

**PRICE LIST  
NO. 54**  
from 1 January 2025



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Current information:  
zdf-werbefernsehen.de



**ZDF** werbe  
fernsehen

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## "Mittagsmagazin 2.0": two hours instead of one



Reports, moving stories and interviews with guests from politics, business, culture and sports: For 35 years now, the "ZDF-Mittagsmagazin" – live from Berlin – has captivated viewers with diverse news reports from Germany and the rest of the world, as

well as detailed background information on political, economic and lifestyle events, weather forecasts and sports journalism.

The hit format, also known as "mima", summarises the most important news of the day and stands out due to its high-quality journalism. The show's presenters are not just the faces on camera – they are also responsible for preparing the reports themselves as part of the editorial team. Information, objectivity and, above all, topicality are the hallmarks of our successful news magazine.

So it's no wonder that our midday format has been extended from one hour to two. In the one-hour format, which aired until the end of 2023, the show started with the hard facts behind current affairs, moved seamlessly to more socio-political background topics and finished with lighter issues. Now "mima" starts at 12:10 with the topic of the day, coupled with longer formats such as the "mima expedition", a journey of discovery into a wide variety of German regions. And from 13:00 onwards, it's back to

politics – a bit like the "heute journal" at midday. The key word here is "balance".

More airtime means that advertisers have more opportunities to promote their brands. While the old one-hour format only gave our sponsors one chance to advertise their products during "mima" weather and another during "mima" sports, they can now look forward to four sponsoring opportunities. And here is a key fact for our prospective advertisers: With a daily average of up to 1.5 million viewers aged 14+ and a market share of just under 20 percent, the weather and sports reports in "mima" achieve higher reach when editorial control lies with ZDF (editorial control alternates weekly between ARD and ZDF).

"Mittagsmagazin 2.0" is not just the same format with an extended airtime from one hour to two. The new editorial concept of the long-standing hit format is also backed up by the KPIs that "mima" has achieved since early 2024.

Hans-Joachim Strauch  
Managing Director of ZDF Werbefernsehen GmbH

## Advertising on ZDF – a success story

### 1963 Broadcasting begins

On 1 April 1963, ZDF broadcasts for the first time. On just its second day of broadcasting, ZDF shows its first commercials. The popular Mainzelmännchen inserts have been used to flank advertisements ever since. The “Werbefernsehen” (television advertising) department is responsible for the marketing and selling of advertising space.

### 1967 Pioneer of colour

On 25 August 1967, on the occasion of the International Consumer Electronics Fair in Berlin, ZDF broadcasts the first coloured commercial on German television. With the introduction of colour television, the Mainzelmännchen appear on the screen in colour for the first time, too.

### 1990 Relaunch of the Mainzelmännchen

The little guys experience their second relaunch and enter the nineties in a more modern and individual way.

### 1992 Introduction of sponsoring

ZDF programme sponsoring is made possible in order to secure mixed financing and to strengthen competition. The seven-second-long placements provide direct connection to the programme.

### 2003 Eternally young Mainzelmännchen

Fresher, cheekier, and fitter – the new Mainzelmännchen era captures the spirit of the times and increases the amount of attention paid to commercials. A Mainzelmännchen world with new dramaturgically oriented stories, new gags, and up-to-date props is created.

### 2007 Pioneer of widescreen

On 25 June 2007, a commercial for Deutsche Bank is the first German advert to be broadcast all over the country in 16:9 format.

### 2009 Television advertising subsidiary

ZDF Werbefernsehen GmbH, a subsidiary company wholly owned by ZDF, is created from the “Werbefernsehen” department. ZDF Werbefernsehen GmbH moves to its new premises on Erich-Dombrowski-Strasse in May 2010.

### 2010 Pioneer of picture definition

At 19:21 on 12 February 2010, ZDF fires the starting pistol for advertising in HD by broadcasting the first German TV advert (Henkel) in HD quality.

### 2012 Market leader

ZDF becomes market leader for the first time. ZDF’s market dominance has been undisputed ever since. In the 2022 calendar year, an average of 23 million viewers watched ZDF every day.

### 2014 The new prime time

The old prime time that started at 20:00 is a thing of the past. With its high-quality programme, ZDF achieves higher reach from 17:00 to 20:00 than its commercial competitors between 20:00 and 23:00.

### 2023 ZDF turns 60

ZDF celebrates its 60th anniversary in April 2023 – and that means 60 years of advertising on ZDF.

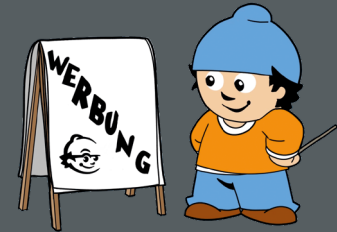
### 2023 Advertising with audio description

ZDF broadcasts its first commercial with audio description (Procter & Gamble, Ariel) on 11 April 2023. Accessible advertising promotes the inclusion of blind and visually impaired people.

## Classic advertising on ZDF – effective, powerful and affordable

### ZDF ...

- offers a high-quality, family-oriented, appealing and varied early-evening programme schedule with strong programming brands, making it up-to-date, true to life, authentic and informative
- reaches target groups with considerable purchasing power as well as decision-makers with its programmes



### Advertising on ZDF

- Short commercial breaks contain fewer competing messages and guarantee that your advert has an exclusive position. This increases the awareness of the individual advertising messages and thus their advertising appeal
- During the advertising breaks, the ads are handset, harmonised within other ads and broadcast in HD quality
- High-quality formats guarantee a strong reach and therefore make advertising on ZDF attractive and affordable

### Mainzelmännchen

- The Mainzelmännchen are a strategic instrument which enhance the effect of advertisements
- As popular advert separators, they improve viewers' ability to remember commercials
- They make commercial breaks more entertaining, which increases acceptance of advertising
- They give your advert its own premium position, as each commercial is flanked by the Mainzelmännchen
- The inserts used are seasonal and event-based



**Spot**

**Spot**

## ZDF Werbefernsehen – a fair partner for you!

### Linear pricing structure for advert price calculations

The average length of a commercial in Germany is 19 seconds. Competitors with disproportionate price structures may charge up to 30 percent more for an advert which is shorter than 30 seconds. ZDF Werbefernsehen always uses its one-second price as the basis for calculations. Your advert price is therefore calculated by multiplying the one-second price by the length of the commercial.

### Adverts positioned at the beginning or end of a commercial break free of charge – following fair-share principle for advert placement

The basis for the distribution calculation is a customer's booked gross volume per month, i.e. the monthly turnover of a customer is viewed in comparison to the total turnover of all booked customers for this month. The percentage derived from this is used to calculate and distribute the proportion (target premium placements) of possible premium placements (first, second, penultimate and final adverts). This process is controlled by a computer. The first, second, penultimate and final adverts in the advertising block are weighted equally. In general, ZDF Werbefernsehen does not charge extra for first or final placements. The commercials will be placed manually, so that, where possible, no competing products will be broadcasted one after another.



### Free obligatory OTC notice for commercials promoting pharmaceuticals

The statutory OTC notice for commercials promoting pharmaceuticals has, according to the national broadcasting agreement, not qualified as advertising since 1 April 2004. For this reason, unlike most of our competitors, we have been offering the standard four- or five-second OTC notice for pharmaceutical commercials with a 100 percent discount.

#### Calculation example:

Length of commercial including OTC notice = 20 or 21 seconds, of which the actual and calculable length of the commercial amounts to 16 seconds for a commercial price of for example €16,000, you gain a price advantage of €4,000 or €5,000. Please read point 18 in our General Terms and Conditions for more information on this.

