



FIFA WORLD CUP QATAR 2022™

AS AT: 26.07.2022





PREFACE

From 21st November 2022, the world's eyes will be on Qatar, which is hosting the FIFA World Cup™. 32 teams in eight groups will compete in 64 matches during the FIFA World Cup™. The advertising options in ORF media are set out below.

1. TRADITIONAL ADVERTISING: ORF 1

1.1. Commercial Breaks

Traditional commercial breaks are available to book as per the table on pages 5–14. We are offering special commercial breaks throughout the FIFA World Cup™ broadcasts.

1.2. Rates

Please see the table on pages 5–14 for our rates. All prices are quoted gross per second.

1.3. Allocation

Commercial breaks are assigned to three categories, depending on the context

Category I:

Commercial breaks in the context of the Final on 18 December 2022, including possible supporting programme on that day

Category II:

Commercial breaks in the context of all other matches in the KO phase (3–17 December 2022)

Category III:

Commercial breaks in the context of the Group phase (21 November– 2 December 2022)

Commercial breaks will be allocated subject to the following provisions:

Category I

Bookings for advertising seconds in commercial breaks of this category are linked to bookings for advertising seconds in Category III commercial breaks. Bookings must be made in a ratio of 1:1, i.e. for every euro booked in Category I commercial breaks, a booking of the same value is made in Category III commercial breaks.

Category II & Category III

Bookings for advertising seconds in commercial breaks of this category can be made subject to availability. FIFA's rules on block exclusivity for FIFA sponsors apply.

2. SPECIAL ADVERTISING FORMS

Please see the table on pages 5–14 for our rates for special advertising forms.

2.1. ORF 1, ORF SPORT +

2.1.1. Sponsorship

Get all the benefit of having a real connection between your brand/product and an ORF TV format that speaks to your target group. As a presenter you enjoy exclusive positioning before and after the programme.

I. Standard Sponsorship (openers and closers)

“This programme is brought to you by ...” – Position your brand as close as possible to our popular ORF TV formats. Exclusive standard openers and closers immediately before and after the programme ensure you have a compelling presence.

Features:

- shown for 5 seconds before and after the programme
- verbal mention
- integration of logo and/or product
- customer website overlay
- claims and slogans may not be used
- no promotional elements, customer incentives or price quotes
- clear name check (verbal or visual)

Sample sequence:



II. De Luxe Sponsorship (Openers and/or Closers)

Your promotional spot can be integrated in the premium variant of your presentation. De Luxe Sponsorship advertising can be designed to your specifications.

Features:

- shown for 10 seconds before and/or after the programme
- creative freedom as regards words and images
- claims and slogans may be used
- spot must be clearly recognisable as advertising by use of a bumper ad.
- clear name check (verbal or visual)



Sample Sequence:



2.1.2. Programme Trailer

ORF TV formats are promoted in advance by programme trailers. Collaborating on a trailer is the perfect complement to your sponsorship of a programme.

I. Standard Programme Trailer

Programme trailers provide a 20-second teaser of the forthcoming programme. Your involvement comes at the end of the edited trailer in the form of a “Standard Sponsorship” spot. The trailer is incorporated into the interfaces between segments.

Features:

- 5-second sponsorship spot at the end of the edited trailer
- verbal mention
- integration of logo and/or product
- customer website overlay
- claims and slogans may not be used
- no promotional elements, customer incentives or price quotes
- clear name check (verbal or visual)

Sample sequence:



II. De Luxe Programme Trailer

Programme trailers provide a 20-second teaser of the forthcoming programme. Your involvement comes at the end of the edited trailer in the form of a customisable “De Luxe Sponsorship” spot. The trailer is incorporated into the interfaces between segments.

Features:

- 10-second sponsorship spot at the end of the programme trailer
- creative freedom as regards words and images
- claims and slogans may be used
- bumper ad placed before your De Luxe Sponsorship spot
- clear name check (verbal or visual)

Sample sequence:



2.1.3. Your Investment

Involvement	Price/Tool in EUR
Standard Programme Trailer ORF 1	2,200.00
De Luxe Programme Trailer ORF 1	3,000.00
Standard Sponsorship (Openers AND Closers) ORF 1 Studio	1,100.00
Standard Sponsorship (Openers AND Closers) LIVE	See page 15
De Luxe Sponsorship (Openers OR Closers) ORF 1 Studio	1,265.00
De Luxe Sponsorship (Openers OR Closers) LIVE various	See page 15

3. DIGITAL ADVERTISING IN THE ORF.AT NETWORK

Both video and display placements can be booked on the ORF.at network during the FIFA World Cup™. Austria’s largest sports website, sport.ORF.at and the event channel sport.ORF.at/fifawm2022, including the associated mobile versions and apps, are available for cross-platform bookings (fixed and dynamic). All video placements are also played on all platforms of the ORF-TVthek.

The CPM depends on the length of the pre-rolls.

Medium	up to 10 s	up to 15 s	up to 20 s	up to 25 s	up to 30 s
Video pre-roll CPM	84.50	107.90	124.80	139.10	154.70

There are display ad possibilities on sport.ORF.at and sport.ORF.at/fifawm2022 with a fixed amount of ad impressions per day.

Medium	CPM front page
Medium rectangle	21.60
Skyscraper	21.60
Half-page ad	22.80
Sitebar	26.40

Attractive “Run-over Site” placements are available in the FIFA WM 2022 Channel for the following CPMs:

Medium	CPM ROS
Medium rectangle	19.20
Skyscraper	19.20
Half-page ad	34.80
Sitebar	39.60

We have prepared exemplary offers with the advertising options listed above on page 25.



4. YOUR CONTACTS

For further information or an individualised quote, please contact:

Christopher Haberlehner

Head of Sales TV | Radio
christopher.haberlehner@orf.at
+43 1 87077-12298

Matthias Seiringer

Head of Sales Digital
matthias.seiringer@orf.at
+43 1 87077-15067

Dorit Wolkenstein

Head of Sales Special Advertising
dorit.wolkenstein@orf.at
+43 1 87077-14742

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1									
Group phases (Mon 21.11.– Fri 02.12.2022)									
Mon	21.11.2022		09:57	FIFA WC SEN-NED ctd.	al-Thumama/QAT	Countdown	21 20 09 60	125	09:57
Mon	21.11.2022		10:57	FIFA WC SEN-NED 1st half	al-Thumama/QAT	1st half	21 36 10 61	205	10:57
Mon	21.11.2022		11:22	FIFA WC SEN-NED Cooling Break 1st half	al-Thumama/QAT	CB 1st half	21 68 11 62	370	11:22
Mon	21.11.2022	10:00–13:00	11:42	FIFA WC SEN-NED after 1st half	al-Thumama/QAT	after 1st half	21 68 11 63	370	11:42
Mon	21.11.2022		11:57	FIFA WC SEN-NED 2nd half	al-Thumama/QAT	2nd half	21 64 11 64	345	11:57
Mon	21.11.2022		12:22	FIFA WC SEN-NED Cooling Break 2nd half	al-Thumama/QAT	CB 2nd half	21 73 12 65	440	12:22
Mon	21.11.2022		12:47	FIFA WC SEN-NED Analysis	al-Thumama/QAT	Analysis	21 64 12 66	345	12:47
Mon	21.11.2022		13:12	FIFA WC ENG-IRN ctd.	Doha/QAT	Countdown	21 41 13 60	230	12:57
Mon	21.11.2022		13:57	FIFA WC ENG-IRN 1st half	Doha/QAT	1st half	21 58 13 61	315	13:57
Mon	21.11.2022		14:22	FIFA WC ENG-IRN Cooling Break 1st half	Doha/QAT	CB 1st half	21 75 14 62	480	14:22
Mon	21.11.2022	13:15–16:00	14:42	FIFA WC ENG-IRN after 1st half	Doha/QAT	after 1st half	21 75 14 63	480	14:42
Mon	21.11.2022		14:57	FIFA WC ENG-IRN 2nd half	Doha/QAT	2nd half	21 74 14 64	460	14:57
Mon	21.11.2022		15:22	FIFA WC ENG-IRN Cooling Break 2nd half	Doha/QAT	CB 2nd half	21 78 15 65	580	15:22
Mon	21.11.2022		15:47	FIFA WC ENG-IRN Analysis	Doha/QAT	Analysis	21 74 15 66	460	15:47
Mon	21.11.2022		18:57	FIFA WC USA-tba ctd.	Ar-Rayyan/QAT	Countdown	21 77 19 60	540	18:57
Mon	21.11.2022		19:57	FIFA WC USA-tba 1st half	Ar-Rayyan/QAT	1st half	21 79 19 61	600	19:57
Mon	21.11.2022		20:22	FIFA WC USA-tba Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half	21 90 20 62	1100	20:22
Mon	21.11.2022	19:00–22:00	20:42	FIFA WC USA-tba after 1st half	Ar-Rayyan/QAT	after 1st half	21 90 20 63	1100	20:42
Mon	21.11.2022		20:57	FIFA WC USA-tba 2nd half	Ar-Rayyan/QAT	2nd half	21 88 20 64	1000	20:57
Mon	21.11.2022		21:22	FIFA WC USA-tba Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half	21 91 21 65	1200	21:22
Mon	21.11.2022		21:47	FIFA WC USA-tba Analysis	Ar-Rayyan/QAT	Analysis	21 84 21 66	800	21:47
Mon	21.11.2022	22:15–23:30	22:12	FIFA WC KAT-EGU Summary	Qatar/QAT	Summary	21 71 22 69	400	22:12
Tue	22.11.2022		09:57	FIFA WC ARG-KSA ctd.	Al Wakrah/QAT	Countdown	21 20 09 60	125	09:57
Tue	22.11.2022		10:57	FIFA WC ARG-KSA 1st half	Al Wakrah/QAT	1st half	21 36 10 61	205	10:57
Tue	22.11.2022		11:22	FIFA WC ARG-KSA Cooling Break 1st half	Al Wakrah/QAT	CB 1st half	21 68 11 62	370	11:22
Tue	22.11.2022	10:00–13:00	11:42	FIFA WC ARG-KSA after 1st half	Al Wakrah/QAT	after 1st half	21 68 11 63	370	11:42
Tue	22.11.2022		11:57	FIFA WC ARG-KSA 2nd half	Al Wakrah/QAT	2nd half	21 64 11 64	345	11:57
Tue	22.11.2022		12:22	FIFA WC ARG-KSA Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half	21 73 12 65	440	12:22
Tue	22.11.2022		12:47	FIFA WC ARG-KSA Analysis	Al Wakrah/QAT	Analysis	21 64 12 66	345	12:47
Tue	22.11.2022		12:57	FIFA WC DAN-TUN ctd.	Ar-Rayyan/QAT	Countdown	21 41 13 60	230	12:57
Tue	22.11.2022		13:57	FIFA WC DAN-TUN 1st half	Ar-Rayyan/QAT	1st half	21 58 13 61	315	13:57
Tue	22.11.2022		14:22	FIFA WC DAN-TUN Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half	21 75 14 62	480	14:22
Tue	22.11.2022	13:00–16:00	14:42	FIFA WC DAN-TUN after 1st half	Ar-Rayyan/QAT	after 1st half	21 75 14 63	480	14:42
Tue	22.11.2022		14:57	FIFA WC DAN-TUN 2nd half	Ar-Rayyan/QAT	2nd half	21 74 14 64	460	14:57
Tue	22.11.2022		15:22	FIFA WC DAN-TUN Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half	21 78 15 65	580	15:22
Tue	22.11.2022		15:47	FIFA WC DAN-TUN Analysis	Ar-Rayyan/QAT	Analysis	21 74 15 66	460	15:47

