUALITY PRODUCTIONS

## EVERYTHING FOR THE CLUB

NEW: CULT COMEDY WITH HAUSMEISTER  
KRAUSE AND HIS DACHSHUND



UP TO  
**5%**  
MS M14-49

UP TO  
**200k**  
Z3+



# COMING SOON – EXATLON

SPORTS ENTERTAINMENT AT ITS BEST

THE SHOW PHENOMENON „EXATLON“

**EXCLUSIVELY**

ON SPORT1

PROVE OF ENTERTAINMENT

**WORLDWIDE**

SUCCESS SINCE 2017



EXPANSION OF TARGET GROUP

**E14-49**

EDUCATED, HIGH INCOME

PLANNED RELEASE IN

**SEPTEMBER 2024**

WEEKLY, PRIME TIME

# EXATLON

sport1

# THE MAXIMAL SUPERSPORT YEAR CALENDAR 2024



JAN



DURING THE YEAR



APR/MAY



JUN/JUL



JUL/AUG



FROM AUG



DEC

# SUPERSP





# HOLIDAYS FOR MILLIONS

THE ULTIMATE DARTS WORLDCUP PARTY

UP TO

**3 MIL.**

VIEWERS DURING THE FINAL

MORE THAN

**27 MIL.**

PLAYER STARTS



ON AVERAGE

**635k**

Z3+ PER SESSION

IN TOTAL

**19 MIL.**

VIEWS ON TIKTOK

**18,2 MIL.**  
NET REACH DARTS WC  
(DIGITAL & TV)

# HIGHSCORES IN SERIES

DARTS – A SUCCESSFUL ADVERTISING ENVIRONMENT ALL YEAR ROUND



30 WEEKS

**500 HOURS**

PURE EMOTIONS



**TARGET AUDIENCE**

YOUNG &  
HIGH INCOME



**PRICE PERFORMANCE**

20% LOWER THAN CHANNEL  
AVERAGE



**PROMOTION OF  
YOUNG TALENTS**

SPORT1 x PDC EUROPE



# EMOTION





# THE HOME OF SPORTS FANS



**1.100 HRS. LIVE**



**SPORTS VARIETY**



**HIGH CREDIBILITY & BRAND SAFETY**



# BRONZE, SILVER, GOLD MINUE BY MINUTE

#GOLDMISS1ON AT THE OLYMPICS



## CROSS-MEDIA COVERAGE

FOCUS ON SOCIAL COVERAGE



## ACTIVE INVOLVEMENT

OF VIEWERS THROUGH  
VOTINGS AND RAFFLES





# TO THE TOP GAME BY GAME



INCREASED REACH  
2023/24

**+80%**

COMP. TO EUROSPO  
SEASON 2022/23

NET REACH

**7,8 MIL.**

CUMULATED  
VIEWERS

**THE TOP MATCH LIVE EVERY MONDAY**

BEACON IN THE ADVERTISING MARKET

**REACH PERFORMANCE**

RATINGS EXCEED EXPECTATIONS

**#FRAUENFUERFUSSBALL**

SUSTAINABLE COMMITMENT BEYOND THE SIDELINES

# THE BIGGEST FANBASE IN THE 2<sup>ND</sup> BUNDESLIGA

**THE TOP MATCH LIVE EVERY  
SATURDAY EVENING**

ONLY BUNDESLIGA MATCH IN SERIES ON FREE TV

**OUTSTANDING RATINGS**

REGULARLY SURPASSING ONE MILLION VIEWERS

**FAVOURABLE BRAND ENVIRONMENT**

CAPTIVATING BATTLE FOR PROMOTION BETWEEN ESTABLISHED CLUBS



UP TO  
**1,4 MIL.**  
VIEWERS

# A SEASON TICKET FOR ALL THE ACTION

## **BUNDESLIGA PUR**

**THE MUST-SEE FOOTBALL PROGRAM**

ALL HIGHLIGHTS – SHORT AND COMPACT

## **DOPPELPASS**

**THE FOOTBALL EXPERTISE ON SUNDAY**

EMOTIONAL, AUTHENTIC, TO THE POINT

## **FANTALK**

**ROAD TO WEMBLEY**

ALONGSIDE THE GERMAN TEAMS IN THE  
CHAMPIONS LEAGUE

DIGITAL  
**HIGHLIGHT  
CLIPS**

OF ALL GAMES  
THE WHOLE WEEK

UP TO  
**12%**

MS M14–49  
(DOPPELPASS)



# 31 DAYS OF MAXIMAL #EUROPHORIA

## THE EURO AT HOME ON SPORT1

THE CROSS-MEDIA ADVERTISING ENVIRONMENT

## EM DOPPELPASS, EM AKTUELL & DIGITAL HIGHLIGHT CLIPS

OPINIONATED AND INFORMATIVE

## INDIVIDUAL ADVERTISING OPPORTUNITIES

INNOVATIVE BRAND STAGING



# DER MAXIMALE SUPERSPORT-JAHR KALENDER 2024



JAN

**DARTS WC**



DURING THE YEAR

**PDC DARTS EVENTS**



APR/MAY

**FOOTBALL SEASON  
FINAL STAGES**



JUN/JUL

**THE EURO  
AT HOME**



JUL/AUG

**THE  
OLYMPICS**



AUG

**START OF THE FOOTBALL  
SEASON**



DEC

**DARTS WC**

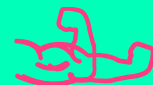
# SUPERSP



**MULTI-CHANNEL**  
PLATFORM MEETS TARGET AUDIENCE



**HIGH-QUALITY SPORTS RIGHTS**  
EMOTIONAL, BRAND-SAFE ENVIRONMENTS



**HIGH RELEVANCE**  
STRONG NET RANGES, COST-EFFICIENT



**ENGAGEMENT & POSITIVE IMAGE TRANSFER**  
THE PERFECT ADVERTISING SPACE FOR EVERY CUSTOMER