# Commercial break schedules

Current information:  
zdf-werbefernsehen.de/schema



**ZDF** werbe  
fernsehen

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Time	Saturday
16:00	<b>heute in Europa</b>					15:15	Bares für Rares (1)
16:14	<b>Single-Spot</b>   70 34 16 18   Minimum commercial length: 20 sec.					15:35	<b>01 09 15 01</b>   €444/sec.*
16:15	<b>Die Rosenheim-Cops (1)</b>					15:37	Bares für Rares (2)
16:35	<b>01 15 16 08</b>   €618/sec.*					16:09	<b>01 08 16 03</b>   €402/sec.*
16:40	<b>Die Rosenheim-Cops (2)</b>					16:10	<b>Die Rosenheim-Cops (1)</b>
16:58	<b>01 11 16 02</b>   €513/sec.*					16:35	<b>01 10 16 08</b>   €465/sec.*
16:59	16:59:50	<b>10 Seconds</b>   80 35 16 85   Commercial length: 5-10 sec.				16:36	<b>Die Rosenheim-Cops (2)</b>
17:00	<b>heute</b>					16:58	<b>01 09 16 02</b>   €444/sec.*
17:13	<b>Single-Spot</b>   70 34 17 11   Minimum commercial length: 20 sec.					16:59	<b>10 Seconds</b>   80 30 16 85 16:59:50
17:14	hallo deutschland (1)					17:00	<b>heute</b>
17:27	<b>01 10 17 09</b>   €465/sec.*					17:05	Länderspiegel
17:29	hallo deutschland (2)					17:35	plan b
18:02	<b>01 15 18 10</b>   618/sec.*					18:05	<b>01 09 18 10</b>   €444/sec.*
18:05	<b>SOKO (1)</b> Potsdam   Köln   Wismar   Stuttgart   Linz   Wien					18:06	<b>SOKO (1)</b> Kitzbühel   München   Linz
18:25	<b>01 18 18 20</b>   €741/sec.*					18:25	<b>01 14 18 20</b>   €594/sec.*
18:30	<b>SOKO (2)</b> Potsdam   Köln   Wismar   Stuttgart   Linz   Wien					18:30	<b>SOKO (2)</b> Kitzbühel   München   Linz
18:54	<b>End credits split screen</b>   60 43 18 21   Minimum booking: 1 month   Minimum commercial length: 20 sec.					18:54	<b>End credits split screen</b>   60 37 18 21

**TOP**  
positioning

18:55	<b>01 15 18 30</b>   €618/sec.*
18:58	Programme announcement
18:59	heute-Uhr   <b>80 85 18 80</b>   18:59:40 Minimum booking: 120 sec. per week   Commercial length: from 5 sec.
19:00	<b>heute</b>
19:17	News-Split   Price upon request   Minimum booking: 1 year

18:55	<b>01 11 18 30</b>   €513/sec.*
18:58	Programme announcement
18:59	heute-Uhr   <b>80 85 18 80</b>   18:59:40
19:00	<b>heute</b>
19:17	News-Split

TOP  
positioning

19:18	Best Wetter   <b>50 54 19 60</b>
19:20	<b>wetter</b>
19:21	Single-Spot   <b>70 46 19 61</b>   Minimum commercial length: 20 sec.

19:18	Best Wetter   <b>50 52 19 60</b>
19:20	<b>wetter</b>
19:21	Single-Spot   <b>70 44 19 61</b>

TOP  
positioning

19:21	Programme announcement				
19:22	<b>01 16 19 40</b> €675/sec.*	<b>01 19 19 40</b> €810/sec.*	<b>01 16 19 40</b> €675/Sec.*	<b>01 18 19 40</b> 741 €/Sek.*	<b>01 16 19 40</b> €675/sec.*
19:25	<b>WISO</b>	Die Rosenheim-Cops (1)	ZDFbesserer   Duell der Gartenprofis (1)	Notruf Hafenkante (1)	Bettys Diagnose (1)

19:21	Programme announcement	
19:22	<b>01 15 19 40</b> 618 €/sec.*	
19:25	Lena Lorenz   Die Bergretter   Der Bergdoktor (1)	

19:49	Short break   Minimum commercial length 20 sec.				
19:50	<b>60 44 19 62</b> €810/sec.*	<b>60 53 19 62</b> €1,080/sec.*	<b>60 42 19 62</b> €696/sec.*	<b>60 46 19 62</b> €933/sec.*	<b>60 43 19 62</b> €741/sec.*
19:55	<b>WISO</b>	Die Rosenheim-Cops (2)	ZDFbesserer   Duell der Gartenprofis (2)	Notruf Hafenkante (2)	Bettys Diagnose (2)

19:49	Short break	
19:50	<b>60 43 19 62</b> €741/sec.*	
19:55	Lena Lorenz   Die Bergretter   Der Bergdoktor (2)	

# Advertising rates

Current information:  
zdf-werbefernsehen.de/preise



Price group	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
<b>Classical advertising: price per second in euros</b>													
<b>07</b>	365	420	428	420	376	253	246	246	383	435	461	432	372
<b>08</b>	394	454	462	454	406	273	265	265	414	470	498	466	402
<b>09</b>	435	502	511	502	448	302	293	293	457	519	551	515	444
<b>10</b>	456	525	535	525	470	316	307	307	479	544	577	539	465
<b>11</b>	503	580	590	580	518	349	339	339	528	600	636	595	513
<b>12</b>	529	610	621	610	545	367	356	356	556	632	670	626	540
<b>13</b>	550	634	645	634	567	381	370	370	578	656	696	651	561
<b>14</b>	582	671	683	671	600	404	392	392	612	695	737	689	594
<b>15</b>	606	698	711	698	624	420	408	408	637	723	766	717	618
<b>16</b>	662	763	776	763	682	459	446	446	695	790	837	783	675
<b>17</b>	682	786	800	786	703	473	459	459	717	814	863	807	696
<b>18</b>	726	837	852	837	748	504	489	489	763	867	919	860	741
<b>19</b>	794	915	932	915	818	551	535	535	834	948	1,004	940	810
<b>20</b>	835	963	980	963	861	579	562	562	878	997	1,056	988	852
<b>21</b>	870	1,003	1,021	1,003	897	604	586	586	915	1,039	1,101	1,030	888
<b>22</b>	914	1,054	1,073	1,054	942	634	616	616	961	1,092	1,157	1,082	933
<b>23</b>	959	1,106	1,126	1,106	989	666	646	646	1,008	1,145	1,214	1,136	979
<b>24</b>	992	1,144	1,164	1,144	1,022	688	668	668	1,042	1,184	1,255	1,174	1,012
<b>25</b>	1,058	1,220	1,242	1,220	1,091	734	713	713	1,112	1,264	1,339	1,253	1,080
<b>26</b>	1,103	1,271	1,294	1,271	1,136	765	743	743	1,159	1,316	1,395	1,305	1,125
<b>27</b>	1,135	1,309	1,332	1,309	1,170	787	764	764	1,193	1,355	1,436	1,343	1,158
<b>28</b>	1,171	1,350	1,374	1,350	1,207	813	789	789	1,231	1,398	1,482	1,386	1,195