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)									
Tue	22.11.2022		18:57	FIFA WC FRA-tba ctd.	Lusail/QAT	Countdown	21 77 19 60	540	18:57
Tue	22.11.2022		19:57	FIFA WC FRA-tba 1st half	Lusail/QAT	1st half	21 79 19 61	600	19:57
Tue	22.11.2022		20:22	FIFA WC FRA-tba Cooling Break 1st half	Lusail/QAT	CB 1st half	21 90 20 62	1100	20:22
Tue	22.11.2022	19:00–22:00	20:42	FIFA WC FRA-tba after 1st half	Lusail/QAT	after 1st half	21 90 20 63	1100	20:42
Tue	22.11.2022		20:57	FIFA WC FRA-tba 2nd half	Lusail/QAT	2nd half	21 88 20 64	1000	20:57
Tue	22.11.2022		21:22	FIFA WC FRA-tba Cooling Break 2nd half	Lusail/QAT	CB 2nd half	21 91 21 65	1200	21:22
Tue	22.11.2022		21:47	FIFA WC FRA-tba Analysis	Lusail/QAT	Analysis	21 84 21 66	800	21:47
Tue	22.11.2022	23:00–00:15	22:57	FIFA WC MEX-POL Summary	Qatar/QAT	Summary	21 41 23 69	230	22:57
Wed	23.11.2022		09:57	FIFA WC MAR-CRO ctd.	A-Rayyan/QAT	Countdown	21 20 09 60	125	09:57
Wed	23.11.2022		10:57	FIFA WC MAR-CRO 1st half	A-Rayyan/QAT	1st half	21 36 10 61	205	10:57
Wed	23.11.2022		11:22	FIFA WC MAR-CRO Cooling Break 1st half	A-Rayyan/QAT	CB 1st half	21 68 11 62	370	11:22
Wed	23.11.2022	10:00–13:00	11:42	FIFA WC MAR-CRO after 1st half	A-Rayyan/QAT	after 1st half	21 68 11 63	370	11:42
Wed	23.11.2022		11:57	FIFA WC MAR-CRO 2nd half	A-Rayyan/QAT	2nd half	21 64 11 64	345	11:57
Wed	23.11.2022		12:22	FIFA WC MAR-CRO Cooling Break 2nd half	A-Rayyan/QAT	CB 2nd half	21 73 12 65	440	12:22
Wed	23.11.2022		12:47	FIFA WC MAR-CRO Analysis	A-Rayyan/QAT	Analysis	21 64 12 66	345	12:47
Wed	23.11.2022		12:57	FIFA WC GER-JPN ctd.	Al Thumama/QAT	Countdown	21 41 13 60	230	12:57
Wed	23.11.2022		13:57	FIFA WC GER-JPN 1st half	Al Thumama/QAT	1st half	21 58 13 61	315	13:57
Wed	23.11.2022		14:22	FIFA WC GER-JPN Cooling Break 1st half	Al Thumama/QAT	CB 1st half	21 75 14 62	480	14:22
Wed	23.11.2022	13:00–16:00	14:42	FIFA WC GER-JPN after 1st half	Al Thumama/QAT	after 1st half	21 75 14 63	480	14:42
Wed	23.11.2022		14:57	FIFA WC GER-JPN 2nd half	Al Thumama/QAT	2nd half	21 74 14 64	460	14:57
Wed	23.11.2022		15:22	FIFA WC GER-JPN Cooling Break 2nd half	Al Thumama/QAT	CB 2nd half	21 78 15 65	580	15:22
Wed	23.11.2022		15:47	FIFA WC GER-JPN Analysis	Al Thumama/QAT	Analysis	21 74 15 66	460	15:47
Wed	23.11.2022		18:57	FIFA WC BEL-CAN ctd.	Al Khor/QAT	Countdown	21 77 19 60	540	18:57
Wed	23.11.2022		19:57	FIFA WC BEL-CAN 1st half	Al Khor/QAT	1st half	21 79 19 61	600	19:57
Wed	23.11.2022		20:22	FIFA WC BEL-CAN Cooling Break 1st half	Al Khor/QAT	CB 1st half	21 90 20 62	1100	20:22
Wed	23.11.2022	19:00–22:00	20:42	FIFA WC BEL-CAN after 1st half	Al Khor/QAT	after 1st half	21 90 20 63	1100	20:42
Wed	23.11.2022		20:57	FIFA WC BEL-CAN 2nd half	Al Khor/QAT	2nd half	21 88 20 64	1000	20:57
Wed	23.11.2022		21:22	FIFA WC BEL-CAN Cooling Break 2nd half	Al Khor/QAT	CB 2nd half	21 91 21 65	1200	21:22
Wed	23.11.2022		21:47	FIFA WC BEL-CAN Analysis	Al Khor/QAT	Analysis	21 84 21 66	800	21:47
Wed	23.11.2022	22:15–23:30	22:12	FIFA WC ESP-tba Summary	Qatar/QAT	Summary	21 71 22 69	400	22:12
Thu	24.11.2022		09:57	FIFA WC SUI-CMR ctd.	Al Wakrah/QAT	Countdown	21 20 09 60	125	09:57
Thu	24.11.2022		10:57	FIFA WC SUI-CMR 1st half	Al Wakrah/QAT	1st half	21 36 10 61	205	10:57
Thu	24.11.2022		11:22	FIFA WC SUI-CMR Cooling Break 1st half	Al Wakrah/QAT	CB 1st half	21 68 11 62	370	11:22
Thu	24.11.2022	10:00–13:00	11:42	FIFA WC SUI-CMR after 1st half	Al Wakrah/QAT	after 1st half	21 68 11 63	370	11:42
Thu	24.11.2022		11:57	FIFA WC SUI-CMR 2nd half	Al Wakrah/QAT	2nd half	21 64 11 64	345	11:57
Thu	24.11.2022		12:22	FIFA WC SUI-CMR Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half	21 73 12 65	440	12:22
Thu	24.11.2022		12:47	FIFA WC SUI-CMR Analysis	Al Wakrah/QAT	Analysis	21 64 12 66	345	12:47

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)									
Thu	24.11.2022		18:57	FIFA WC BRA-SRB ctd.	Lusail/QAT	Countdown	21 77 19 60	540	18:57
Thu	24.11.2022		19:57	FIFA WC BRA-SRB 1st half	Lusail/QAT	1st half	21 79 19 61	600	19:57
Thu	24.11.2022		20:22	FIFA WC BRA-SRB Cooling Break 1st half	Lusail/QAT	CB 1st half	21 90 20 62	1100	20:22
Thu	24.11.2022	19:00–22:00	20:42	FIFA WC BRA-SRB after 1st half	Lusail/QAT	after 1st half	21 90 20 63	1100	20:42
Thu	24.11.2022		20:57	FIFA WC BRA-SRB 2nd half	Lusail/QAT	2nd half	21 88 20 64	1000	20:57
Thu	24.11.2022		21:22	FIFA WC BRA-SRB Cooling Break 2nd half	Lusail/QAT	CB 2nd half	21 91 21 65	1200	21:22
Thu	24.11.2022		21:47	FIFA WC BRA-SRB Analysis	Lusail/QAT	Analysis	21 84 21 66	800	21:47
Thu	24.11.2022	22:15–23:30	22:12	FIFA WC POR-GHA Summary	Qatar/QAT	Summary	21 71 22 69	400	22:12
Thu	24.11.2022	23:45–01:00	23:42	FIFA WC URU-KOR Summary	Qatar/QAT	Summary	21 41 23 69	230	23:42
Fri	25.11.2022		09:57	FIFA WC tba-IRN ctd.	Ar-Rayyan/QAT	Countdown	21 20 09 60	125	09:57
Fri	25.11.2022		10:57	FIFA WC tba-IRN 1st half	Ar-Rayyan/QAT	1st half	21 36 10 61	205	10:57
Fri	25.11.2022		11:22	FIFA WC tba-IRN Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half	21 68 11 62	370	11:22
Fri	25.11.2022	10:00–13:00	11:42	FIFA WC tba-IRN after 1st half	Ar-Rayyan/QAT	after 1st half	21 68 11 63	370	11:42
Fri	25.11.2022		11:57	FIFA WC tba-IRN 2nd half	Ar-Rayyan/QAT	2nd half	21 64 11 64	345	11:57
Fri	25.11.2022		12:22	FIFA WC tba-IRN Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half	21 73 12 65	440	12:22
Fri	25.11.2022		12:47	FIFA WC tba-IRN Analysis	Ar-Rayyan/QAT	Analysis	21 64 12 66	345	12:47
Fri	25.11.2022		12:57	FIFA WC QAT-SEN ctd.	Al Thumama/QAT	Countdown	21 41 13 60	230	12:57
Fri	25.11.2022		13:57	FIFA WC QAT-SEN 1st half	Al Thumama/QAT	1st half	21 58 13 61	315	13:57
Fri	25.11.2022		14:22	FIFA WC QAT-SEN Cooling Break 1st half	Al Thumama/QAT	CB 1st half	21 75 14 62	480	14:22
Fri	25.11.2022	13:00–16:00	14:42	FIFA WC QAT-SEN after 1st half	Al Thumama/QAT	after 1st half	21 75 14 63	480	14:42
Fri	25.11.2022		14:57	FIFA WC QAT-SEN 2nd half	Al Thumama/QAT	2nd half	21 74 14 64	460	14:57
Fri	25.11.2022		15:22	FIFA WC QAT-SEN Cooling Break 2nd half	Al Thumama/QAT	CB 2nd half	21 78 15 65	580	15:22
Fri	25.11.2022		15:47	FIFA WC QAT-SEN Analysis	Al Thumama/QAT	Analysis	21 74 15 66	460	15:47
Fri	25.11.2022		18:57	FIFA WC ENG-USA ctd.	Al Khor/QAT	Countdown	21 77 19 60	540	18:57
Fri	25.11.2022		19:57	FIFA WC ENG-USA 1st half	Al Khor/QAT	1st half	21 79 19 61	600	19:57
Fri	25.11.2022		20:22	FIFA WC ENG-USA Cooling Break 1st half	Al Khor/QAT	CB 1st half	21 90 20 62	1100	20:22
Fri	25.11.2022	19:00–22:00	20:42	FIFA WC ENG-USA after 1st half	Al Khor/QAT	after 1st half	21 90 20 63	1100	20:42
Fri	25.11.2022		20:57	FIFA WC ENG-USA 2nd half	Al Khor/QAT	2nd half	21 88 20 64	1000	20:57
Fri	25.11.2022		21:22	FIFA WC ENG-USA Cooling Break 2nd half	Al Khor/QAT	CB 2nd half	21 91 21 65	1200	21:22
Fri	25.11.2022		21:47	FIFA WC ENG-USA Analysis	Al Khor/QAT	Analysis	21 84 21 66	800	21:47
Fri	25.11.2022	23:00–00:15	22:57	FIFA WC NEP-ECU Summary	Qatar/QAT	Summary	21 41 22 69	230	22:57
Sat	26.11.2022		09:57	FIFA WC TUN-tba ctd.	Al Wakrah/QAT	Countdown	21 20 09 60	125	09:57
Sat	26.11.2022		10:57	FIFA WC TUN-tba 1st half	Al Wakrah/QAT	1st half	21 36 10 61	205	10:57
Sat	26.11.2022		11:22	FIFA WC TUN-tba Cooling Break 1st half	Al Wakrah/QAT	CB 1st half	21 68 11 62	370	11:22
Sat	26.11.2022	10:00–13:00	11:42	FIFA WC TUN-tba after 1st half	Al Wakrah/QAT	after 1st half	21 68 11 63	370	11:42
Sat	26.11.2022		11:57	FIFA WC TUN-tba 2nd half	Al Wakrah/QAT	2nd half	21 64 11 64	345	11:57
Sat	26.11.2022		12:22	FIFA WC TUN-tba Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half	21 73 12 65	440	12:22
Sat	26.11.2022		12:47	FIFA WC TUN-tba Analysis	Al Wakrah/QAT	Analysis	21 64 12 66	345	12:47

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)									
Sat	26.11.2022		18:57	FIFA WC ARG-MEX ctd.	Lusail/QAT		21 77 19 60	540	18:57
Sat	26.11.2022		19:57	FIFA WC ARG-MEX 1st half	Lusail/QAT		21 79 19 61	600	19:57
Sat	26.11.2022		20:22	FIFA WC ARG-MEX Cooling Break 1st half	Lusail/QAT		21 90 20 62	1100	20:22
Sat	26.11.2022	19:00–22:00	20:42	FIFA WC ARG-MEX after 1st half	Lusail/QAT		21 90 20 63	1100	20:42
Sat	26.11.2022		20:57	FIFA WC ARG-MEX 2nd half	Lusail/QAT		21 88 20 64	1000	20:57
Sat	26.11.2022		21:22	FIFA WC ARG-MEX Cooling Break 2nd half	Lusail/QAT		21 91 21 65	1200	21:22
Sat	26.11.2022		21:47	FIFA WC ARG-MEX Analysis	Lusail/QAT		21 84 21 66	800	21:47
Sat	26.11.2022	22:15–23:30	22:12	FIFA WC FRA-DAN Summary	Qatar/QAT		21 71 22 69	400	22:12
Sat	26.11.2022	23:30–00:45	23:42	FIFA WC POL-KSA Summary	Qatar/QAT		21 41 23 69	230	23:42
Sun	27.11.2022		09:57	FIFA WC JPN-tba ctd.	Ar-Rayyan/QAT		21 20 09 60	125	09:57
Sun	27.11.2022		10:57	FIFA WC JPN-tba 1st half	Ar-Rayyan/QAT		21 36 10 61	205	10:57
Sun	27.11.2022		11:22	FIFA WC JPN-tba Cooling Break 1st half	Ar-Rayyan/QAT		21 68 11 62	370	11:22
Sun	27.11.2022	10:00–13:00	11:42	FIFA WC JPN-tba after 1st half	Ar-Rayyan/QAT		21 68 11 63	370	11:42
Sun	27.11.2022		11:57	FIFA WC JPN-tba 2nd half	Ar-Rayyan/QAT		21 64 11 64	345	11:57
Sun	27.11.2022		12:22	FIFA WC JPN-tba Cooling Break 2nd half	Ar-Rayyan/QAT		21 73 12 65	440	12:22
Sun	27.11.2022		12:47	FIFA WC JPN-tba Analysis	Ar-Rayyan/QAT		21 64 12 66	345	12:47
Sun	27.11.2022		12:57	FIFA WC BEL-MAR ctd.	Al Thumama/QAT		21 41 13 60	230	12:57
Sun	27.11.2022		13:57	FIFA WC BEL-MAR 1st half	Al Thumama/QAT		21 58 13 61	315	13:57
Sun	27.11.2022		14:22	FIFA WC BEL-MAR Cooling Break 1st half	Al Thumama/QAT		21 75 14 62	480	14:22
Sun	27.11.2022	13:00–16:00	14:42	FIFA WC BEL-MAR after 1st half	Al Thumama/QAT		21 75 14 63	480	14:42
Sun	27.11.2022		14:57	FIFA WC BEL-MAR 2nd half	Al Thumama/QAT		21 74 14 64	460	14:57
Sun	27.11.2022		15:22	FIFA WC BEL-MAR Cooling Break 2nd half	Al Thumama/QAT		21 78 15 65	580	15:22
Sun	27.11.2022		15:47	FIFA WC BEL-MAR Analysis	Al Thumama/QAT		21 74 15 66	460	15:47
Sun	27.11.2022		18:57	FIFA WC ESP-GER ctd.	Al Khor/QAT		21 77 19 60	540	18:57
Sun	27.11.2022		19:57	FIFA WC ESP-GER 1st half	Al Khor/QAT		21 79 19 61	600	19:57
Sun	27.11.2022		20:22	FIFA WC ESP-GER Cooling Break 1st half	Al Khor/QAT		21 90 20 62	1100	20:22
Sun	27.11.2022	19:00–22:00	20:42	FIFA WC ESP-GER after 1st half	Al Khor/QAT		21 90 20 63	1100	20:42
Sun	27.11.2022		20:57	FIFA WC ESP-GER 2nd half	Al Khor/QAT		21 88 20 64	1000	20:57
Sun	27.11.2022		21:22	FIFA WC ESP-GER Cooling Break 2nd half	Al Khor/QAT		21 91 21 65	1200	21:22
Sun	27.11.2022		21:47	FIFA WC ESP-GER Analysis	Al Khor/QAT		21 84 21 66	800	21:47
Sun	27.11.2022	22:15–23:30	22:12	FIFA WC CRO-CAN Summary	Qatar/QAT		21 71 22 69	400	22:12
Mon	28.11.2022		09:57	FIFA WC CMR-SRB ctd.	Al Wakrah/QAT		21 20 09 60	125	09:57
Mon	28.11.2022		10:57	FIFA WC CMR-SRB 1st half	Al Wakrah/QAT		21 36 10 61	205	10:57
Mon	28.11.2022		11:22	FIFA WC CMR-SRB Cooling Break 1st half	Al Wakrah/QAT		21 68 11 62	370	11:22
Mon	28.11.2022	10:00–13:00	11:42	FIFA WC CMR-SRB after 1st half	Al Wakrah/QAT		21 68 11 63	370	11:42
Mon	28.11.2022		11:57	FIFA WC CMR-SRB 2nd half	Al Wakrah/QAT		21 64 11 64	345	11:57
Mon	28.11.2022		12:22	FIFA WC CMR-SRB Cooling Break 2nd half	Al Wakrah/QAT		21 73 12 65	440	12:22
Mon	28.11.2022		12:47	FIFA WC CMR-SRB Analysis	Al Wakrah/QAT		21 64 12 66	345	12:47

