

# Opportunity

## Bundesliga 2021-22 Season Sponsorship



### Channel

sky sports football

### Investment

Price upon request

### Start

Available now

### Platforms

- Broadcast
- Online
- Mobile
- Social
- Sky Go & TV VOD

## The Opportunity

Sky Sports has become the new home of the Bundesliga for the 2021/22 season. Football fans will be able to tune in to Sky Sports to watch some of the best goal scorers in the world, such as Erling Haaland and Robert Lewandowski, whilst also being able to watch one of the most exciting young English footballers in Jude Bellingham.

Sky Media are excited to present the opportunity to become the exclusive multi-platform sponsor of the top tier of German football. This unique opportunity will span broadcast, social and digital via the U.K.'s number one commercial sports website, Skysports.com. This is a fantastic opportunity for the right brand to align with one of the world's most exciting leagues, reaching a highly engaged, affluent male audience.

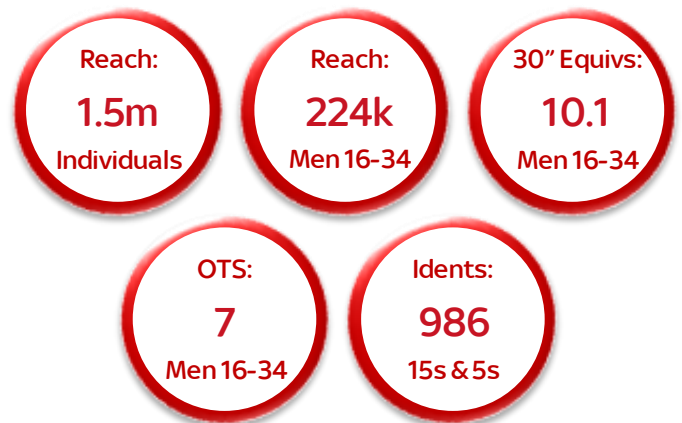
## The Content

The Bundesliga consists of 18 teams, all battling it out across a 34 game season, to be crowned Deutscher Fussballmeister (German Football Champions). The 2021 season continues through until the 14<sup>th</sup> May 2021, with a 3-week winter break across late December and early January.

30-time champions Bayern Munich have won the title for the last 9 years in a row, and are looking to get their 10<sup>th</sup> consecutive title this year. However, teams such as Borussia Dortmund, the last champion prior to Bayern Munich in 2010/11, will be looking to stand in their way. RB Leipzig will also be looking to build on their highest ever finish in the 2020/21 season, where they finished runners up. All three clubs have new managers at the helm so it is set to be an exciting and competitive season.

With top quality football and world class players, the Bundesliga is certain to bring excitement and a strong following once again. Sky Sports viewers will be able to catch all of the action live and exclusive across Sky Sports Football and Sky Sports Main Event and on Sky Go, whilst following all of the latest news on Sky Sports Digital and Social. Feel it all.

## Key Deliverables



## Scheduling\*

The premium fixture of each weekend will be shown live every **Saturday at 5.30pm** on Sky Sports Football, as well as the **Friday night fixture at 7.30pm**, with further matches broadcast via Sky Sports' linear or digital channels including Sky Sports YouTube.

## Accreditation\*

The sponsor will receive the following accreditation across each sponsored programme:

### Live Bundesliga

- An average of 2 x 15" opening / closing credits and 4 x 5" centre break credits per live fixture.

### Bundesliga Repeat, Highlight and Magazine Programming

- An average of 2 x 15" opening / closing credits and 4 x 5" centre break credits per hour.