### Special-Ads: price per second in euros

Price group	Day	Time	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Ø Year
<b>Single-Spot</b>															
34	Mon–Fri	16:14	588	678	690	678	606	408	396	396	618	702	744	696	600
34	Mon–Fri	17:13	588	678	690	678	606	408	396	396	618	702	744	696	600
44	Sat	19:21	1,026	1,183	1,204	1,183	1,057	712	691	691	1,078	1,225	1,298	1,215	1,047
46	Mon–Fri	19:21	1,156	1,333	1,357	1,333	1,192	802	779	779	1,215	1,381	1,463	1,369	1,180
<b>End credits split screen</b>															
37	Sat	18:54	694	800	814	800	715	481	467	467	729	828	878	821	708
43	Mon–Fri	18:54	944	1,088	1,107	1,088	973	655	636	636	992	1,127	1,194	1,117	963
<b>Split screen commercial break</b>															
42	Wed	19:49	888	1,024	1,042	1,024	915	616	598	598	933	1,060	1,123	1,051	906
43	Fri+Sat	19:49	944	1,088	1,107	1,088	973	655	636	636	992	1,127	1,194	1,117	963
44	Mon	19:49	1,026	1,183	1,204	1,183	1,057	712	691	691	1,078	1,225	1,298	1,215	1,047
46	Thu	19:49	1,156	1,333	1,357	1,333	1,192	802	779	779	1,215	1,381	1,463	1,369	1,180
53	Tue	19:49	1,359	1,567	1,595	1,567	1,401	943	915	915	1,429	1,623	1,720	1,609	1,387
<b>Best Wetter</b>															
52	Sat	19:18	1,264	1,458	1,484	1,458	1,303	877	851	851	1,329	1,509	1,600	1,496	1,290
54	Mon–Fri	19:18	1,385	1,597	1,625	1,597	1,427	961	933	933	1,455	1,653	1,752	1,639	1,413
<b>“10 Seconds“ heute 17:00</b>															
30	Sat	16:59	473	546	555	546	488	328	319	319	497	565	599	560	483
35	Mon–Fri	16:59	603	695	707	695	621	418	406	406	633	720	763	713	615
<b>“heute-Uhr“ 19:00</b>															
85	Mon–Sat	18:59	Please refer to prices on page 14												

Current offers and prices for special programming can be found on our website: [zdf-werbefernsehen.de](http://zdf-werbefernsehen.de)

Linear rates, free mandatory DTC notice; adverts positioned at the beginning or end of a commercial break are free of charge.

Date of issue: July 2024. Valid from 1 January 2025. Changes and misprints reserved.



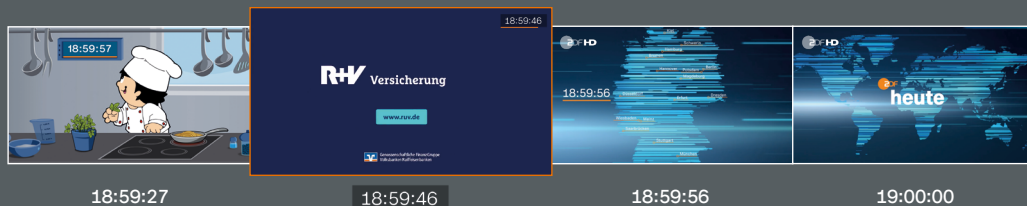
# Special-Ads

**Current information:**  
[zdf-werbefernsehen.de/special-ads](http://zdf-werbefernsehen.de/special-ads)



## “heute-Uhr”

The unique advertising spot for your commercial in full-screen format before ZDF “heute” at 19:00



### Placement

The position provided by “heute-Uhr” is German television’s oldest “special advert position”. We position your commercial directly **before the “heute” news** at 19:00. It is then broadcast from Monday to Saturday at **18:59**, straight after the trailer for the highlight of the day.

### Programme environment provided by “heute” at 19:00

- The main news of the day – one of the most up-to-date, informative and reliable news programmes in German television\*
- Strong commercial break reach and CPM: In the first quarter of 2024, “heute-Uhr” reached 1.780 million householders at the attractive CPM of €16.36 (20)\*\*

### Benefits

- Guaranteed attention thanks to the special positioning
- Fast market penetration because of the wide reach and because your advert is being broadcast for an entire calendar week
- Positive image transfer because your advert is placed directly before “heute”

\* Source: phaydon 2023; representative survey; pop. 14–70; N = 6.090

\*\* Source: AGF Videoforschung; AGF SCOPE 1.5; Q1/2024; Mon–Sat; TA 80; market standard: moving picture; analysis type TV; product-related

\*\*\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.

### Booking and advert information

- Minimum booking\*\*\*: 120 seconds per week
- Commercial length\*\*\*: At least five seconds. Different designs with varying commercial lengths may be used each day
- Bookings are fixed. Cancellation 12 weeks before the first broadcast date is possible in exceptional cases if a good reason is given
- When designing your commercial, please bear in mind that news-like themes should be avoided

### Wide reach, attractive CPM (householders)

#### Commercial break reach comparison

heute-Uhr	18:59	1.780 m.
Best Minutes	19:58	1.754 m.

#### CPM comparison

heute-Uhr	18:59	€16.36
Best Minutes	19:58	€26.49



Source: AGF Videoforschung; AGF SCOPE 1.5; Q1/2024; Mon–Sat; TA 80; market standard: moving picture; analysis type TV; product-related. CTP at 20 seconds

“heute-Uhr”: 18:59 price group 85

Week no.	Days	Cost/sec.	Weekly price for 20 sec.
1	01.01.–05.01.	3	€1,299 €77,940
2	06.01.–12.01.	6	€1,299 €155,880
3	13.01.–19.01.	6	€1,299 €155,880
4	20.01.–26.01.	6	€1,299 €155,880
5	27.01.–02.02.	6	€1,299 €155,880
6	03.02.–09.02.	6	€1,494 €179,280
7	10.02.–16.02.	6	€1,494 €179,280
8	17.02.–23.02.	6	€1,494 €179,280
9	24.02.–02.03.	6	€1,494 €179,280
10	03.03.–09.03.	6	€1,520 €182,400
11	10.03.–16.03.	6	€1,520 €182,400
12	17.03.–23.03.	6	€1,520 €182,400
13	24.03.–30.03.	6	€1,520 €182,400
14	31.03.–06.04.	6	€1,559 €187,080
15	07.04.–13.04.	6	€1,559 €187,080
16	14.04.–20.04.	5	€1,559 €155,900
17	21.04.–27.04.	5	€1,559 €155,900
18	28.04.–04.05.	5	€1,559 €155,900
19	05.05.–11.05.	6	€1,312 €157,440
20	12.05.–18.05.	6	€1,312 €157,440
21	19.05.–25.05.	6	€1,312 €157,440
22	26.05.–01.06.	5	€1,312 €131,200
23	02.06.–08.06.	6	€779 €93,480
24	09.06.–15.06.	5	€779 €77,900
25	16.06.–22.06.	6	€779 €93,480
26	23.06.–29.06.	6	€779 €93,480