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)									
Mon	28.11.2022		18:57	FIFA WC POR-URU ctd.	Lusail/QAT		21 77 19 60	540	18:57
Mon	28.11.2022		19:57	FIFA WC POR-URU 1st half	Lusail/QAT		21 79 19 61	600	19:57
Mon	28.11.2022		20:22	FIFA WC POR-URU Cooling Break 1st half	Lusail/QAT		21 90 20 62	1100	20:22
Mon	28.11.2022	19:00–22:00	20:42	FIFA WC POR-URU after 1st half	Lusail/QAT		21 90 20 63	1100	20:42
Mon	28.11.2022		20:57	FIFA WC POR-URU 2nd half	Lusail/QAT		21 88 20 64	1000	20:57
Mon	28.11.2022		21:22	FIFA WC POR-URU Cooling Break 2nd half	Lusail/QAT		21 91 21 65	1200	21:22
Mon	28.11.2022		21:47	FIFA WC POR-URU Analysis	Lusail/QAT		21 84 21 66	800	21:47
Mon	28.11.2022	22:15–23:30	22:12	FIFA WC BRA-SUI Summary	Qatar/QAT		21 71 22 69	400	22:12
Mon	28.11.2022	23:30–00:45	23:42	FIFA WC KOR-GHA Summary	Qatar/QAT		21 41 23 69	230	23:42
Tue	29.11.2022		14:57	FIFA WC NED-QAT ctd.	al-Khor/QAT		21 34 14 60	195	14:57
Tue	29.11.2022		15:57	FIFA WC NED-QAT 1st half	al-Khor/QAT		21 64 15 61	345	15:57
Tue	29.11.2022		16:22	FIFA WC NED-QAT Cooling Break 1st half	al-Khor/QAT		21 78 16 62	580	16:22
Tue	29.11.2022	15:00–19:00	16:42	FIFA WC NED-QAT after 1st half	al-Khor/QAT		21 79 16 63	600	16:42
Tue	29.11.2022		16:57	FIFA WC NED-QAT 2nd half	al-Khor/QAT		21 78 16 64	580	16:57
Tue	29.11.2022		17:22	FIFA WC NED-QAT Cooling Break 2nd half	al-Khor/QAT		21 81 17 65	680	17:22
Tue	29.11.2022		18:47	FIFA WC NED-QAT Analysis	al-Khor/QAT		21 78 17 66	580	18:47
Tue	29.11.2022		18:57	FIFA WC tba-ENG ctd.	al-Thumama/QAT		21 75 19 60	480	18:57
Tue	29.11.2022		19:57	FIFA WC tba-ENG 1st half	al-Thumama/QAT		21 79 19 61	600	19:57
Tue	29.11.2022		20:22	FIFA WC tba-ENG Cooling Break 1st half	al-Thumama/QAT		21 90 20 62	1100	20:22
Tue	29.11.2022	19:00–22:00	20:42	FIFA WC tba-ENG after 1st half	al-Thumama/QAT		21 90 20 63	1100	20:42
Tue	29.11.2022		20:57	FIFA WC tba-ENG 2nd half	al-Thumama/QAT		21 88 20 64	1000	20:57
Tue	29.11.2022		21:22	FIFA WC tba-ENG Cooling Break 2nd half	al-Thumama/QAT		21 91 21 65	1200	21:22
Tue	29.11.2022		21:47	FIFA WC tba-ENG Analysis	al-Thumama/QAT		21 84 21 66	800	21:47
Tue	29.11.2022	22:15–23:30	22:12	FIFA WC IRA-USA Summary	Qatar/QAT		21 71 22 69	400	22:12
Wed	30.11.2022		14:57	FIFA WC TUN-FRA ctd.	ar-Rayyan/QAT		21 34 14 60	195	14:57
Wed	30.11.2022		15:57	FIFA WC TUN-FRA 1st half	ar-Rayyan/QAT		21 64 15 61	345	15:57
Wed	30.11.2022		16:22	FIFA WC TUN-FRA Cooling Break 1st half	ar-Rayyan/QAT		21 78 16 62	580	16:22
Wed	30.11.2022	15:00–18:15	16:42	FIFA WC TUN-FRA after 1st half	ar-Rayyan/QAT		21 79 16 63	600	16:42
Wed	30.11.2022		16:57	FIFA WC TUN-FRA 2nd half	ar-Rayyan/QAT		21 78 16 64	580	16:57
Wed	30.11.2022		17:22	FIFA WC TUN-FRA Cooling Break 2nd half	ar-Rayyan/QAT		21 81 17 65	680	17:22
Wed	30.11.2022		17:52	FIFA WC TUN-FRA Analysis	ar-Rayyan/QAT		21 78 17 66	580	18:52
Wed	30.11.2022	18:15–19:00	18:12	FIFA WC tba-DAN Summary	ar-Rayyan/QAT		21 78 17 68	580	18:47

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)									
Wed	30.11.2022		18:57	FIFA WC POL-ARG ctd.	Doha/QAT		21 75 19 60	480	18:57
Wed	30.11.2022		19:57	FIFA WC POL-ARG 1st half	Doha/QAT		21 79 19 61	600	19:57
Wed	30.11.2022		20:22	FIFA WC POL-ARG Cooling Break 1st half	Doha/QAT		21 90 20 62	1100	20:22
Wed	30.11.2022	19:00–22:00	20:42	FIFA WC POL-ARG after 1st half	Doha/QAT		21 90 20 63	1100	20:42
Wed	30.11.2022		20:57	FIFA WC POL-ARG 2nd half	Doha/QAT		21 88 20 64	1000	20:57
Wed	30.11.2022		21:22	FIFA WC POL-ARG Cooling Break 2nd half	Doha/QAT		21 91 21 65	1200	21:22
Wed	30.11.2022		21:47	FIFA WC POL-ARG Analysis	Doha/QAT		21 84 21 66	800	21:47
Wed	30.11.2022	22:15–23:30	22:12	FIFA WC KSA-MEX Summary	Qatar/QAT		21 71 22 69	400	22:12
Thu	01.12.2022		14:57	FIFA WC CRO-BEL ctd.	ar-Rayyan/QAT		21 34 14 60	195	14:57
Thu	01.12.2022		15:57	FIFA WC CRO-BEL 1st half	ar-Rayyan/QAT		21 64 15 61	345	15:57
Thu	01.12.2022		16:22	FIFA WC CRO-BEL Cooling Break 1st half	ar-Rayyan/QAT		21 78 16 62	580	16:22
Thu	01.12.2022	15:00–18:15	16:42	FIFA WC CRO-BEL after 1st half	ar-Rayyan/QAT		21 79 16 63	600	16:42
Thu	01.12.2022		16:57	FIFA WC CRO-BEL 2nd half	ar-Rayyan/QAT		21 78 16 64	580	16:57
Thu	01.12.2022		17:22	FIFA WC CRO-BEL Cooling Break 2nd half	ar-Rayyan/QAT		21 81 17 65	680	17:22
Thu	01.12.2022		17:52	FIFA WC CRO-BEL Analysis	ar-Rayyan/QAT		21 78 17 66	580	17:52
Thu	01.12.2022	18:15–19:00	18:47	FIFA WC CAN-MAR Summary	ar-Rayyan/QAT		21 78 17 66	580	18:47
Thu	01.12.2022		18:57	FIFA WC JPN-ESP ctd.	Doha/QAT		21 75 19 60	480	18:57
Thu	01.12.2022		19:57	FIFA WC JPN-ESP 1st half	Doha/QAT		21 79 19 61	600	19:57
Thu	01.12.2022		20:22	FIFA WC JPN-ESP Cooling Break 1st half	Doha/QAT		21 90 20 62	1100	20:22
Thu	01.12.2022	19:00–22:00	20:42	FIFA WC JPN-ESP after 1st half	Doha/QAT		21 90 20 63	1100	20:42
Thu	01.12.2022		20:57	FIFA WC JPN-ESP 2nd half	Doha/QAT		21 88 20 64	1000	20:57
Thu	01.12.2022		21:22	FIFA WC JPN-ESP Cooling Break 2nd half	Doha/QAT		21 91 21 65	1200	21:22
Thu	01.12.2022		21:47	FIFA WC JPN-ESP Analysis	Doha/QAT		21 84 21 66	800	21:47
Thu	01.12.2022	22:15–23:30	22:12	FIFA WC tba-GER Summary	Qatar/QAT		21 71 22 69	400	22:12
Fri	02.12.2022		14:57	FIFA WC KOR-POR ctd.	ar-Rayyan/QAT		21 34 14 60	195	14:57
Fri	02.12.2022		15:57	FIFA WC KOR-POR 1st half	ar-Rayyan/QAT		21 64 15 61	345	15:57
Fri	02.12.2022		16:22	FIFA WC KOR-POR Cooling Break 1st half	ar-Rayyan/QAT		21 78 16 62	580	16:22
Fri	02.12.2022	15:00–19:00	16:42	FIFA WC KOR-POR after 1st half	ar-Rayyan/QAT		21 79 16 63	600	16:42
Fri	02.12.2022		16:57	FIFA WC KOR-POR 2nd half	ar-Rayyan/QAT		21 78 16 64	580	16:57
Fri	02.12.2022		17:22	FIFA WC KOR-POR Cooling Break 2nd half	ar-Rayyan/QAT		21 81 17 65	680	17:22
Fri	02.12.2022		17:52	FIFA WC KOR-POR Analysis	ar-Rayyan/QAT		21 78 17 66	580	17:52
Fri	02.12.2022	18:15–19:00	18:47	FIFA WC GHA-URU Summary	ar-Rayyan/QAT		21 78 17 68	580	18:47

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)									
Fri	02.12.2022		18:57	FIFA WC CMR-BRA ctd.	Lusail/QAT	Countdown	21 75 19 60	480	18:57
Fri	02.12.2022		19:57	FIFA WC CMR-BRA 1st half	Lusail/QAT	1st half	21 79 19 61	600	19:57
Fri	02.12.2022		20:22	FIFA WC CMR-BRA Cooling Break 1st half	Lusail/QAT	CB 1st half	21 90 20 62	1100	20:22
Fri	02.12.2022	19:00–22:00	20:42	FIFA WC CMR-BRA after 1st half	Lusail/QAT	after 1st half	21 90 20 63	1100	20:42
Fri	02.12.2022		20:57	FIFA WC CMR-BRA 2nd half	Lusail/QAT	2nd half	21 88 20 64	1000	20:57
Fri	02.12.2022		21:22	FIFA WC CMR-BRA Cooling Break 2nd half	Lusail/QAT	CB 2nd half	21 91 21 65	1200	21:22
Fri	02.12.2022		21:47	FIFA WC CMR-BRA Analysis	Lusail/QAT	Analysis	21 84 21 66	800	21:47
Fri	02.12.2022	22:15–23:30	22:12	FIFA WC SRB-SUI Summary	Qatar/QAT	Summary	21 71 22 69	400	22:12
Last 16 (Sat 03.12.–Tue 06.12.2022)									
Sat	03.12.2022		18:57	FIFA WC 1C-2D ctd.	A-Rayyan/QAT	Countdown	21 71 19 60	400	18:57
Sat	03.12.2022		19:57	FIFA WC 1C-2D 1st half	A-Rayyan/QAT	1st half	21 77 19 61	540	19:57
Sat	03.12.2022		20:22	FIFA WC 1C-2D Cooling Break 1st half	A-Rayyan/QAT	CB 1st half	21 87 20 62	950	20:22
Sat	03.12.2022		20:42	FIFA WC 1C-2D after 1st half	A-Rayyan/QAT	after 1st half	21 87 20 63	950	20:42
Sat	03.12.2022	19:00–22:15	20:57	FIFA WC 1C-2D 2nd half	A-Rayyan/QAT	2nd half	21 86 20 64	900	20:57
Sat	03.12.2022		21:22	FIFA WC 1C-2D Cooling Break 2nd half	A-Rayyan/QAT	CB 2nd half	21 88 21 65	1000	21:22
Sat	03.12.2022		21:37	FIFA WC 1C-2D Overtime	A-Rayyan/QAT	Overtime	21 89 21 67	1050	21:37
Sat	03.12.2022		21:39	FIFA WC 1C-2D Penalties	A-Rayyan/QAT	Penalties	21 89 22 68	1050	21:39
Sat	03.12.2022		21:47	FIFA WC 1C-2D Analysis	A-Rayyan/QAT	Analysis	21 83 21 66	750	21:47
Sat	03.12.2022	22:15–23:00	22:12	FIFA WC 1A-2B Summary	Qatar/QAT	Summary	21 68 22 69	370	22:12
Sun	04.12.2022		18:57	FIFA WC 1B-2A ctd.	Al Khor/QAT	Countdown	21 71 19 60	400	18:57
Sun	04.12.2022		19:57	FIFA WC 1B-2A 1st half	Al Khor/QAT	1st half	21 77 19 61	540	19:57
Sun	04.12.2022		20:22	FIFA WC 1B-2A Cooling Break 1st half	Al Khor/QAT	CB 1st half	21 87 20 62	950	20:22
Sun	04.12.2022		20:42	FIFA WC 1B-2A after 1st half	Al Khor/QAT	after 1st half	21 87 20 63	950	20:42
Sun	04.12.2022	19:00–22:00	20:57	FIFA WC 1B-2A 2nd half	Al Khor/QAT	2nd half	21 86 20 64	900	20:57
Sun	04.12.2022		21:22	FIFA WC 1B-2A Cooling Break 2nd half	Al Khor/QAT	CB 2nd half	21 88 21 65	1000	21:22
Sun	04.12.2022		21:37	FIFA WC 1B-2A Overtime	Al Khor/QAT	Overtime	21 89 21 67	1050	21:37
Sun	04.12.2022		21:39	FIFA WC 1B-2A Penalties	Al Khor/QAT	Penalties	21 89 22 68	1050	21:39
Sun	04.12.2022		21:47	FIFA WC 1B-2A Analysis	Al Khor/QAT	Analysis	21 83 21 66	750	21:47
Sun	04.12.2022	22:15–23:00	22:12	FIFA WC 1D-2C Summary	Qatar/QAT	Summary	21 68 22 69	370	22:12
Mon	05.12.2022		14:57	FIFA WC 1E-2F ctd.	A-Rayyan/QAT	Countdown	21 33 14 60	190	14:57
Mon	05.12.2022		15:57	FIFA WC 1E-2F 1st half	A-Rayyan/QAT	1st half	21 52 15 61	285	15:57
Mon	05.12.2022		16:22	FIFA WC 1E-2F Cooling Break 1st half	A-Rayyan/QAT	CB 1st half	21 79 16 62	600	16:22
Mon	05.12.2022		16:42	FIFA WC 1E-2F after 1st half	A-Rayyan/QAT	after 1st half	21 79 16 63	600	16:42
Mon	05.12.2022	15:00–19:00	16:57	FIFA WC 1E-2F 2nd half	A-Rayyan/QAT	2nd half	21 78 16 64	580	16:57
Mon	05.12.2022		17:22	FIFA WC 1E-2F Cooling Break 2nd half	A-Rayyan/QAT	CB 2nd half	21 83 17 65	750	17:22
Mon	05.12.2022		18:37	FIFA WC 1E-2F Overtime	A-Rayyan/QAT	Overtime	21 85 17 67	850	18:37
Mon	05.12.2022		18:39	FIFA WC 1E-2F Penalties	A-Rayyan/QAT	Penalties	21 85 18 68	850	18:39
Mon	05.12.2022		18:47	FIFA WC 1E-2F Analysis	A-Rayyan/QAT	Analysis	21 78 17 66	580	18:47