*\*Scheduling & Accreditation estimations subject to change*

# UK Broadcast – Estimated Audience Delivery

Source: BARB period (Aug 18 – May 19 & Aug 21)

| Audience                           | Incls | Adults | Men  | Men ABC1 | Men 16-34 |
|------------------------------------|-------|--------|------|----------|-----------|
| Average TVR – Live                 | 0.03  | 0.03   | 0.05 | 0.06     | 0.05      |
| Average TVR – Repeats & Highlights | 0.01  | 0.01   | 0.01 | 0.01     | 0.003     |
| Average TVR – Magazine             | 0.01  | 0.01   | 0.02 | 0.01     | 0.01      |
| Actuals                            | 17.3  | 17.8   | 27.5 | 27.3     | 21.4      |
| 30" Equivalents                    | 8.2   | 8.5    | 13.0 | 12.9     | 10.1      |
| Coverage (000's)                   | 1,506 | 1,321  | 912  | 568      | 224       |
| Coverage (%)                       | 3     | 3      | 3.7  | 4        | 3         |
| OTS                                | 7     | 7      | 8    | 7        | 7         |

## Digital

The very best of broadcast coverage available across the Sky Sports website and app. Every goal, assist and fingertip save from the 2021-22 Bundesliga season available in highlight form, for both Sky and non-Sky subscribers.



Digital sponsorship of the Bundesliga allows access to younger, hard to reach audiences as well as multi screen presence and messaging. All formats are clickable and highly viewable, with content driving dwell times of over an hour.

The sponsor of the 2021-22 Bundesliga season will receive the following placements on skysports.com throughout the season:

- **5" Pre-Roll** on Bundesliga highlights on Sky Sports Web and App
- **1 x 24hr Homepage Takeover (100% SOV)** on Skysports.com and Sky Sports app to be used throughout the season
- **Run of European Football** premium pre-roll on all European football related content on Sky Sports Football YouTube

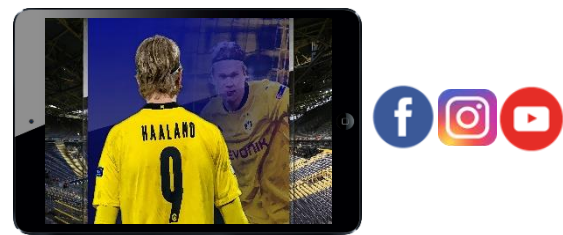
| Format            | Channel                          | Impressions      |
|-------------------|----------------------------------|------------------|
| Pre-Roll Video    | Sky Sports Website and App       | Est 2,200,000    |
| Homepage Takeover | Sky Sports Web and App Homepages | Est. 4,000,000   |
| Pre-Roll Video    | Sky Sports Football YouTube      | Est 1,100,000    |
| <b>Total</b>      |                                  | <b>7,300,000</b> |

## Terms & Conditions

- The opportunity excludes on-air production
- Opportunity subject to event partner obligations
- Excludes independent research
- Subject to brand, channel and OFCOM approval
- UK opportunity ROI available upon request.
- Estimated Linear TV ratings are based on Ave programme TVRs.

## Sky Sports Social

**Sky Sports** social channels are the home of the biggest sporting events, delivering the biggest news and premium coverage, exclusively to a passionate and loyal audience.



Over **40%** of Sky Sports Football social subscribers consume Premier League content on Sky Sports social but not broadcast channels, showcasing the power our social channels have when generating an incremental audience.

The social sponsorship offers alignment with premium Bundesliga content across the Sky Sports Football YouTube channel with support from Sky Sports' Instagram and Facebook accounts, with over **22m subscribers** in total.

From October to May, Sky Sports Social will distribute the best match highlights from the Bundesliga season, meaning that our core **16-34-year-old** audience get to see the likes of Robert Lewandowski, Jude Bellingham and Erling Haaland in action.

The sponsor of the Bundesliga social coverage will receive the following placements:

- 5" co-branded title sequence on all YouTube posts
- 6" co-branded end board on all Facebook & Instagram posts utilising a brand asset
- Branded logo watermark, providing 100% exposure
- @Sponsored tagging on all Instagram and Facebook posts

| Channel                         | Volume      | Views          |
|---------------------------------|-------------|----------------|
| Sky Sports Football YouTube     |             |                |
| Sky Sports Facebook & Instagram | c.192 Posts | Est 21,000,000 |