Week no.	Days	Cost/sec.	Weekly price for 20 sec.
27	30.06.–06.07.	6	€766 €91,920
28	07.07.–13.07.	6	€766 €91,920
29	14.07.–20.07.	6	€766 €91,920
30	21.07.–27.07.	6	€766 €91,920
31	28.07.–03.08.	6	€766 €91,920
32	04.08.–10.08.	6	€766 €91,920
33	11.08.–17.08.	6	€766 €91,920
34	18.08.–24.08.	6	€766 €91,920
35	25.08.–31.08.	6	€766 €91,920
36	01.09.–07.09.	6	€1,364 €163,680
37	08.09.–14.09.	6	€1,364 €163,680
38	15.09.–21.09.	6	€1,364 €163,680
39	22.09.–28.09.	6	€1,364 €163,680
40	29.09.–05.10.	5	€1,533 €153,300
41	06.10.–12.10.	6	€1,533 €183,960
42	13.10.–19.10.	6	€1,533 €183,960
43	20.10.–26.10.	6	€1,533 €183,960
44	27.10.–02.11.	6	€1,533 €183,960
45	03.11.–09.11.	6	€1,637 €196,440
46	10.11.–16.11.	6	€1,637 €196,440
47	17.11.–23.11.	6	€1,637 €196,440
48	24.11.–30.11.	6	€1,637 €196,440
49	01.12.–07.12.	6	€1,559 €187,080
50	08.12.–14.12.	6	€1,559 €187,080
51	15.12.–21.12.	6	€1,559 €187,080
52*	22.12.–28.12.	3	€1,559 €93,540

# Special-Ads

Current information:  
[zdf-werbefernsehen.de/special-ads](http://zdf-werbefernsehen.de/special-ads)



**ZDF** werbe  
fernsehen

## “10 Seconds”

Your countdown to  
ZDF “heute” at 17:00



### Placement

The last few seconds before ZDF “heute” at 17:00 are reserved for you. Monday to Saturday at **16:59** just **before the “heute” news.**

### Programme environment provided by “heute” at 17:00

The first main early-evening news broadcast with the day’s most important events from across the world. It is comprehensive, up-to-date and reliable.

### Benefits

- High attention levels, as your commercial is given an exclusive position by itself and broadcast just before the “heute” news
- Short commercial length, high flexibility and low budget commitment

### Booking and advert information

- Commercial length\*: 5–10 seconds
- Confirmed bookings are fixed
- When designing your commercial, please bear in mind that newslike themes should be avoided

\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required. Other commercial lengths may be available on request.

\*\* For advertising rates, please have a look at page 12.

**1 commercial  
from  
€1,595\*\***



## “News split screen”

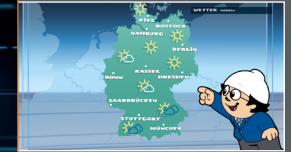
Your solo appearance after ZDF  
“heute” at 19:00 for a whole year



19:17:49



19:17:50



19:18:00

### Placement

Every day from Monday to Saturday at **19:17** for an entire year.  
Your commercial is broadcast during the **“credits” just after the “heute” news.**

### Programme environment provided by “heute” at 19:00

- The main news stories of the day
- “heute” one of the most up to date, informative and most reputable news programmes on German television\*

### Benefits

- Excellent efficiency thanks to the dominance gained through your advert appearing for an entire year
- High attention levels thanks to the exclusive position given to your advert
- Positive image transfer because your advert is broadcast directly before the high-quality “heute” news programme starting at 19:00

\* Source: phaydon 2023; representative survey; pop. 14–70; N = 6.090

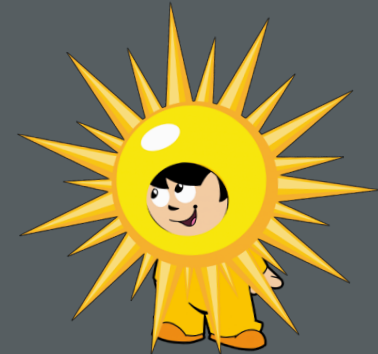
### Booking and advert information

Only bookings for an entire year can be accepted.  
We would be glad to prepare an individual quote for you.

### Contact

Heike Fisseler

Tel. +49 (0) 6131 70 14031  
fisseler.h@zdf.de





## “Best Wetter”

The “best” for your advertising message



19:18:53



19:18:54



19:19:24



19:19:27



19:19:57

### Placement

Monday to Saturday at **19:18**, straight **after the “heute” news** and just **before the weather** – and flanked by topical weather Mainzelmännchen.

### The programme environment “heute 19:00 – weather”

- “heute”: main daily news presented by Barbara Hahlweg, Jana Pareigis and Mitri Sirin, the in-studio editors
- The ZDF weather: The expertly prepared weather news straight after the “heute” news, presented by the ZDF meteorologists, are quality and effect guarantors

### Advantages

- High viewing figures, thanks to its slot between two widely covered, attractive programmes
- Short commercial breaks: break duration is limited to 90 seconds/ on average three advertising partners

### Booking and advert information

- Commercial length\*: starting from 5 seconds
- Continuous and single bookings possible
- If an ad substantially relates to weather updates, short-notice design edits on the day of broadcast (Mon–Fri) are possible up until 11 am

### ZDF “Best Wetter”: wide reach, attractive CPM (householders)

#### Commercial break reach comparison

Best Wetter	19:18	<b>3.564 m.</b>
Best Minutes	19:58	2.758 m.

#### CPM comparison

Best Wetter	19:18	<b>€8.47</b>
Best Minutes	19:58	€16.85



Source: AGF Videoforschung; AGF SCOPE 1.5; Q1/2024; Mon–Sat; TA 50, 80; pop. 14+; market standard: moving picture; analysis type TV; product-related. CPT at 20 seconds

\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.

## „Single-Spot“

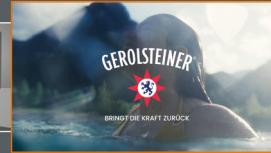
Your commercial in selected programme environments



17:13:28



17:13:40



17:13:55



17:13:57



17:14:02

## Placement/programme environments

### heute in Europa

Monday to Friday at **16:14** after "heute in Europa"



Monday to Saturday at **17:13** before "hallo deutschland"



Mondays at **19:21** after the weather and before "WISO"

### Infotainment

Wednesdays at **19:21** after the weather and before "infotainment"



Tuesday, Thursday to Saturday at **19:21** after the weather and before the **19:25** series

\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.

18 | Price list no. 54 | 2025

## Benefits

- Your advert is very effective because it is given an exclusive position outside of the classic commercial breaks
- High attention levels because of your advert's proximity to high-quality programmes with wide reach

## Booking and advert information

- Minimum commercial length\*: 20 seconds
- Confirmed bookings are fixed

## Service

- Single split screen for special programming
- Special positioning close to highlight programmes



## “End credits split screen”

Exclusive positioning in "SOKO" credits



### Placement

Monday to Saturday at **18:54** in the "SOKO" credits.

### Programme environment

Excellent murder mystery entertainment in prime-time quality.

### Benefits

- High attention levels thanks to the placement in the "SOKO" programmes, which have a wide reach
- Efficient and effective advertising opportunities:  
In the first quarter of 2024, the credits reached 18.9 percent of people aged 14+ at an extremely appealing CPM of €5.61 (based on 20 seconds)\*

\* Source: AGF Videoforschung; AGF SCOPE 1.5; Q1/2024; Mon–Sat;market standard: moving picture; analysis type TV; product-related

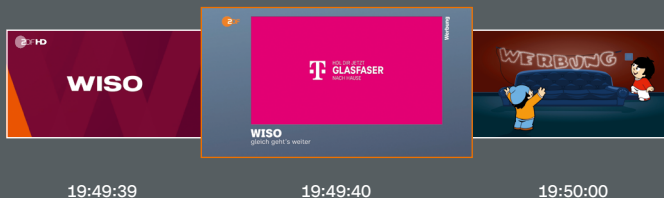
\*\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.

### Booking and advert information

- Minimum booking: 1 month – can be shared between several customers for one agency
- Minimum commercial length\*\*: 20 seconds
- Pre-production phase: 3 weeks
- Confirmed bookings are fixed



## “Split screen commercial break”



### WISO

#### Placement

Mondays at **19:49** after the first part of “WISO”, i.e. during the transition from the programme itself to the commercial break which comes next.