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1 Last 16 (Sat 03.12.–Tue 06.12.2022)									
Mon	05.12.2022		18:57	FIFA WC 1G-2H ctd.	Doha/QAT		21 71 19 60	400	18:57
Mon	05.12.2022		19:57	FIFA WC 1G-2H 1st half	Doha/QAT		21 77 19 61	540	19:57
Mon	05.12.2022		20:22	FIFA WC 1G-2H Cooling Break 1st half	Doha/QAT		21 87 20 62	950	20:22
Mon	05.12.2022		20:42	FIFA WC 1G-2H after 1st half	Doha/QAT		21 87 20 63	950	20:42
Mon	05.12.2022	19:00–22:00	20:57	FIFA WC 1G-2H 2nd half	Doha/QAT		21 86 20 64	900	20:57
Mon	05.12.2022		21:22	FIFA WC 1G-2H Cooling Break 2nd half	Doha/QAT		21 88 21 65	1000	21:22
Mon	05.12.2022		21:37	FIFA WC 1G-2H Overtime	Doha/QAT		21 89 21 67	1050	21:37
Mon	05.12.2022		21:39	FIFA WC 1G-2H Penalties	Doha/QAT		21 89 22 68	1050	21:39
Mon	05.12.2022		21:47	FIFA WC 1G-2H Analysis	Doha/QAT		21 83 21 66	750	21:47
Mon	05.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT		21 68 22 69	370	22:12
Tue	06.12.2022		14:57	FIFA WC 1F-2E ctd.	Al Wakrah/QAT		21 33 14 60	190	14:57
Tue	06.12.2022		15:57	FIFA WC 1F-2E 1st half	Al Wakrah/QAT		21 52 15 61	285	15:57
Tue	06.12.2022		16:22	FIFA WC 1F-2E Cooling Break 1st half	Al Wakrah/QAT		21 79 16 62	600	16:22
Tue	06.12.2022		16:42	FIFA WC 1F-2E after 1st half	Al Wakrah/QAT		21 79 16 63	600	16:42
Tue	06.12.2022	15:00–19:00	16:57	FIFA WC 1F-2E 2nd half	Al Wakrah/QAT		21 78 16 64	580	16:57
Tue	06.12.2022		17:22	FIFA WC 1F-2E Cooling Break 2nd half	Al Wakrah/QAT		21 83 17 65	750	17:22
Tue	06.12.2022		18:37	FIFA WC 1F-2E Overtime	Al Wakrah/QAT		21 85 17 67	850	18:37
Tue	06.12.2022		18:39	FIFA WC 1F-2E Penalties	Al Wakrah/QAT		21 85 18 68	850	18:39
Tue	06.12.2022		18:47	FIFA WC 1F-2E Analysis	Al Wakrah/QAT		21 78 17 66	580	18:47
Tue	06.12.2022		18:57	FIFA WC 1H-2G ctd.	Lusail/QAT		21 71 19 60	400	18:57
Tue	06.12.2022		19:57	FIFA WC 1H-2G 1st half	Lusail/QAT		21 77 19 61	540	19:57
Tue	06.12.2022		20:22	FIFA WC 1H-2G Cooling Break 1st half	Lusail/QAT		21 87 20 62	950	20:22
Tue	06.12.2022		20:42	FIFA WC 1H-2G after 1st half	Lusail/QAT		21 87 20 63	950	20:42
Tue	06.12.2022	19:00–22:00	20:57	FIFA WC 1H-2G 2nd half	Lusail/QAT		21 86 20 64	900	20:57
Tue	06.12.2022		21:22	FIFA WC 1H-2G Cooling Break 2nd half	Lusail/QAT		21 88 21 65	1000	21:22
Tue	06.12.2022		21:37	FIFA WC 1H-2G Overtime	Lusail/QAT		21 89 21 67	1050	21:37
Tue	06.12.2022		21:39	FIFA WC 1H-2G Penalties	Lusail/QAT		21 89 22 68	1050	21:39
Tue	06.12.2022		21:47	FIFA WC 1H-2G Analysis	Lusail/QAT		21 83 21 66	750	21:47
Tue	06.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT		21 68 22 69	370	22:12

Continued on next page →

2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1									
Quarter Final (Fri 9.12.–Sat 10.12.2022)									
Fri	09.12.2022		18:57	FIFA WC W49-W50 ctd.	Lusail/QAT	Countdown	21 70 19 60	390	18:57
Fri	09.12.2022		19:57	FIFA WC W49-W50 1st half	Lusail/QAT	1st half	21 77 19 61	540	19:57
Fri	09.12.2022		20:22	FIFA WC W49-W50 Cooling Break 1st half	Lusail/QAT	CB 1st half	21 86 20 62	900	20:22
Fri	09.12.2022		20:42	FIFA WC W49-W50 after 1st half	Lusail/QAT	after 1st half	21 87 20 63	950	20:42
Fri	09.12.2022	19:00–22:00	20:57	FIFA WC W49-W50 2nd half	Lusail/QAT	2nd half	21 86 20 64	900	20:57
Fri	09.12.2022		21:22	FIFA WC W49-W50 Cooling Break 2nd half	Lusail/QAT	CB 2nd half	21 89 21 65	1050	21:22
Fri	09.12.2022		21:37	FIFA WC W49-W50 Overtime	Lusail/QAT	Overtime	21 90 21 67	1100	21:37
Fri	09.12.2022		21:39	FIFA WC W49-W50 Penalties	Lusail/QAT	Penalties	21 90 22 68	1100	21:39
Fri	09.12.2022		21:47	FIFA WC W49-W50 Analysis	Lusail/QAT	Analysis	21 83 21 66	750	21:47
Fri	09.12.2022	22:15–23:00	22:12	FIFA WC W53-W54 Summary	Qatar/QAT	Summary	21 68 22 69	370	22:12
Sat	10.12.2022		18:57	FIFA WC W51-W52 ctd.	Al Khor/QAT	Countdown	21 70 19 60	390	18:57
Sat	10.12.2022		19:57	FIFA WC W51-W52 1st half	Al Khor/QAT	1st half	21 77 19 61	540	19:57
Sat	10.12.2022		20:22	FIFA WC W51-W52 Cooling Break 1st half	Al Khor/QAT	CB 1st half	21 86 20 62	900	20:22
Sat	10.12.2022		20:42	FIFA WC W51-W52 after 1st half	Al Khor/QAT	after 1st half	21 87 20 63	950	20:42
Sat	10.12.2022	19:00–22:00	20:57	FIFA WC W51-W52 2nd half	Al Khor/QAT	2nd half	21 86 20 64	900	20:57
Sat	10.12.2022		21:22	FIFA WC W51-W52 Cooling Break 2nd half	Al Khor/QAT	CB 2nd half	21 89 21 65	1050	21:22
Sat	10.12.2022		21:37	FIFA WC W51-W52 Overtime	Al Khor/QAT	Overtime	21 90 21 67	1100	21:37
Sat	10.12.2022		21:39	FIFA WC W51-W52 Penalties	Al Khor/QAT	Penalties	21 90 22 68	1100	21:39
Sat	10.12.2022		21:47	FIFA WC W51-W52 Analysis	Al Khor/QAT	Analysis	21 83 21 66	750	21:47
Sat	10.12.2022	22:15–23:00	22:12	FIFA WC W51-W52 Summary	Qatar/QAT	Summary	21 68 22 69	370	22:12
Semi Final (Tue 13.12.–Wed 14.12.2022)									
Tue	13.12.2022	22:15–23:00	22:12	FIFA WC W57-W58 Summary	Qatar/QAT	Summary	21 72 22 69	420	22:12
Wed	14.12.2022		18:57	FIFA WC W59-W60 ctd.	Al Khor/QAT	Countdown	21 69 19 60	380	18:57
Wed	14.12.2022		19:57	FIFA WC W59-W60 1st half	Al Khor/QAT	1st half	21 80 19 61	640	19:57
Wed	14.12.2022		20:22	FIFA WC W59-W60 Cooling Break 1st half	Al Khor/QAT	CB 1st half	21 91 20 62	1200	20:22
Wed	14.12.2022		20:42	FIFA WC W59-W60 after 1st half	Al Khor/QAT	after 1st half	21 91 20 63	1200	20:42
Wed	14.12.2022	19:00–22:00	20:57	FIFA WC W59-W60 2nd half	Al Khor/QAT	2nd half	21 90 20 64	1100	20:57
Wed	14.12.2022		21:22	FIFA WC W59-W60 Cooling Break 2nd half	Al Khor/QAT	CB 2nd half	21 93 21 65	1400	21:22
Wed	14.12.2022		21:37	FIFA WC W59-W60 Overtime	Al Khor/QAT	Overtime	21 94 21 67	1500	21:37
Wed	14.12.2022		21:39	FIFA WC W59-W60 Penalties	Al Khor/QAT	Penalties	21 94 22 68	1500	21:39
Wed	14.12.2022		21:47	FIFA WC W59-W60 Analysis	Al Khor/QAT	Analysis	21 85 21 66	850	21:47
Wed	14.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT	Summary	21 72 22 69	420	22:12

Continued on next page →



2022 RATES – SPORTS COMMERCIAL BREAKS

FIFA World Cup™ (21.11.–18.12.2022)

DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	CAT. 2	CODE	PRICE	SCHEDULED TIME
ORF 1									
Final (Sun 18.12.2022)									
Sat	17.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT	Summary	21 72 22 69	420	22:12
Sun	18.12.2022	14:30–15:00	14:27	FIFA WC Closing Ceremony	Lusail/QAT	Closing Ceremony	21 59 14 69	320	14:27
Sun	18.12.2022		14:57	FIFA WC ctd.	Lusail/QAT	Countdown	21 74 15 60	460	14:57
Sun	18.12.2022		15:57	FIFA WC Final 1st half	Lusail/QAT	1st half	21 85 15 61	850	15:57
Sun	18.12.2022		16:22	FIFA WC Final Cooling Break 1st half	Lusail/QAT	CB 1st half	21 96 16 62	1800	16:22
Sun	18.12.2022		16:42	FIFA WC Final after 1st half	Lusail/QAT	after 1st half	21 96 16 63	1800	16:42
Sun	18.12.2022	15:00–19:00	16:57	FIFA WC Final 2nd half	Lusail/QAT	2nd half	21 95 16 64	1600	16:57
Sun	18.12.2022		17:22	FIFA WC Final Cooling Break 2nd half	Lusail/QAT	CB 2nd half	21 98 17 65	2200	17:22
Sun	18.12.2022		18:37	FIFA WC Final Overtime	Lusail/QAT	Overtime	21 98 17 67	2200	18:37
Sun	18.12.2022		18:39	FIFA WC Final Penalties	Lusail/QAT	Penalties	21 98 18 68	2200	18:39
Sun	18.12.2022		18:41	FIFA WC Award Ceremony	Lusail/QAT	Award ceremony	21 93 17 69	1400	18:39
Sun	18.12.2022		18:47	FIFA WC Final Analysis	Lusail/QAT	Analysis	21 87 18 66	950	18:47
Sun	18.12.2022	19:00–19:55	18:57	FIFA WC Summary	Qatar/QAT	Summary	21 75 19 69	480	18:57

All advertising prices are quoted per second in Euro plus duties and taxes in accordance with the General Terms and Conditions for Advertising Broadcasts. In all other respects, the General Terms and Conditions for Advertising Mail in the currently valid version shall apply. Booking according to the availability of slots. Subject to misprints. Subject to change. FIFA's rules on advance purchase periods and block exclusivity for FIFA sponsors apply

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1										
Sun	31.07.2022		13:15	FIFA FB WC Magazin – Part 1	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	07.08.2022		12:00	FIFA FB WC Magazin – Part 2	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	14.08.2022		12:00	FIFA FB WC Magazin – Part 3	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	21.08.2022		12:10	FIFA FB WC Magazin – Part 4	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	28.08.2022		12:00	FIFA FB WC Magazin – Part 5	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	04.09.2022		13:15	FIFA FB WC Magazin – Part 6	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	11.09.2022		11:45	FIFA FB WC Magazin – Part 7	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	18.09.2022		12:45	FIFA FB WC Magazin – Part 8	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	25.09.2022		12:25	FIFA FB WC Magazin – Part 9	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	02.10.2022		17:25	FIFA FB WC Magazin – Part 10	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	09.10.2022		11:05	FIFA FB WC Magazin – Part 11	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	16.10.2022		12:00	FIFA FB WC Magazin – Part 12	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	23.10.2022		11:25	FIFA FB WC Magazin – Part 13	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	30.10.2022		11:15	FIFA FB WC Magazin – Part 14	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	06.11.2022		15:20	FIFA FB WC Magazin – Part 15	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
Sun	13.11.2022		12:30	FIFA FB WC Magazin – Part 16	Studio	Magazin	EUR 1.100,00	EUR 1.265,00	EUR 2.200,00	EUR 3.000,00
ORF SPORT +										
TBA	TBA		TBA	Various Football World Cup 2022 programmes	TBA	Football	EUR 200,00	EUR 250,00	EUR 120,00	EUR 200,00
ORF 1										
Group phases (Mon 21.11. – Fri 02.12.2022)										
Mon	21.11.2022		09:57	FIFA WC SEN-NED ctd.	al-Thumama/QAT	Countdown		EUR 1.625,00		
Mon	21.11.2022		10:57	FIFA WC SEN-NED 1st half	al-Thumama/QAT	1st half		EUR 2.665,00		
Mon	21.11.2022		11:22	FIFA WC SEN-NED Cooling Break 1st half	al-Thumama/QAT	CB 1st half		EUR 4.810,00		
Mon	21.11.2022	10:00–13:00	11:42	FIFA WC SEN-NED after 1st half	al-Thumama/QAT	after 1st half	EUR 2.200,00	EUR 4.810,00	EUR 2.200,00	EUR 3.000,00
Mon	21.11.2022		11:57	FIFA WC SEN-NED 2nd half	al-Thumama/QAT	2nd half		EUR 4.485,00		
Mon	21.11.2022		12:22	FIFA WC SEN-NED Cooling Break 2nd half	al-Thumama/QAT	CB 2nd half		EUR 5.720,00		
Mon	21.11.2022		12:47	FIFA WC SEN-NED Analysis	al-Thumama/QAT	Analysis		EUR 4.485,00		
Mon	21.11.2022		13:12	FIFA WC ENG-IRN ctd.	Doha/QAT	Countdown		EUR 2.990,00		
Mon	21.11.2022		13:57	FIFA WC ENG-IRN 1st half	Doha/QAT	1st half		EUR 4.095,00		
Mon	21.11.2022		14:22	FIFA WC ENG-IRN Cooling Break 1st half	Doha/QAT	CB 1st half		EUR 6.240,00		
Mon	21.11.2022	13:15–16:00	14:42	FIFA WC ENG-IRN after 1st half	Doha/QAT	after 1st half	EUR 2.600,00	EUR 6.240,00	EUR 2.200,00	EUR 3.000,00
Mon	21.11.2022		14:57	FIFA WC ENG-IRN 2nd half	Doha/QAT	2nd half		EUR 5.980,00		
Mon	21.11.2022		15:22	FIFA WC ENG-IRN Cooling Break 2nd half	Doha/QAT	CB 2nd half		EUR 7.540,00		
Mon	21.11.2022		15:47	FIFA WC ENG-IRN Analysis	Doha/QAT	Analysis		EUR 5.980,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS
FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)										
Mon	21.11.2022		18:57	FIFA WC USA-tba ctd.	Ar-Rayyan/QAT	Countdown		EUR 7,020,00		
Mon	21.11.2022		19:57	FIFA WC USA-tba 1st half	Ar-Rayyan/QAT	1st half		EUR 7,800,00		
Mon	21.11.2022		20:22	FIFA WC USA-tba Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half		EUR 14,300,00		
Mon	21.11.2022	19:00–22:00	20:42	FIFA WC USA-tba after 1st half	Ar-Rayyan/QAT	after 1st half	EUR 4,000,00	EUR 14,300,00	EUR 2,200,00	EUR 3,000,00
Mon	21.11.2022		20:57	FIFA WC USA-tba 2nd half	Ar-Rayyan/QAT	2nd half		EUR 13,000,00		
Mon	21.11.2022		21:22	FIFA WC USA-tba Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half		EUR 15,600,00		
Mon	21.11.2022		21:47	FIFA WC USA-tba Analysis	Ar-Rayyan/QAT	Analysis		EUR 10,400,00		
Mon	21.11.2022	22:15–23:30	22:12	FIFA WC KAT-ECU Summary	Qatar/QAT	Summary		EUR 5,200,00		
Tue	22.11.2022		09:57	FIFA WC ARG-KSA ctd.	Al Wakrah/QAT	Countdown		EUR 1,625,00		
Tue	22.11.2022		10:57	FIFA WC ARG-KSA 1st half	Al Wakrah/QAT	1st half		EUR 2,665,00		
Tue	22.11.2022		11:22	FIFA WC ARG-KSA Cooling Break 1st half	Al Wakrah/QAT	CB 1st half		EUR 4,810,00		
Tue	22.11.2022	10:00–13:00	11:42	FIFA WC ARG-KSA after 1st half	Al Wakrah/QAT	after 1st half	EUR 2,200,00	EUR 4,810,00	EUR 2,200,00	EUR 3,000,00
Tue	22.11.2022		11:57	FIFA WC ARG-KSA 2nd half	Al Wakrah/QAT	2nd half		EUR 4,485,00		
Tue	22.11.2022		12:22	FIFA WC ARG-KSA Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half		EUR 5,720,00		
Tue	22.11.2022		12:47	FIFA WC ARG-KSA Analysis	Al Wakrah/QAT	Analysis		EUR 4,485,00		
Tue	22.11.2022		12:57	FIFA WC DAN-TUN ctd.	Ar-Rayyan/QAT	Countdown		EUR 2,990,00		
Tue	22.11.2022		13:57	FIFA WC DAN-TUN 1st half	Ar-Rayyan/QAT	1st half		EUR 4,095,00		
Tue	22.11.2022		14:22	FIFA WC DAN-TUN Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half		EUR 6,240,00		
Tue	22.11.2022	13:00–16:00	14:42	FIFA WC DAN-TUN after 1st half	Ar-Rayyan/QAT	after 1st half	EUR 2,600,00	EUR 6,240,00	EUR 2,200,00	EUR 3,000,00
Tue	22.11.2022		14:57	FIFA WC DAN-TUN 2nd half	Ar-Rayyan/QAT	2nd half		EUR 5,980,00		
Tue	22.11.2022		15:22	FIFA WC DAN-TUN Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half		EUR 7,540,00		
Tue	22.11.2022		15:47	FIFA WC DAN-TUN Analysis	Ar-Rayyan/QAT	Analysis		EUR 5,980,00		
Tue	22.11.2022		18:57	FIFA WC FRA-tba ctd.	Lusail/QAT	Countdown		EUR 7,020,00		
Tue	22.11.2022		19:57	FIFA WC FRA-tba 1st half	Lusail/QAT	1st half		EUR 7,800,00		
Tue	22.11.2022		20:22	FIFA WC FRA-tba Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 14,300,00		
Tue	22.11.2022	19:00–22:00	20:42	FIFA WC FRA-tba after 1st half	Lusail/QAT	after 1st half	EUR 4,000,00	EUR 14,300,00	EUR 2,200,00	EUR 3,000,00
Tue	22.11.2022		20:57	FIFA WC FRA-tba 2nd half	Lusail/QAT	2nd half		EUR 13,000,00		
Tue	22.11.2022		21:22	FIFA WC FRA-tba Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 15,600,00		
Tue	22.11.2022		21:47	FIFA WC FRA-tba Analysis	Lusail/QAT	Analysis		EUR 10,400,00		
Tue	22.11.2022	23:00–00:15	22:57	FIFA WC MEX-POL Summary	Qatar/QAT	Summary		EUR 2,990,00		
Wed	23.11.2022		09:57	FIFA WC MAR-CRO ctd.	Ar-Rayyan/QAT	Countdown		EUR 1,625,00		
Wed	23.11.2022		10:57	FIFA WC MAR-CRO 1st half	Ar-Rayyan/QAT	1st half		EUR 2,665,00		
Wed	23.11.2022		11:22	FIFA WC MAR-CRO Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half		EUR 4,810,00		
Wed	23.11.2022	10:00–13:00	11:42	FIFA WC MAR-CRO after 1st half	Ar-Rayyan/QAT	after 1st half	EUR 2,200,00	EUR 4,810,00	EUR 2,200,00	EUR 3,000,00
Wed	23.11.2022		11:57	FIFA WC MAR-CRO 2nd half	Ar-Rayyan/QAT	2nd half		EUR 4,485,00		
Wed	23.11.2022		12:22	FIFA WC MAR-CRO Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half		EUR 5,720,00		
Wed	23.11.2022		12:47	FIFA WC MAR-CRO Analysis	Ar-Rayyan/QAT	Analysis		EUR 4,485,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)										
Wed	23.11.2022		12:57	FIFA WGER-JPN ctd.	Al Thumama/QAT	Countdown		EUR 2,990,00		
Wed	23.11.2022		13:57	FIFA WGER-JPN 1st half	Al Thumama/QAT	1st half		EUR 4,095,00		
Wed	23.11.2022		14:22	FIFA WGER-JPN Cooling Break 1st half	Al Thumama/QAT	CB 1st half		EUR 6,240,00		
Wed	23.11.2022	13:00–16:00	14:42	FIFA WGER-JPN after 1st half	Al Thumama/QAT	after 1st half	EUR 2,600,00	EUR 2,200,00		EUR 3,000,00
Wed	23.11.2022		14:57	FIFA WGER-JPN 2nd half	Al Thumama/QAT	2nd half		EUR 5,980,00		
Wed	23.11.2022		15:22	FIFA WGER-JPN Cooling Break 2nd half	Al Thumama/QAT	CB 2nd half		EUR 7,540,00		
Wed	23.11.2022		15:47	FIFA WGER-JPN Analysis	Al Thumama/QAT	Analysis		EUR 5,980,00		
Wed	23.11.2022		18:57	FIFA WBEL-CAN ctd.	Al Khor/QAT	Countdown		EUR 7,020,00		
Wed	23.11.2022		19:57	FIFA WBEL-CAN 1st half	Al Khor/QAT	1st half		EUR 7,800,00		
Wed	23.11.2022		20:22	FIFA WBEL-CAN Cooling Break 1st half	Al Khor/QAT	CB 1st half		EUR 14,300,00		
Wed	23.11.2022	19:00–22:00	20:42	FIFA WBEL-CAN after 1st half	Al Khor/QAT	after 1st half	EUR 4,000,00	EUR 2,200,00		EUR 3,000,00
Wed	23.11.2022		20:57	FIFA WBEL-CAN 2nd half	Al Khor/QAT	2nd half		EUR 13,000,00		
Wed	23.11.2022		21:22	FIFA WBEL-CAN Cooling Break 2nd half	Al Khor/QAT	CB 2nd half		EUR 15,600,00		
Wed	23.11.2022		21:47	FIFA WBEL-CAN Analysis	Al Khor/QAT	Analysis		EUR 10,400,00		
Wed	23.11.2022	22:15–23:30	22:12	FIFA WESP-iba Summary	Qatar/QAT	Summary		EUR 5,200,00		
Thu	24.11.2022		09:57	FIFA WSUI-CMR ctd.	Al Wakrah/QAT	Countdown		EUR 1,625,00		
Thu	24.11.2022		10:57	FIFA WSUI-CMR 1st half	Al Wakrah/QAT	1st half		EUR 2,665,00		
Thu	24.11.2022		11:22	FIFA WSUI-CMR Cooling Break 1st half	Al Wakrah/QAT	CB 1st half		EUR 4,810,00		
Thu	24.11.2022	10:00–13:00	11:42	FIFA WSUI-CMR after 1st half	Al Wakrah/QAT	after 1st half	EUR 2,200,00	EUR 2,200,00		EUR 3,000,00
Thu	24.11.2022		11:57	FIFA WSUI-CMR 2nd half	Al Wakrah/QAT	2nd half		EUR 4,485,00		
Thu	24.11.2022		12:22	FIFA WSUI-CMR Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half		EUR 5,720,00		
Thu	24.11.2022		12:47	FIFA WSUI-CMR Analysis	Al Wakrah/QAT	Analysis		EUR 4,485,00		
Thu	24.11.2022		18:57	FIFA WBRA-SRB ctd.	Lusail/QAT	Countdown		EUR 7,020,00		
Thu	24.11.2022		19:57	FIFA WBRA-SRB 1st half	Lusail/QAT	1st half		EUR 7,800,00		
Thu	24.11.2022		20:22	FIFA WBRA-SRB Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 14,300,00		
Thu	24.11.2022	19:00–22:00	20:42	FIFA WBRA-SRB after 1st half	Lusail/QAT	after 1st half	EUR 4,000,00	EUR 2,200,00		EUR 3,000,00
Thu	24.11.2022		20:57	FIFA WBRA-SRB 2nd half	Lusail/QAT	2nd half		EUR 13,000,00		
Thu	24.11.2022		21:22	FIFA WBRA-SRB Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 15,600,00		
Thu	24.11.2022		21:47	FIFA WBRA-SRB Analysis	Lusail/QAT	Analysis		EUR 10,400,00		
Thu	24.11.2022	22:15–23:30	22:12	FIFA WPOR-GHA Summary	Qatar/QAT	Summary		EUR 5,200,00		
Thu	24.11.2022	23:45–01:00	23:42	FIFA WURU-KOR Summary	Qatar/QAT	Summary		EUR 2,990,00		
Fri	25.11.2022		09:57	FIFA Wtba-IRN ctd.	Ar-Rayyan/QAT	Countdown		EUR 1,625,00		
Fri	25.11.2022		10:57	FIFA Wtba-IRN 1st half	Ar-Rayyan/QAT	1st half		EUR 2,665,00		
Fri	25.11.2022		11:22	FIFA Wtba-IRN Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half		EUR 4,810,00		
Fri	25.11.2022	10:00–13:00	11:42	FIFA Wtba-IRN after 1st half	Ar-Rayyan/QAT	after 1st half	EUR 2,200,00	EUR 2,200,00		EUR 3,000,00