#### Programme environment

“WISO” – Germany’s best known business programme with up to **2.7 million viewers** per episode.\*

#### Infotainment

##### Placement

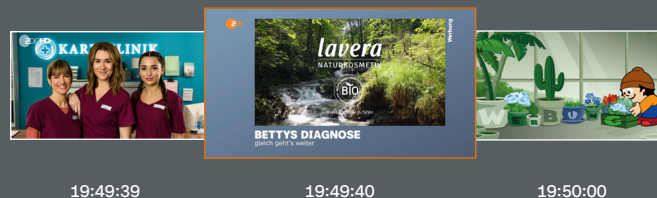
Wednesdays at **19:49** after the first part of the infotainment, i.e. during the transition from the programme itself to the commercial break which comes next.

##### Benefits

Very high attention levels and therefore excellent advert effectiveness thanks to

- exclusive positioning
- the fact that your commercial is broadcast during a top-quality programme with a wide reach

20 | Price list no. 54 | 2025



### Series at 19:25

#### Placement

Tuesday, Thursday to Saturday at **19:49** after the first part of the **19:25 series**, i.e. during the transition from the programme itself to the commercial break which comes next.

#### Programme environment

Tuesday and Thursday – crime and action

- e.g. with “Die Rosenheim-Cops” on Tuesday – over **4.1 million viewers** per episode\*

Fridays and Saturdays – family entertainment

- e.g. with “Die Bergretter” on Saturday – **3.1 million viewers** per episode\*

#### Booking and advert information

- Minimum commercial length\*\*: 20 seconds
- Confirmed bookings are fixed

\* Source: AGF Videoforschung; AGF SCOPE 1.5; Q1/2024; pop. 14+; market standard: moving picture; analysis type TV; product-related

\*\* For over-the-counter products, an additional 5- or 4-second-long statement is legally required.





## Year in Sports on ZDF in 2025

In addition to numerous World Cup events in ski jumping, alpine skiing and nordic skiing, a whole range of Biathlon World Championships will be coming to our screens from January onwards as part of ZDF's winter sports programming. The headline acts will be the international Four Hills Tournament at the turn of the year and the Biathlon World Championships in Lenzerheide (Switzerland) in February.

The action-packed calendar will hit the ground running in January with the World Men's Handball Championship. The tournament will be held in three countries: Croatia, Denmark and Norway. In 2025, ZDF's sports programming will also feature a series of football events – with women's and men's internationals, the DFB-Pokal and the UEFA Champions League. The UEFA European Women's Championship in Switzerland is another football highlight. Then the German Athletics Championships and The Finals will be held in Dresden,

captivating sports fans around the country. Yet another highlight will be coming to our screens in September when the World Athletics Championships are held in Tokyo (Japan). In addition to the top events mentioned above, many more will be added throughout the year.

We guarantee unique live environments for your branding, offering excellent advertising break coverage and great value for money thanks to our balanced pricing structure. We also offer concise booking options that can be perfectly integrated into our live broadcasts. The average length of advertising breaks in the first quarter of 2024 was just 80 seconds.

You can also benefit from our 24/7 live sports streams. Here, too, your advertising will be broadcast during the programme to generate valuable contact points.

## The most important sporting events of the year 2025 on ZDF

Jan.–Mar. 2025	<b>Winter sports:</b> biathlon, nordic and alpine skiing, all World Championships
14 Jan.–02 Feb. 2025	<b>Handball:</b> Men's European Championships in Croatia, Denmark and Norway
11–23 Feb. 2025	<b>Biathlon:</b> World Championships in Lenzerheide (Switzerland)
Feb.–Nov. 2025	<b>Football:</b> German internationals, DFB-Pokal and UEFA Champions League
14–22 Jun. 2025	<b>Tennis:</b> 32nd Terra Wortmann Open in Halle/Westfalen*
02–27 Jul. 2025	<b>Football:</b> UEFA Women's EURO 2025™ in Switzerland
31 Jul.–03 Aug. 2025	<b>Multisports:</b> The Finals and German Athletics Championships in Dresden
13–21 Sep. 2025	<b>Athletics:</b> World Championships in Tokio (Japan)
Sep.–Oct. 2025	<b>Cycling:</b> Road World Championships in Kigali (Rwanda)*
Oct.–Dec. 2025	<b>Winter sports:</b> biathlon, nordic and alpine skiing, all World Championships



### Contacts

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Heike Fisseler      Tel. +49 (0) 6131 70 14031  
fisseler.h@zdf.de

You can find the dates and prices for current sporting events on our website: [zdf-werbefernsehen.de/sport](https://zdf-werbefernsehen.de/sport)

Not all plans for the 2025 sports year have been completed yet. Dates may be added or postponed due to short-term developments.

\* Subject to acquisition of rights. Changes and misprints reserved. Last updated: July 2024.

# Sponsoring

Current information:  
[zdf-werbefernsehen.de/sponsoring](http://zdf-werbefernsehen.de/sponsoring)



## High attention levels for your brand communication

- Programme sponsoring enables you to benefit from an unmistakable appearance in the programme itself: Exclusivity, high levels of attention and audience acceptance are guaranteed!
- With a seven-second trailer just before the start of the programme, as soon as the programme ends, and before or after a commercial break as well if necessary, the reach and effect are magnified greatly.
- This established communication tool allows you to benefit from strong ZDF programme brands and to enhance awareness in a unique manner.
- You can select from high-quality programmes with a wide reach – including those broadcast in advert-free environments in the morning or afternoon.

## Contacts

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Anabel Stappen

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[stappen.a@zdf.de](mailto:stappen.a@zdf.de)



## Reach and market shares of selected programmes



**Sport in the ZDF-Morgenmagazin**  
Mondays to Fridays,  
05:30 – 09:00

0.683 million / 21.8 %\*



**Weather in the ZDF-Mittagsmagazin**  
Mondays to Fridays,  
14:15 – 15:00

1.497 million / 19.9 %\*



**Biathlon World Championships  
Season 2024/25**  
Nov. 2024 – Mar. 2025

3.085 million / 25.3 %\*\*



**Die Küschenschlacht**  
Mondays to Fridays,  
14:15 – 15:00

1.575 million / 18.6 %\*



**Alpine Ski World Cup**  
04 – 16 Feb. 2025

1.172 million / 15.3 %\*\*\*



**Bares für Rares**  
Mondays to Fridays,  
15:05 – 16:00

2.201 million / 22.9 %\*



**Nordic World Ski Championships**  
26 Feb. – 03 Mar. 2025

1.340 million / 16.8 %\*\*\*\*



**SOKOs**  
Mondays to Fridays,  
18:05 – 19:00

3.700 million / 20.7 %\*

\* Source: AGF Videoforschung; AGF SCOPE 1.5; 02 Jan.–28 Mar. 2024; pop. 14+; market standard: moving picture; analysis type TV; product-related

\*\* Source: AGF Videoforschung; AGF SCOPE 1.5; Biathlon World Championships 2023/24; 25 Nov. 2023–16 Mar. 2024; pop. 14+; market standard: moving picture; analysis type TV; product-related

\*\*\* Source: AGF Videoforschung; AGF SCOPE 1.5; Alpine Ski World Cup 2023; 06–18 Feb. 2023; pop. 14+; market standard: moving picture; analysis type TV; product-related

\*\*\*\* Source: AGF Videoforschung; AGF SCOPE 1.5; Nordic World Ski Championships 2023; 23 Feb.–06 Mar. 2023; pop. 14+; market standard: moving picture; analysis type TV; product-related

The guidelines for advertising, sponsoring, competitions and production aid from 10 December 2021 and the rules of practice for organising references to sponsors pursuant to section 12 of the ZDF guidelines for advertising,



## Television planning with consumer target groups

Minimisation of scatter loss is essential in order to advertise efficiently. For this reason it is important to be able to translate the marketing target group 1:1 into the media target group. Take advantage of this opportunity by planning with consumer target groups, saving the detour via socio-demographic target groups (for example heads of the

household 20–49). This lets you target specific customers. The GPS and t.o.m. FMCG tools give agencies and their clients access to different consumer target groups in the AGF/GfK television panel for TV planning.