Fri	25.11.2022		11:57	FIFA Wtba-IRN 2nd half	Ar-Rayyan/QAT	2nd half		EUR 4,485,00		
Fri	25.11.2022		12:22	FIFA Wtba-IRN Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half		EUR 5,720,00		
Fri	25.11.2022		12:47	FIFA Wtba-IRN Analysis	Ar-Rayyan/QAT	Analysis		EUR 4,485,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)										
Fri	25.11.2022		12:57	FIFA WC QAT-SEN ctd.	Al Thumama/QAT	Countdown		EUR 2.990,00		
Fri	25.11.2022		13:57	FIFA WC QAT-SEN 1st half	Al Thumama/QAT	1st half		EUR 4.095,00		
Fri	25.11.2022		14:22	FIFA WC QAT-SEN Cooling Break 1st half	Al Thumama/QAT	CB 1st half		EUR 6.240,00		
Fri	25.11.2022	13:00–16:00	14:42	FIFA WC QAT-SEN after 1st half	Al Thumama/QAT	after 1st half	EUR 2.600,00	EUR 2.200,00		EUR 3.000,00
Fri	25.11.2022		14:57	FIFA WC QAT-SEN 2nd half	Al Thumama/QAT	2nd half		EUR 5.980,00		
Fri	25.11.2022		15:22	FIFA WC QAT-SEN Cooling Break 2nd half	Al Thumama/QAT	CB 2nd half		EUR 7.540,00		
Fri	25.11.2022		15:47	FIFA WC QAT-SEN Analysis	Al Thumama/QAT	Analysis		EUR 5.980,00		
Fri	25.11.2022		18:57	FIFA WC ENG-USA ctd.	Al Khor/QAT	Countdown		EUR 7.020,00		
Fri	25.11.2022		19:57	FIFA WC ENG-USA 1st half	Al Khor/QAT	1st half		EUR 7.800,00		
Fri	25.11.2022		20:22	FIFA WC ENG-USA Cooling Break 1st half	Al Khor/QAT	CB 1st half		EUR 14.300,00		
Fri	25.11.2022	19:00–22:00	20:42	FIFA WC ENG-USA after 1st half	Al Khor/QAT	after 1st half	EUR 4.000,00	EUR 2.200,00		EUR 3.000,00
Fri	25.11.2022		20:57	FIFA WC ENG-USA 2nd half	Al Khor/QAT	2nd half		EUR 13.000,00		
Fri	25.11.2022		21:22	FIFA WC ENG-USA Cooling Break 2nd half	Al Khor/QAT	CB 2nd half		EUR 15.600,00		
Fri	25.11.2022		21:47	FIFA WC ENG-USA Analysis	Al Khor/QAT	Analysis		EUR 10.400,00		
Fri	25.11.2022	23:00–00:15	22:57	FIFA WC NED-ECU Summary	Qatar/QAT	Summary		EUR 2.990,00		
Sat	26.11.2022		09:57	FIFA WC TUN-tba ctd.	Al Wakrah/QAT	Countdown		EUR 1.625,00		
Sat	26.11.2022		10:57	FIFA WC TUN-tba 1st half	Al Wakrah/QAT	1st half		EUR 2.665,00		
Sat	26.11.2022		11:22	FIFA WC TUN-tba Cooling Break 1st half	Al Wakrah/QAT	CB 1st half		EUR 4.810,00		
Sat	26.11.2022	10:00–13:00	11:42	FIFA WC TUN-tba after 1st half	Al Wakrah/QAT	after 1st half	EUR 2.200,00	EUR 2.200,00		EUR 3.000,00
Sat	26.11.2022		11:57	FIFA WC TUN-tba 2nd half	Al Wakrah/QAT	2nd half		EUR 4.485,00		
Sat	26.11.2022		12:22	FIFA WC TUN-tba Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half		EUR 5.720,00		
Sat	26.11.2022		12:47	FIFA WC TUN-tba Analysis	Al Wakrah/QAT	Analysis		EUR 4.485,00		
Sat	26.11.2022		18:57	FIFA WC ARG-MEX ctd.	Lusail/QAT	Countdown		EUR 7.020,00		
Sat	26.11.2022		19:57	FIFA WC ARG-MEX 1st half	Lusail/QAT	1st half		EUR 7.800,00		
Sat	26.11.2022		20:22	FIFA WC ARG-MEX Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 14.300,00		
Sat	26.11.2022	19:00–22:00	20:42	FIFA WC ARG-MEX after 1st half	Lusail/QAT	after 1st half	EUR 4.000,00	EUR 2.200,00		EUR 3.000,00
Sat	26.11.2022		20:57	FIFA WC ARG-MEX 2nd half	Lusail/QAT	2nd half		EUR 13.000,00		
Sat	26.11.2022		21:22	FIFA WC ARG-MEX Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 15.600,00		
Sat	26.11.2022		21:47	FIFA WC ARG-MEX Analysis	Lusail/QAT	Analysis		EUR 10.400,00		
Sat	26.11.2022	22:15–23:30	22:12	FIFA WC FRA-DAN Summary	Qatar/QAT	Summary		EUR 5.200,00		
Sat	26.11.2022	23:30–00:45	23:42	FIFA WC POL-KSA Summary	Qatar/QAT	Summary		EUR 2.990,00		
Sun	27.11.2022		09:57	FIFA WC JPN-tba ctd.	Ar-Rayyan/QAT	Countdown		EUR 1.625,00		
Sun	27.11.2022		10:57	FIFA WC JPN-tba 1st half	Ar-Rayyan/QAT	1st half		EUR 2.665,00		
Sun	27.11.2022		11:22	FIFA WC JPN-tba Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half		EUR 4.810,00		
Sun	27.11.2022	10:00–13:00	11:42	FIFA WC JPN-tba after 1st half	Ar-Rayyan/QAT	after 1st half	EUR 2.200,00	EUR 2.200,00		EUR 3.000,00
Sun	27.11.2022		11:57	FIFA WC JPN-tba 2nd half	Ar-Rayyan/QAT	2nd half		EUR 4.485,00		
Sun	27.11.2022		12:22	FIFA WC JPN-tba Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half		EUR 5.720,00		
Sun	27.11.2022		12:47	FIFA WC JPN-tba Analysis	Ar-Rayyan/QAT	Analysis		EUR 4.485,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)										
Sun	27.11.2022		12:57	FIFA WC BEL-MAR ctd.	Al Thumama/QAT	Countdown		EUR 2.990,00		
Sun	27.11.2022		13:57	FIFA WC BEL-MAR 1st half	Al Thumama/QAT	1st half		EUR 4.095,00		
Sun	27.11.2022		14:22	FIFA WC BEL-MAR Cooling Break 1st half	Al Thumama/QAT	CB 1st half		EUR 6.240,00		
Sun	27.11.2022	13:00–16:00	14:42	FIFA WC BEL-MAR after 1st half	Al Thumama/QAT	after 1st half	EUR 2.600,00	EUR 2.200,00	EUR 2.200,00	EUR 3.000,00
Sun	27.11.2022		14:57	FIFA WC BEL-MAR 2nd half	Al Thumama/QAT	2nd half		EUR 5.980,00		
Sun	27.11.2022		15:22	FIFA WC BEL-MAR Cooling Break 2nd half	Al Thumama/QAT	CB 2nd half		EUR 7.540,00		
Sun	27.11.2022		15:47	FIFA WC BEL-MAR Analysis	Al Thumama/QAT	Analysis		EUR 5.980,00		
Sun	27.11.2022		18:57	FIFA WC ESP-GER ctd.	Al Khor/QAT	Countdown		EUR 7.020,00		
Sun	27.11.2022		19:57	FIFA WC ESP-GER 1st half	Al Khor/QAT	1st half		EUR 7.800,00		
Sun	27.11.2022		20:22	FIFA WC ESP-GER Cooling Break 1st half	Al Khor/QAT	CB 1st half		EUR 14.300,00		
Sun	27.11.2022	19:00–22:00	20:42	FIFA WC ESP-GER after 1st half	Al Khor/QAT	after 1st half	EUR 4.000,00	EUR 2.200,00	EUR 2.200,00	EUR 3.000,00
Sun	27.11.2022		20:57	FIFA WC ESP-GER 2nd half	Al Khor/QAT	2nd half		EUR 13.000,00		
Sun	27.11.2022		21:22	FIFA WC ESP-GER Cooling Break 2nd half	Al Khor/QAT	CB 2nd half		EUR 15.600,00		
Sun	27.11.2022		21:47	FIFA WC ESP-GER Analysis	Al Khor/QAT	Analysis		EUR 10.400,00		
Sun	27.11.2022	22:15–23:30	22:12	FIFA WC CRO-CAN Summary	Qatar/QAT	Summary		EUR 5.200,00		
Mon	28.11.2022		09:57	FIFA WC CMR-SRB ctd.	Al Wakrah/QAT	Countdown		EUR 1.625,00		
Mon	28.11.2022		10:57	FIFA WC CMR-SRB 1st half	Al Wakrah/QAT	1st half		EUR 2.665,00		
Mon	28.11.2022		11:22	FIFA WC CMR-SRB Cooling Break 1st half	Al Wakrah/QAT	CB 1st half		EUR 4.810,00		
Mon	28.11.2022	10:00–13:00	11:42	FIFA WC CMR-SRB after 1st half	Al Wakrah/QAT	after 1st half	EUR 2.200,00	EUR 2.200,00	EUR 2.200,00	EUR 3.000,00
Mon	28.11.2022		11:57	FIFA WC CMR-SRB 2nd half	Al Wakrah/QAT	2nd half		EUR 4.485,00		
Mon	28.11.2022		12:22	FIFA WC CMR-SRB Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half		EUR 5.720,00		
Mon	28.11.2022		12:47	FIFA WC CMR-SRB Analysis	Al Wakrah/QAT	Analysis		EUR 4.485,00		
Mon	28.11.2022		18:57	FIFA WC POR-URU ctd.	Lusail/QAT	Countdown		EUR 7.020,00		
Mon	28.11.2022		19:57	FIFA WC POR-URU 1st half	Lusail/QAT	1st half		EUR 7.800,00		
Mon	28.11.2022		20:22	FIFA WC POR-URU Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 14.300,00		
Mon	28.11.2022	19:00–22:00	20:42	FIFA WC POR-URU after 1st half	Lusail/QAT	after 1st half	EUR 4.000,00	EUR 2.200,00	EUR 2.200,00	EUR 3.000,00
Mon	28.11.2022		20:57	FIFA WC POR-URU 2nd half	Lusail/QAT	2nd half		EUR 13.000,00		
Mon	28.11.2022		21:22	FIFA WC POR-URU Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 15.600,00		
Mon	28.11.2022		21:47	FIFA WC POR-URU Analysis	Lusail/QAT	Analysis		EUR 10.400,00		
Mon	28.11.2022	22:15–23:30	22:12	FIFA WC BRA-SU Summary	Qatar/QAT	Summary		EUR 5.200,00		
Mon	28.11.2022	23:30–00:45	23:42	FIFA WC KOR-GHA Summary	Qatar/QAT	Summary		EUR 2.990,00		
Tue	29.11.2022		14:57	FIFA WC NED-QAT ctd.	al-Khor/QAT	Countdown		EUR 2.535,00		
Tue	29.11.2022		15:57	FIFA WC NED-QAT 1st half	al-Khor/QAT	1st half		EUR 4.485,00		
Tue	29.11.2022		16:22	FIFA WC NED-QAT Cooling Break 1st half	al-Khor/QAT	CB 1st half		EUR 7.540,00		
Tue	29.11.2022	15:00–19:00	16:42	FIFA WC NED-QAT after 1st half	al-Khor/QAT	after 1st half	EUR 3.250,00	EUR 2.200,00	EUR 2.200,00	EUR 3.000,00
Tue	29.11.2022		16:57	FIFA WC NED-QAT 2nd half	al-Khor/QAT	2nd half		EUR 7.800,00		
Tue	29.11.2022		17:22	FIFA WC NED-QAT Cooling Break 2nd half	al-Khor/QAT	CB 2nd half		EUR 7.540,00		
Tue	29.11.2022		18:47	FIFA WC NED-QAT Analysis	al-Khor/QAT	Analysis		EUR 7.540,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)										
Tue	29.11.2022		18:57	FIFA WC tba-ENG ctd.	al-Thumama/QAT	Countdown		EUR 6.240,00		
Tue	29.11.2022		19:57	FIFA WC tba-ENG 1st half	al-Thumama/QAT	1st half		EUR 7.800,00		
Tue	29.11.2022		20:22	FIFA WC tba-ENG Cooling Break 1st half	al-Thumama/QAT	CB 1st half		EUR 14.300,00		
Tue	29.11.2022	19:00–22:00	20:42	FIFA WC tba-ENG after 1st half	al-Thumama/QAT	after 1st half	EUR 4.000,00	EUR 14.300,00	EUR 2.200,00	EUR 3.000,00
Tue	29.11.2022		20:57	FIFA WC tba-ENG 2nd half	al-Thumama/QAT	2nd half		EUR 13.000,00		
Tue	29.11.2022		21:22	FIFA WC tba-ENG Cooling Break 2nd half	al-Thumama/QAT	CB 2nd half		EUR 15.600,00		
Tue	29.11.2022		21:47	FIFA WC tba-ENG Analysis	al-Thumama/QAT	Analysis		EUR 10.400,00		
Tue	29.11.2022	22:15–23:30	22:12	FIFA WC IRA-USA Summary	Qatar/QAT	Summary		EUR 5.200,00		
Wed	30.11.2022		14:57	FIFA WC TUN-FRA ctd.	ar-Rayyan/QAT	Countdown		EUR 2.535,00		
Wed	30.11.2022		15:57	FIFA WC TUN-FRA 1st half	ar-Rayyan/QAT	1st half		EUR 4.485,00		
Wed	30.11.2022		16:22	FIFA WC TUN-FRA Cooling Break 1st half	ar-Rayyan/QAT	CB 1st half		EUR 7.540,00		
Wed	30.11.2022	15:00–18:15	16:42	FIFA WC TUN-FRA after 1st half	ar-Rayyan/QAT	after 1st half	EUR 3.250,00	EUR 7.800,00	EUR 2.200,00	EUR 3.000,00
Wed	30.11.2022		16:57	FIFA WC TUN-FRA 2nd half	ar-Rayyan/QAT	2nd half		EUR 7.540,00		
Wed	30.11.2022		17:22	FIFA WC TUN-FRA Cooling Break 2nd half	ar-Rayyan/QAT	CB 2nd half		EUR 8.840,00		
Wed	30.11.2022		17:52	FIFA WC TUN-FRA Analysis	ar-Rayyan/QAT	Analysis		EUR 7.540,00		
Wed	30.11.2022	18:15–19:00	18:12	FIFA WC tba-DAN Summary	ar-Rayyan/QAT	Summary		EUR 7.540,00		
Wed	30.11.2022		18:57	FIFA WC POL-ARG ctd.	Doha/QAT	Countdown		EUR 6.240,00		
Wed	30.11.2022		19:57	FIFA WC POL-ARG 1st half	Doha/QAT	1st half		EUR 7.800,00		
Wed	30.11.2022		20:22	FIFA WC POL-ARG Cooling Break 1st half	Doha/QAT	CB 1st half		EUR 14.300,00		
Wed	30.11.2022	19:00–22:00	20:42	FIFA WC POL-ARG after 1st half	Doha/QAT	after 1st half	EUR 4.000,00	EUR 14.300,00	EUR 2.200,00	EUR 3.000,00
Wed	30.11.2022		20:57	FIFA WC POL-ARG 2nd half	Doha/QAT	2nd half		EUR 13.000,00		
Wed	30.11.2022		21:22	FIFA WC POL-ARG Cooling Break 2nd half	Doha/QAT	CB 2nd half		EUR 15.600,00		
Wed	30.11.2022		21:47	FIFA WC POL-ARG Analysis	Doha/QAT	Analysis		EUR 10.400,00		
Wed	30.11.2022	22:15–23:30	22:12	FIFA WC KSA-MEX Summary	Qatar/QAT	Summary		EUR 5.200,00		
Thu	01.12.2022		14:57	FIFA WC CRO-BEL ctd.	ar-Rayyan/QAT	Countdown		EUR 2.535,00		
Thu	01.12.2022		15:57	FIFA WC CRO-BEL 1st half	ar-Rayyan/QAT	1st half		EUR 4.485,00		
Thu	01.12.2022		16:22	FIFA WC CRO-BEL Cooling Break 1st half	ar-Rayyan/QAT	CB 1st half		EUR 7.540,00		
Thu	01.12.2022	15:00–18:15	16:42	FIFA WC CRO-BEL after 1st half	ar-Rayyan/QAT	after 1st half	EUR 3.250,00	EUR 7.800,00	EUR 2.200,00	EUR 3.000,00
Thu	01.12.2022		16:57	FIFA WC CRO-BEL 2nd half	ar-Rayyan/QAT	2nd half		EUR 7.540,00		
Thu	01.12.2022		17:22	FIFA WC CRO-BEL Cooling Break 2nd half	ar-Rayyan/QAT	CB 2nd half		EUR 8.840,00		
Thu	01.12.2022		17:52	FIFA WC CRO-BEL Analysis	ar-Rayyan/QAT	Analysis		EUR 7.540,00		
Thu	01.12.2022	18:15–19:00	18:47	FIFA WC CAN-MAR Summary	ar-Rayyan/QAT	Summary		EUR 7.540,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Group phases (Mon 21.11.–Fri 02.12.2022)										
Thu	01.12.2022		18:57	FIFA WC JPN-ESP ctd.	Doha/QAT	Countdown		EUR 6.240,00		
Thu	01.12.2022		19:57	FIFA WC JPN-ESP 1st half	Doha/QAT	1st half		EUR 7.800,00		
Thu	01.12.2022		20:22	FIFA WC JPN-ESP Cooling Break 1st half	Doha/QAT	CB 1st half		EUR 14.300,00		
Thu	01.12.2022	19:00–22:00	20:42	FIFA WC JPN-ESP after 1st half	Doha/QAT	after 1st half	EUR 4.000,00	EUR 14.300,00	EUR 2.200,00	EUR 3.000,00
Thu	01.12.2022		20:57	FIFA WC JPN-ESP 2nd half	Doha/QAT	2nd half		EUR 13.000,00		
Thu	01.12.2022		21:22	FIFA WC JPN-ESP Cooling Break 2nd half	Doha/QAT	CB 2nd half		EUR 15.600,00		
Thu	01.12.2022		21:47	FIFA WC JPN-ESP Analysis	Doha/QAT	Analysis		EUR 10.400,00		
Thu	01.12.2022	22:15–23:30	22:12	FIFA WC tba-GER Summary	Qatar/QAT	Summary		EUR 5.200,00		
Fri	02.12.2022		14:57	FIFA WC KOR-POR ctd.	ar-Rayyan/QAT	Countdown		EUR 2.535,00		
Fri	02.12.2022		15:57	FIFA WC KOR-POR 1st half	ar-Rayyan/QAT	1st half		EUR 4.485,00		
Fri	02.12.2022		16:22	FIFA WC KOR-POR Cooling Break 1st half	ar-Rayyan/QAT	CB 1st half		EUR 7.540,00		
Fri	02.12.2022	15:00–19:00	16:42	FIFA WC KOR-POR after 1st half	ar-Rayyan/QAT	after 1st half	EUR 3.250,00	EUR 7.800,00	EUR 2.200,00	EUR 3.000,00
Fri	02.12.2022		16:57	FIFA WC KOR-POR 2nd half	ar-Rayyan/QAT	2nd half		EUR 7.540,00		
Fri	02.12.2022		17:22	FIFA WC KOR-POR Cooling Break 2nd half	ar-Rayyan/QAT	CB 2nd half		EUR 8.840,00		
Fri	02.12.2022		17:52	FIFA WC KOR-POR Analysis	ar-Rayyan/QAT	Analysis		EUR 7.540,00		
Fri	02.12.2022	18:15–19:00	18:47	FIFA WC GHA-URU Summary	ar-Rayyan/QAT	Summary		EUR 7.540,00		
Fri	02.12.2022		18:57	FIFA WC CMR-BRA ctd.	Lusail/QAT	Countdown		EUR 6.240,00		
Fri	02.12.2022		19:57	FIFA WC CMR-BRA 1st half	Lusail/QAT	1st half		EUR 7.800,00		
Fri	02.12.2022		20:22	FIFA WC CMR-BRA Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 14.300,00		
Fri	02.12.2022	19:00–22:00	20:42	FIFA WC CMR-BRA after 1st half	Lusail/QAT	after 1st half	EUR 4.000,00	EUR 14.300,00	EUR 2.200,00	EUR 3.000,00
Fri	02.12.2022		20:57	FIFA WC CMR-BRA 2nd half	Lusail/QAT	2nd half		EUR 13.000,00		
Fri	02.12.2022		21:22	FIFA WC CMR-BRA Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 15.600,00		
Fri	02.12.2022		21:47	FIFA WC CMR-BRA Analysis	Lusail/QAT	Analysis		EUR 10.400,00		
Fri	02.12.2022	22:15–23:30	22:12	FIFA WC SRB-SUI Summary	Qatar/QAT	Summary		EUR 5.200,00		
Last 16 (Sat 03.12.–Tue 06.12.2022)										
Sat	03.12.2022		18:57	FIFA WC 1C-2D ctd.	Ar-Rayyan/QAT	Countdown		EUR 5.200,00		
Sat	03.12.2022		19:57	FIFA WC 1C-2D 1st half	Ar-Rayyan/QAT	1st half		EUR 7.020,00		
Sat	03.12.2022		20:22	FIFA WC 1C-2D Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half		EUR 12.350,00		
Sat	03.12.2022		20:42	FIFA WC 1C-2D after 1st half	Ar-Rayyan/QAT	after 1st half		EUR 12.350,00		
Sat	03.12.2022	19:00–22:15	20:57	FIFA WC 1C-2D 2nd half	Ar-Rayyan/QAT	2nd half	EUR 4.000,00	EUR 11.700,00	EUR 2.200,00	EUR 3.000,00
Sat	03.12.2022		21:22	FIFA WC 1C-2D Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half		EUR 13.000,00		
Sat	03.12.2022		21:37	FIFA WC 1C-2D Overtime	Ar-Rayyan/QAT	Overtime		EUR 13.650,00		
Sat	03.12.2022		21:39	FIFA WC 1C-2D Penalties	Ar-Rayyan/QAT	Penalties		EUR 13.650,00		
Sat	03.12.2022		21:47	FIFA WC 1C-2D Analysis	Ar-Rayyan/QAT	Analysis		EUR 9.750,00		
Sat	03.12.2022	22:15–23:00	22:12	FIFA WC 1A-2B Summary	Qatar/QAT	Summary		EUR 4.810,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Last 16 (Sat 03.12.–Tue 06.12.2022)										
Sun	04.12.2022		18:57	FIFA WC 1B-2A ctd.	Al Khor/QAT	Countdown		EUR 5,200.00		
Sun	04.12.2022		19:57	FIFA WC 1B-2A 1st half	Al Khor/QAT	1st half		EUR 7,020.00		
Sun	04.12.2022		20:22	FIFA WC 1B-2A Cooling Break 1st half	Al Khor/QAT	CB 1st half		EUR 12,350.00		
Sun	04.12.2022		20:42	FIFA WC 1B-2A after 1st half	Al Khor/QAT	after 1st half		EUR 12,350.00		
Sun	04.12.2022	19:00–22:00	20:57	FIFA WC 1B-2A 2nd half	Al Khor/QAT	2nd half	EUR 4,000.00	EUR 11,700.00	EUR 2,200.00	EUR 3,000.00
Sun	04.12.2022		21:22	FIFA WC 1B-2A Cooling Break 2nd half	Al Khor/QAT	CB 2nd half		EUR 13,000.00		
Sun	04.12.2022		21:37	FIFA WC 1B-2A Overtime	Al Khor/QAT	Overtime		EUR 13,650.00		
Sun	04.12.2022		21:39	FIFA WC 1B-2A Penalties	Al Khor/QAT	Penalties		EUR 13,650.00		
Sun	04.12.2022		21:47	FIFA WC 1B-2A Analysis	Al Khor/QAT	Analysis		EUR 9,750.00		
Sun	04.12.2022	22:15–23:00	22:12	FIFA WC 1D-2C Summary	Qatar/QAT	Summary		EUR 4,810.00		
Mon	05.12.2022		14:57	FIFA WC 1E-2F ctd.	Ar-Rayyan/QAT	Countdown		EUR 2,470.00		
Mon	05.12.2022		15:57	FIFA WC 1E-2F 1st half	Ar-Rayyan/QAT	1st half		EUR 3,705.00		
Mon	05.12.2022		16:22	FIFA WC 1E-2F Cooling Break 1st half	Ar-Rayyan/QAT	CB 1st half		EUR 7,800.00		
Mon	05.12.2022		16:42	FIFA WC 1E-2F after 1st half	Ar-Rayyan/QAT	after 1st half		EUR 7,800.00		
Mon	05.12.2022	15:00–19:00	16:57	FIFA WC 1E-2F 2nd half	Ar-Rayyan/QAT	2nd half	EUR 3,250.00	EUR 7,540.00	EUR 2,200.00	EUR 3,000.00
Mon	05.12.2022		17:22	FIFA WC 1E-2F Cooling Break 2nd half	Ar-Rayyan/QAT	CB 2nd half		EUR 9,750.00		
Mon	05.12.2022		18:37	FIFA WC 1E-2F Overtime	Ar-Rayyan/QAT	Overtime		EUR 11,050.00		
Mon	05.12.2022		18:39	FIFA WC 1E-2F Penalties	Ar-Rayyan/QAT	Penalties		EUR 11,050.00		
Mon	05.12.2022		18:47	FIFA WC 1E-2F Analysis	Ar-Rayyan/QAT	Analysis		EUR 7,540.00		
Mon	05.12.2022		18:57	FIFA WC 1G-2H ctd.	Doha/QAT	Countdown		EUR 5,200.00		
Mon	05.12.2022		19:57	FIFA WC 1G-2H 1st half	Doha/QAT	1st half		EUR 7,020.00		
Mon	05.12.2022		20:22	FIFA WC 1G-2H Cooling Break 1st half	Doha/QAT	CB 1st half		EUR 12,350.00		
Mon	05.12.2022		20:42	FIFA WC 1G-2H after 1st half	Doha/QAT	after 1st half		EUR 12,350.00		
Mon	05.12.2022	19:00–22:00	20:57	FIFA WC 1G-2H 2nd half	Doha/QAT	2nd half	EUR 4,000.00	EUR 11,700.00	EUR 2,200.00	EUR 3,000.00
Mon	05.12.2022		21:22	FIFA WC 1G-2H Cooling Break 2nd half	Doha/QAT	CB 2nd half		EUR 13,000.00		
Mon	05.12.2022		21:37	FIFA WC 1G-2H Overtime	Doha/QAT	Overtime		EUR 13,650.00		
Mon	05.12.2022		21:39	FIFA WC 1G-2H Penalties	Doha/QAT	Penalties		EUR 13,650.00		
Mon	05.12.2022		21:47	FIFA WC 1G-2H Analysis	Doha/QAT	Analysis		EUR 9,750.00		
Mon	05.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT	Summary		EUR 4,810.00		
Tue	06.12.2022		14:57	FIFA WC 1F-2E ctd.	Al Wakrah/QAT	Countdown		EUR 2,470.00		
Tue	06.12.2022		15:57	FIFA WC 1F-2E 1st half	Al Wakrah/QAT	1st half		EUR 3,705.00		
Tue	06.12.2022		16:22	FIFA WC 1F-2E Cooling Break 1st half	Al Wakrah/QAT	CB 1st half		EUR 7,800.00		
Tue	06.12.2022		16:42	FIFA WC 1F-2E after 1st half	Al Wakrah/QAT	after 1st half		EUR 7,800.00		
Tue	06.12.2022	15:00–19:00	16:57	FIFA WC 1F-2E 2nd half	Al Wakrah/QAT	2nd half	EUR 3,250.00	EUR 7,540.00	EUR 2,200.00	EUR 3,000.00
Tue	06.12.2022		17:22	FIFA WC 1F-2E Cooling Break 2nd half	Al Wakrah/QAT	CB 2nd half		EUR 9,750.00		
Tue	06.12.2022		18:37	FIFA WC 1F-2E Overtime	Al Wakrah/QAT	Overtime		EUR 11,050.00		
Tue	06.12.2022		18:39	FIFA WC 1F-2E Penalties	Al Wakrah/QAT	Penalties		EUR 11,050.00		
Tue	06.12.2022		18:47	FIFA WC 1F-2E Analysis	Al Wakrah/QAT	Analysis		EUR 7,540.00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1 Last 16 (Sat 03.12.–Tue 06.12.2022)										
Tue	06.12.2022		18:57	FIFA WC 1H-2G ctd.	Lusail/QAT	Countdown		EUR 5.200,00		
Tue	06.12.2022		19:57	FIFA WC 1H-2G 1st half	Lusail/QAT	1st half		EUR 7.020,00		
Tue	06.12.2022		20:22	FIFA WC 1H-2G Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 12.350,00		
Tue	06.12.2022		20:42	FIFA WC 1H-2G after 1st half	Lusail/QAT	after 1st half		EUR 12.350,00		
Tue	06.12.2022	19:00–22:00	20:57	FIFA WC 1H-2G 2nd half	Lusail/QAT	2nd half	EUR 4.000,00	EUR 11.700,00	EUR 2.200,00	EUR 3.000,00
Tue	06.12.2022		21:22	FIFA WC 1H-2G Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 13.000,00		
Tue	06.12.2022		21:37	FIFA WC 1H-2G Overtime	Lusail/QAT	Overtime		EUR 13.650,00		
Tue	06.12.2022		21:39	FIFA WC 1H-2G Penalties	Lusail/QAT	Penalties		EUR 13.650,00		
Tue	06.12.2022		21:47	FIFA WC 1H-2G Analysis	Lusail/QAT	Analysis		EUR 9.750,00		
Tue	06.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT	Summary		EUR 4.810,00		
Quarter Final (Fri 9.12.–Sat 10.12.2022)										
Fri	09.12.2022		18:57	FIFA WC W49-W50 ctd.	Lusail/QAT	Countdown		EUR 5.070,00		
Fri	09.12.2022		19:57	FIFA WC W49-W50 1st half	Lusail/QAT	1st half		EUR 7.020,00		
Fri	09.12.2022		20:22	FIFA WC W49-W50 Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 11.700,00		
Fri	09.12.2022		20:42	FIFA WC W49-W50 after 1st half	Lusail/QAT	after 1st half		EUR 12.350,00		
Fri	09.12.2022	19:00–22:00	20:57	FIFA WC W49-W50 2nd half	Lusail/QAT	2nd half	EUR 4.000,00	EUR 11.700,00	EUR 2.200,00	EUR 3.000,00
Fri	09.12.2022		21:22	FIFA WC W49-W50 Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 13.650,00		
Fri	09.12.2022		21:37	FIFA WC W49-W50 Overtime	Lusail/QAT	Overtime		EUR 14.300,00		
Fri	09.12.2022		21:39	FIFA WC W49-W50 Penalties	Lusail/QAT	Penalties		EUR 14.300,00		
Fri	09.12.2022		21:47	FIFA WC W49-W50 Analysis	Lusail/QAT	Analysis		EUR 9.750,00		
Fri	09.12.2022	22:15–23:00	22:12	FIFA WC W53-W54 Summary	Qatar/QAT	Summary		EUR 4.810,00		
Sat	10.12.2022		18:57	FIFA WC W51-W52 ctd.	Al Khor/QAT	Countdown		EUR 5.070,00		
Sat	10.12.2022		19:57	FIFA WC W51-W52 1st half	Al Khor/QAT	1st half		EUR 7.020,00		
Sat	10.12.2022		20:22	FIFA WC W51-W52 Cooling Break 1st half	Al Khor/QAT	CB 1st half		EUR 11.700,00		
Sat	10.12.2022		20:42	FIFA WC W51-W52 after 1st half	Al Khor/QAT	after 1st half		EUR 12.350,00		
Sat	10.12.2022	19:00–22:00	20:57	FIFA WC W51-W52 2nd half	Al Khor/QAT	2nd half	EUR 4.000,00	EUR 11.700,00	EUR 2.200,00	EUR 3.000,00
Sat	10.12.2022		21:22	FIFA WC W51-W52 Cooling Break 2nd half	Al Khor/QAT	CB 2nd half		EUR 13.650,00		
Sat	10.12.2022		21:37	FIFA WC W51-W52 Overtime	Al Khor/QAT	Overtime		EUR 14.300,00		
Sat	10.12.2022		21:39	FIFA WC W51-W52 Penalties	Al Khor/QAT	Penalties		EUR 14.300,00		
Sat	10.12.2022		21:47	FIFA WC W51-W52 Analysis	Al Khor/QAT	Analysis		EUR 9.750,00		
Sat	10.12.2022	22:15–23:00	22:12	FIFA WC W51-W52 Summary	Qatar/QAT	Summary		EUR 4.810,00		