## GPS – the global premium shopper, alternative to 14 to 49

ZDF commercial television has developed the "**Global Premium Shopper Typology**" (**GPS**) in cooperation with the association for consumer research (GfK). This typology offers interested parties the ideal introduction to planning with buyer target groups. It models the purchasing behaviour of the TV viewers in 300 merchandise groups, measured by barcode. GPS is the result of a regularly updated fusion of buyer target groups from the Consumer Panel Services GfK – Consumer Scan (formerly GfK Consumer Scan)\* with the AGF/GfK TV panel. The typology, which has already been used in advertiser marketing, encompasses promotional and label shoppers, as well as premium and brand shoppers. Subscribers to AGF data can procure the typology for the AGF standard software free of charge from ZDF commercial television.

## t.o.m. FMCG\*\* – the tool for individual market segments

This is the right instrument for those who want to know more following the aggregate consumer representation with GPS and the TV optimiser for FMCG markets: The planner currently has several shopping baskets full of everyday products at his/her disposal. Different target group versions can be evaluated within the shopping basket: On one hand, similar to the GPS typology, according to type of buyer (premium/brand/promotional/label shoppers) and on the other hand according to purchase frequency (heavy/medium/light shoppers). This allows premium consumers in the "hot drinks" segment to be analysed alongside consumers of various products in areas such as coffee, cocoa and tea. The tool covers all of the brands in the shopping basket that have at least 5 percent customer reach in the analysis period.

\* Since January 2024, the GfK Consumer Panel has belonged to the market research company YouGov. The sale of GfK's panel business was part of the antitrust approvals for the merger of NielsenIQ (NIQ) and GfK in July 2023.

\*\* FMCG = Fast Moving Consumer Goods, i.e. consumer goods such as food, body care products, cleaning products etc., which consumers purchase on a frequent basis.

## Performance data\*

GPS premium/ branded buyers		t.o.m. FMCG "Premium and branded hot drinks buyers"		t.o.m. FMCG "Premium and branded detergent and cleaning product buyers"	
reach	CPM	reach	CPM	reach	CPM

17:00–20:00

ZDF	0.895 m.	€24.80	1.358 m.	€16.34	0.699 m.	€31.77
ARD	0.729 m.	€28.83	1,116 m.	€18.85	0.592 m.	€35.53
RTL	0.325 m.	€62.58	0,530 m.	€38.32	0.240 m.	€84.77
VOX	0.280 m.	€52.72	0,388 m.	€37.98	0.146 m.	€100.96
SAT.1	0.115 m.	€53.14	0,209 m.	€29.34	0.093 m.	€65.91
PRO 7	0.109 m.	€111.47	0,161 m.	€75.61	0.091 m.	€134.38

20:00–23:00

RTL	0.581 m.	€95.38	0.851 m.	€65.08	0.427 m.	€129.67
VOX	0.223 m.	€111.27	0.328 m.	€75.54	0.159 m.	€155.48
SAT. 1	0.237 m.	€105.80	0.360 m.	€69.60	0.177 m.	€141.24
PRO 7	0.206 m.	€133.64	0.294 m.	€93.45	0.156 m.	€175.87



\* Source: AGF Videoforschung; AGF SCOPE 1.5; Q1/2024; Mon.–Sat.; TA 1-30; market standard: moving picture; analysis type TV, product-related

GPS premium/branded buyers: all persons (pop. 14+) in a GPS household buying premium or branded goods.

t.o.m. FMCG "premium and branded hot drinks buyers": all persons (pop. 14+) in a household who prefer to buy premium and branded hot drinks.

t.o.m. FMCG "premium and branded detergent and cleaning product buyers": all persons (pop. 14+) in a household who prefer to buy premium and branded detergents and cleaning products.

## Number 1 in the high-end consumer target groups

Planning on consumer target groups enables advertisers to address accurately without scattering losses. Evaluations show that high-end target groups from various sectors can be reached best on ZDF. High levels of coverage at the lowest CPT guarantee an efficient usage of your advertising budget.

The ZDF commercial television market and advertising research department and Media Service will be happy to provide you with information or non-binding sample assessments.

## Contacts

### Market and Advertising Research

Nicole Hein

Tel. +49 (0) 6131 70 14014

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### Media Service

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## Discounts

### Scale of discounts

If within a calendar year at least the gross sales volume of an advertiser has diminished as indicated below, the rebate will be granted for the standard volumes as listed in the rebate list. Sponsoring will not be taken into account in the gross sales volume related to the rebate. The prices for these will be agreed separately.

from	€0.40 million	1.0%	€2.50 million	6.0%
	€0.50 million	1.5%	€3.00 million	7.0%
	€0.75 million	2.0%	€3.50 million	8.0%
	€1.00 million	3.0%	€4.00 million	9.0%
	€1.50 million	4.0%	€5.00 million	10.0%
	€2.00 million	5.0%		

ZDF Werbefernsehen calculates and grants the discounts and prices listed in the respective valid price list. Prices listed do not include value-added tax. The confirmed bookings form the basis of the settlement.

Please take note of the high performance levels and profitability with many target groups compared with the results achieved by the competition, and the exceptional programme quality. You can find further information in "Advertising on ZDF (Page 5) and "Service/impact" (Page 25). **Please talk to us about this!**

### Group discounts

Corporate rebates require the written confirmation of ZDF Werbefernsehen. Enquiries and verification of the group responsibility must be presented in writing to ZDF Werbefernsehen no later than 30 June in the respective calendar year. Otherwise it will not be possible to take this into account in the year concerned. ZDF Werbefernsehen will grant a corporate rebate for several advertisers if the capital share held by the subsidiary company/companies in the parent company stands at a level of more than 50 percent on 1 January of the calendar year. Corporate rebates will be granted only for the duration of the group affiliation. Departure from the group must be announced without undue delay. Where departures from the group are concerned a pro rata rebate at most will be awarded within the calendar year. Evidence of the group status with respect to corporate enterprises must be confirmed by an accountant or by presentation of the last annual report, while for civil partnerships the status should be confirmed by the presentation of an extract from the commercial register.

The contracting parties agree to maintain confidentiality with regard to any discounts that may be granted and to refrain from passing them on to third parties.



## Broadcasting materials

ZDF Werbefernsehen must be provided with broadcasting materials at least five days prior to transmission. After prior consultation a shorter term delivery will also be possible.

You can deliver your broadcast documents filebased. You can find detailed information on delivery at:

[www.zdf-werbefernsehen.de/spotanlieferung](http://www.zdf-werbefernsehen.de/spotanlieferung)

The following technical requirements apply:

Video encoding:

- XDCAM HD 422, 720p/50 or 1080i/25, 50MBit/s, container format: MXF OP1a
- AVC-I100, 720p/50 or 1080i/25, container format: MXF OP1a

Audio encoding:

Linear PCM, 24 Bit / 48 kHz. Channel assignment: stereo audio feed on track 1 and 2, modulation in accordance with the technical guidelines.