Continued on next page →

2022 RATES – SPECIAL ADVERTISING TOOLS

FIFA World Cup™ (21.11.–18.12.2022)



DAY	DATE	TIME OF TRANSMISSION	SCHEDULED START	FOLLOWING PROGRAMME	TV BROADCAST	PROGRAMME TYPE	"STANDARD SPONSORSHIP 5" OPENER & CLOSER"	"DE LUXE SPONSORSHIP 10" OPENER OR CLOSER"	"STANDARD PROGRAMME TRAILER (PT)"	"DE LUXE PROGRAMME TRAILER (PT)"
ORF 1										
Semi Final (Tue 13.12.–Wed 14.12.2022)										
Tue	13.12.2022	22:15–23:00	22:12	FIFA WC W57-W58 Summary	Qatar/QAT	Summary		EUR 5.460,00		
Wed	14.12.2022		18:57	FIFA WC W59-W60 ctd.	Al Khor/QAT	Countdown		EUR 4.940,00		
Wed	14.12.2022		19:57	FIFA WC W59-W60 1st half	Al Khor/QAT	1st half		EUR 8.320,00		
Wed	14.12.2022		20:22	FIFA WC W59-W60 Cooling Break 1st half	Al Khor/QAT	CB 1st half		EUR 15.600,00		
Wed	14.12.2022		20:42	FIFA WC W59-W60 after 1st half	Al Khor/QAT	after 1st half		EUR 15.600,00		
Wed	14.12.2022	19:00–22:00	20:57	FIFA WC W59-W60 2nd half	Al Khor/QAT	2nd half	EUR 4.000,00	EUR 14.300,00	EUR 2.200,00	EUR 3.000,00
Wed	14.12.2022		21:22	FIFA WC W59-W60 Cooling Break 2nd half	Al Khor/QAT	CB 2nd half		EUR 18.200,00		
Wed	14.12.2022		21:37	FIFA WC W59-W60 Overtime	Al Khor/QAT	Overtime		EUR 19.500,00		
Wed	14.12.2022		21:39	FIFA WC W59-W60 Penalties	Al Khor/QAT	Penalties		EUR 19.500,00		
Wed	14.12.2022		21:47	FIFA WC W59-W60 Analysis	Al Khor/QAT	Analysis		EUR 11.050,00		
Wed	14.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT	Summary		EUR 5.460,00		
Final (Sun 18.12.2022)										
Sat	17.12.2022	22:15–23:00	22:12	FIFA WC Summary	Qatar/QAT	Summary		EUR 5.460,00		
Sun	18.12.2022	14:30–15:00	14:27	FIFA WC Closing Ceremony	Lusail/QAT	Closing Ceremony		EUR 4.160,00		
Sun	18.12.2022		14:57	FIFA WC ctd.	Lusail/QAT	Countdown		EUR 5.980,00		
Sun	18.12.2022		15:57	FIFA WC Final 1st half	Lusail/QAT	1st half		EUR 11.050,00		
Sun	18.12.2022		16:22	FIFA WC Final Cooling Break 1st half	Lusail/QAT	CB 1st half		EUR 23.400,00		
Sun	18.12.2022		16:42	FIFA WC Final after 1st half	Lusail/QAT	after 1st half		EUR 23.400,00		
Sun	18.12.2022	15:00–19:00	16:57	FIFA WC Final 2nd half	Lusail/QAT	2nd half	EUR 4.000,00	EUR 20.800,00	EUR 2.200,00	EUR 3.000,00
Sun	18.12.2022		17:22	FIFA WC Final Cooling Break 2nd half	Lusail/QAT	CB 2nd half		EUR 28.600,00		
Sun	18.12.2022		18:37	FIFA WC Final Overtime	Lusail/QAT	Overtime		EUR 28.600,00		
Sun	18.12.2022		18:39	FIFA WC Final Penalties	Lusail/QAT	Penalties		EUR 28.600,00		
Sun	18.12.2022		18:41	FIFA WC Award Ceremony	Lusail/QAT	Award ceremony		EUR 18.200,00		
Sun	18.12.2022		18:47	FIFA WC Final Analysis	Lusail/QAT	Analysis		EUR 12.350,00		
Sun	18.12.2022	19:00–19:55	18:57	FIFA WC Summary	Qatar/QAT	Summary		EUR 6.240,00		

All advertising prices are quoted as placement prices in Euro plus statutory duties and taxes. Booking according to the availability of slots. Prices subject to approval by the Foundation Council. Subject to misprints. Subject to change. FIFA's rules on advance purchase periods and block exclusivity for FIFA sponsors apply



DIGITAL RATES

FIFA World Cup Qatar 2022™: Group phase (21st November–18th December 2022)

DATE	CONTEXT	PLACEMENT	MEDIUM	CPM IN EUR	AD IMPRESSIONS	GROSS IN EUR	CASH DISCOUNT IN %	PRICE IN EUR	PRICE IN NET/NET	CPM IN NET/NET
3 days 21.11.–02.12.	sport.ORF.at incl. mobile website & app; football app incl. desktop version	Homepage	Sitebar	EUR 26.40	2,700,000	EUR 71,280.00	33,5%	EUR 47,401.20	EUR 40,291.02	EUR 14.92
3 days 21.11.–02.12.	sport.ORF.at incl. mobile website & app; football app incl. desktop version	ROS (News, Stories, Tables)	Medium Rectangle	EUR 19.20	1,200,000	EUR 23,040.00	33,5%	EUR 15,321.60	EUR 13,023.36	EUR 10.85
3 days 21.11.–02.12.	sport.ORF.at incl. mobile website & app; football app incl. desktop version ORF-TVThek (cross-platform)	ROS (live and vod)	Pre-roll 15"	EUR 107.90	120,000	EUR 12,948.00	33,5%	EUR 8,610.42	EUR 7,318.86	EUR 60.99
					4,020,000	EUR 107,268.00		EUR 71,333.22	EUR 60,633.24	

FIFA World Cup Qatar 2022™: KO Phase (03–12 December 2022)

DATE	CONTEXT	PLACEMENT	MEDIUM	CPM IN EUR	AD IMPRESSIONS	GROSS IN EUR	CASH DISCOUNT IN %	PRICE IN EUR	PRICE IN NET/NET	CPM IN NET/NET
3 days 03.-12. December	sport.ORF.at incl. mobile website & app; football app incl. desktop version	Homepage	Sitebar	EUR 26.40	3,000,000	EUR 79,200.00	33,5%	EUR 52,668.00	EUR 44,767.80	EUR 14.92
3 days 03.-12. December	sport.ORF.at incl. mobile website & app; football app incl. desktop version	ROS (News, Stories, Tables)	Medium Rectangle	EUR 19.20	1,650,000	EUR 31,680.00	33,5%	EUR 21,067.20	EUR 17,907.12	EUR 10.85
3 days 03.-12. December	sport.ORF.at incl. mobile website & app; football app incl. desktop version ORF-TVThek (cross-platform)	ROS (live and vod)	Pre-roll 15"	EUR 107.90	165,000	EUR 17,803.50	33,5%	EUR 11,839.33	EUR 10,063.43	EUR 60.99
					4,815,000	EUR 128,683.50		EUR 85,574.53	EUR 72,738.35	

FIFA World Cup Qatar 2022™: Semi-finals and Final (13–18 December 2022)

DATE	CONTEXT	PLACEMENT	MEDIUM	CPM IN EUR	AD IMPRESSIONS	GROSS IN EUR	CASH DISCOUNT IN %	PRICE IN EUR	PRICE IN NET/NET	CPM IN NET/NET
2 days 13.–18. December	sport.ORF.at incl. mobile website & app; football app incl. desktop version	Homepage	Sitebar incl. fallback, MMA and Active-User-Combi	EUR 26.40	2,200,000	EUR 58,080.00	33,5%	EUR 38,623.20	EUR 32,829.72	EUR 14.92
2 days 13.–18. December	sport.ORF.at incl. mobile website & app; football app incl. desktop version	ROS (News, Stories, Tables)	Medium rectangle incl. fallback/ MMA	EUR 19.20	1,300,000	EUR 24,960.00	33,5%	EUR 16,598.40	EUR 14,108.64	EUR 10.85
2 days 13.–18. December	sport.ORF.at incl. mobile website & app; football app incl. desktop version ORF-TVThek (cross-platform)	ROS (live and on-demand)	Pre-Roll 15 sec.	EUR 107.90	140,000	EUR 15,106.00	33,5%	EUR 10,045.49	EUR 8,538.67	EUR 60.99
					3,640,000	EUR 98,146.00		EUR 65,267.09	EUR 55,477.03	

FIFA World Cup Qatar 2022™: VIDEO package (21st November–18th December 2022)

DATE	CONTEXT	PLACEMENT	MEDIUM	CPM IN EUR	AD IMPRESSIONS	GROSS IN EUR	CASH DISCOUNT IN %	PRICE IN EUR	PRICE IN NET/NET	CPM IN NET/NET
3 days 21.11.–18.12.	sport.ORF.at incl. mobile website & app; football app incl. desktop version ORF-TVThek (cross-platform)	ROS (live and on-demand)	Pre-Roll 15 sec.	EUR 84.50	1,000,000	EUR 84,500.00	33,5%	EUR 56,192.50	EUR 47,763.63	EUR 47.76
					3,640,000	EUR 98,146.00		EUR 65,267.09	EUR 55,477.03	

Caps on the daily placements are adjusted to the respective matches on the booked day. The cash discounts listed above apply from an advertising spend of net/net 150,000 EUR in 2022 (basis net after agency fee). All ad impressions are played across platforms. You can find the specifications for the advertising material [here](#). Prices exclude statutory taxes and duties. Subject to misprints.