Broadcasting materials must be produced and customised according to the "technical guidelines for television productions", and supplied with clear VTR cards containing a description. The standardised volume modulation complying with EBU R128 is a constituent part of the guidelines.

Our Settlements department will be happy to answer your questions regarding the delivery of advertising spots.

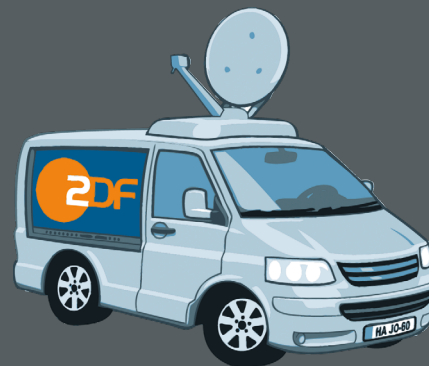
## Storage and return of advertising broadcast tapes/archiving of commercials

Commercials are archived on a ZDF server, and ZDF will be entitled to delete commercials from this server 12 months after they have been broadcast for the last time. If an advert is to be used after this 12 month period has expired, please inform us in good time.

## Broadcast documents sponsorship

The broadcast documents approved by ZDF for programme sponsorship must be available to ZDF Werbefernsehen at least five working days prior to the respective broadcast. A shorter lead time may be agreed in individual cases. In the case of sponsoring, the relevant broadcast documents may also be delivered as files. You can find the details at

[www.zdf-werbefernsehen.de/traileranlieferung](http://www.zdf-werbefernsehen.de/traileranlieferung)





# General Terms and Conditions

Current information:  
[zdf-werbefernsehen.de/agb](http://zdf-werbefernsehen.de/agb)



**ZDF** werbe  
fernsehen

## 1. The contract

ZDF Werbefernsehen GmbH (hereinafter ZDF Werbefernsehen) markets exclusively in its own name and for the account of ZDF. Within the framework of the available broadcast time and taking as a basis the applicable price list and the General Terms and Conditions below, ZDF Werbefernsehen accepts orders for advertising on ZDF within the framework of the available broadcasting time on the basis of the valid price list and the following General Terms and Conditions. Such advertising must conform to the laws and the State Broadcasting Treaty as well as the ZDF guidelines for advertising and sponsorship. A contract for the acceptance of an order shall be concluded following written or electronic confirmation of the order by ZDF Werbefernsehen. The contract shall be valid with the content confirmed by ZDF Werbefernsehen insofar as the contract partner does not object in writing to the contract content within three working days of receipt.

A confirmation of the order shall apply to the advertiser respectively named in the order. This shall contain data regarding the clients, the advertisers, the volumes booked, the length of the commercials, the commercial break, and as a rule the editorial environment.

The broadcast dates booked for an advertiser may not be transferred to another advertiser or to another advertising agency. Exceptional cases shall require the agreement of ZDF Werbefernsehen. ZDF Werbefernsehen reserves the right to forward order confirmations to the customer following customer's requests. Orders are processed within a calendar year. The contract year shall be the calendar year.

## 2. Joint advertising

Advertising programmes in which products, brands or services of several companies are advertised are generally inadmissible. This also applies to the integration of social network services. Exceptions require the consent of ZDF Werbefernsehen.

## 3. Agency commission

ZDF Werbefernsehen grants an agency commission of 15 percent on the net reimbursement amounts on the basis of the advertisements issued by an agency, provided that they advise their clients and prove that they have provided appropriate services, e.g. an excerpt from the commercial register under "Subject and Company".

## 4. Methods of payment

As a rule, advertisements shall be invoiced in the month prior to broadcasting with the invoice date being the fifth day of the month in which the advert is broadcast. Invoices shall be due for payment without deduction no later than 25 days from the date of invoice. A 2 percent discount will be given for payments received within ten days. The final invoice for the month of broadcast will be drawn up on the first working day of the following month. If there are differences resulting from changes to bookings or different discount terms have been agreed, these will be invoiced or credited separately. Payment must be made within ten days, whereby the discount rule also applies here. Credit notes must be redeemed. If this is not possible, a payment shall be made. If the invoice with the credit note has had a discount deducted, the corresponding discount amount will also be deducted from the amount of the credit note.

Sponsoring shall be calculated in accordance with individual contractual regulations. No cash discount shall be granted. Regarding the due date of payments and the processing of credit notes, the rules for advertisements apply. ZDF Werbefernsehen reserves the right to demand payment in advance. Pre-payment applies to first-time contractual partners and contractual partners who are based abroad. If payment is requested in advance, the relevant amount must be received at least 3 working days before the first broadcast date of the invoiced service; the discount arrangements for advertisements also apply here. If the invoices are not paid on time, ZDF Werbefernsehen shall be entitled to refrain from broadcasting the advertisements or sponsorship notices or to withdraw from the order altogether, without the clients being able to derive any claim for compensation. ZDF Werbefernsehen shall charge interest on arrears at the statutory rate. All services will be invoiced plus value added tax. This will be shown separately.

Transfers are to be made to the account specified on the invoice. The day on which the amount is credited to the account will be deemed the day of payment.

## 5. Broadcasting material

As a rule, the motif plans and broadcasting documents must be submitted by the clients to ZDF Werbefernsehen at least 5 working days before the broadcast. These documents shall be checked by ZDF for usability. Any changes to the broadcasting documents must be agreed upon unless they are necessary for adaptation to the broadcasting standards. The design costs for broadcasting documents (image and sound) shall be borne exclusively by the clients. ZDF Werbefernsehen shall notify the clients immediately, stating reasons, if the broadcasting documents are unusable or do not comply with the contractual requirements. The clients agree that ZDF Werbefernsehen may make the broadcasting documents available to supervisory authorities or controlling bodies (e.g. German Advertising Council) within the scope of its legal and statutory duties. The clients may limit this consent in individual cases or revoke it altogether.

## 6. Right to refusal

ZDF Werbefernsehen reserves the right to refuse the broadcast of commercials on the grounds of content, origin or technical form in accordance with objectively justified principles, in particular if their content violates moral or legal provisions or the interests of ZDF.

If the refusal of the broadcast documents is due to reasons for which ZDF is at fault, the clients may withdraw from the contract. If the clients are responsible for the refusal of the broadcast documents, they must provide replacements without delay. If replacements should not be available in good time, ZDF Werbefernsehen shall notwithstanding retain the right to remuneration. If the commercial is transmitted despite the initially stated refusal, the right of ZDF Werbefernsehen to remuneration shall remain unchanged.

## 7. Responsibility for content

The clients shall bear the responsibility for the content of the audio and video carriers made available to ZDF Werbefernsehen, shall be liable for their legal admissibility and shall indemnify ZDF and ZDF Werbefernsehen against any claims made by third parties.

## 8. Rights of use

(1) As concerns the commercial/sponsoring handed over to ZDF Werbefernsehen, the clients shall transfer to ZDF the right to broadcast the commercial/sponsorship notice by radio of any kind, in terms of time, place and content, to the extent necessary for the execution of the order in the Federal Republic of Germany. This right includes the broadcasting of radio programmes, including live streaming, in any technical manner (including the use of the so-called "Internet Protocol": "IP-TV"), in particular

- terrestrially (such as for example by DVB-T, DVB-H, DMB or corresponding successor technologies such as for example DXB)
- by cable (using any technical method, such as broadband, DSL or technologies [X-DSL], including the right to integral cable rebroadcast of the programme services in Germany and abroad)
- and by satellite broadcast.

(2) Excluded from the acquisition by the clients are the rights to the music contained in the commercial/sponsorship notice administered by GEMA and transferred to ZDF. Insofar as the broadcasting rights to the music contained in the commercial/trailer are not administered by GEMA in individual cases, these shall be acquired by the clients.

(3) The clients guarantee that only such broadcasting material shall be sent to ZDF Werbefernsehen for commercials for which they have acquired and paid for all the copyright exploitation rights required in accordance with item (1). The notification to GEMA shall be made via an audio fingerprinting system. If commissioned compositions or musical works that do not fall within GEMA's sphere of perception are used in the commercial/sponsorship notice, an upload of the associated sound files as well as the indication of the music metadata in the free GEMA sound file upload portal [www.gema.de/soundfile](http://www.gema.de/soundfile) for audio fingerprinting monitoring shall be made. The clients are entitled to delegate the music upload to a third party, e.g. the composer.

## 9. Placement

ZDF Werbefernsehen does not grant any specific placement within an advertising break. Exclusion of competition is guaranteed neither within an advertising slot nor in the special-ads or sponsoring in the area surrounding advertising slots.

## 10. Broadcast confirmation

At the end of the broadcast month, the clients shall be provided with broadcast confirmation indicating the actual broadcast time, the respective advertising slot, and the broadcast motifs.

### **11. Scheduled times/postponement of advertising broadcast**

Agreed broadcasting times shall be observed as far as possible. If an advertising cannot be transmitted in the scheduled advertising spot as planned or in the expected editorial environment, ZDF can transmit it under other conditions with the consent of the clients. Such an agreement will not be necessary with postponements involving insignificant periods of time. The postponement of a commercial will be considered insignificant if it takes place within the same editorial environment and it will not lead to the broadcast of an advert block more than 15 minutes before or after the originally scheduled time. Exceptions to this will be postponements during live sporting events. Here the specified tolerance range may exceed 15 minutes where necessary.

If consent could not be obtained or was subsequently not granted, the clients may demand a replacement broadcast of the commercial at an available time under similar conditions. If this is not possible the clients may assert the right to a reduction in the price in accordance with the extent of the poor or deficient performance. Any additional claims shall be excluded.

### **12. Postponement due to identity of individuals**

ZDF Werbefernsehen reserves the right to reschedule the broadcast of commercials to another day, if possible at the same time, if the commercial features personalities who appear in the ZDF programme on the same day. In case of major sporting events, special provisions may apply to participating athletes, managers and coaches, which will be communicated when the offer is made.

### **13. Guarantee**

In the event of a shortfall in performance for which ZDF Werbefernsehen is not responsible, the clients' warranty rights shall be limited to a comparable substitute broadcast or, optionally, to a price reduction corresponding to the extent of the shortfall. A shortfall in performance exists, for example, if more than 10 percent of the technical reach documented for the IVW test was not achieved or if a broadcast was of reduced quality. Beyond this, the clients cannot assert any claims, in particular not in the event of a failure of satellite broadcasting. The feed of the regionally appropriate television signals into the German cable

network is the responsibility of the respective cable network operators. Any liability on the part of ZDF Werbefernsehen is excluded in this respect. In the event of slight negligence, ZDF Werbefernsehen shall only be liable for a breach of cardinal obligations and only to the extent of the normally foreseeable damage. The clients' warranty rights shall become statute-barred after 12 months.

### **14. Force majeure**

In the event of force majeure, each contractual partner may withdraw from the contract with immediate effect, unless ZDF Werbefernsehen has already rendered its performance. ZDF Werbefernsehen is obliged to repay the clients the fee for the cancelled advertising insertion. The advertisers have no further claims. Force majeure includes in particular riots, fire, power cuts, natural disasters, storm damage, strikes, lockouts, damage caused by construction work and similar events for which the contracting parties are not responsible.

### **15. Cancellation**

The clients may withdraw from the contract free of charge if they terminate the contract, either in whole or in part in writing at least 6 weeks before the first broadcast date. In the case of any later termination the legal provisions as foreseen by § 649 (2) of the German Civil Code (BGB) shall apply. The right to termination will not apply to bookings made in sports environments, special-ads (single spot, split screen etc.) and sponsoring.

### **16. Price change**

Any changes to the broadcast price will take effect for existing orders at the earliest one month after the information has been communicated to the clients. In such a case the clients may withdraw from the contract at the time the change comes into effect. In this case the clients must inform ZDF Werbefernsehen of their withdrawal in writing without delay, at the latest within 10 days of the notification of the change being given.

ZDF Werbefernsehen reserves the right to impose surcharges at the quoted price for booking advertisements in the area surrounding the broadcast of events which are the source of particular public interest.

## 17. References in other advertising mediums

Reference may only be made to an advertisement appearing on ZDF in other advertising media outlets if it is made clear there the advertisement involved is not a broadcast for use in general programming but is rather one used in a programme supporting a promotion. Formulations which connect the broadcasts of the commercials with ZDF will not be permitted. The use of ZDF Werbefernsehen logos will require the agreement of ZDF Werbefernsehen.

## 18. OTC notice

With advertising for medicines as defined within § 4 (3) of the German Healthcare System Act (HWG), the mandatory OTC notice will be broadcast by ZDF free of charge insofar as this has a neutral grey background, white text and is exactly 5 or 4 seconds long (please see [demo version of new OTC mandatory notice](#)). Any differences will be invoiced to the mandatory OTC notice. Please note that the information on the minimum length of the special-ads in the context of the price list is to be understood as exclusive of the free compulsory reference of 5 or 4 seconds.

## 19. Confidentiality

The parties undertake to treat all information and data received from the other contracting party in connection with the performance of this contract as confidential and not to make it available to third parties. This obligation shall also apply after termination of the contract.

Publications of any kind in connection with the cooperation are generally only permitted with the prior consent of the other parties. However, ZDF Werbefernsehen is entitled to use the name of the client, its brand and logo as well as information about the order for reference purposes, subject to the above-mentioned confidentiality obligation.

## 20. Calculation of performance levels

All performance levels shall be based on the television research panel developed by AGF Videoforschung GmbH with the market standard for moving pictures.

## 21. Liability clause

Insofar as nothing else is agreed within these General Terms and Conditions, ZDF Werbefernsehen will be liable for damage suffered by the clients only on the following provisions:

- in the case of wilful intent or gross negligence on the part of ZDF Werbefernsehen, its legal representatives, or its agents
- in cases of slight negligence when explicitly assuming a guarantee
- in breach of essential obligations which the clients may in particular expect to be fulfilled.

Where cases of slight negligence are concerned, ZDF Werbefernsehen will be liable for essential obligations only to the extent of typically foreseeable damages. Liability for subsequent damage, such as for example loss of profit, loss of savings and other consequential damage, will be excluded unless the purpose of this contract is hereby endangered.

## 22. Protection clause

The clients' general terms and conditions do not apply, even if we do not expressly contradict these.

## 23. Final provisions

The place of performance and jurisdiction is Mainz.

Should individual provisions in these General Terms and Conditions be or become invalid, the validity of all the remaining conditions or stipulations herein will not be put in doubt. The parties will replace the invalid regulation with one which meets as closely as possible the business purpose of the invalid regulation. The same will apply to any cases of omission within the contract.

## Imprint

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