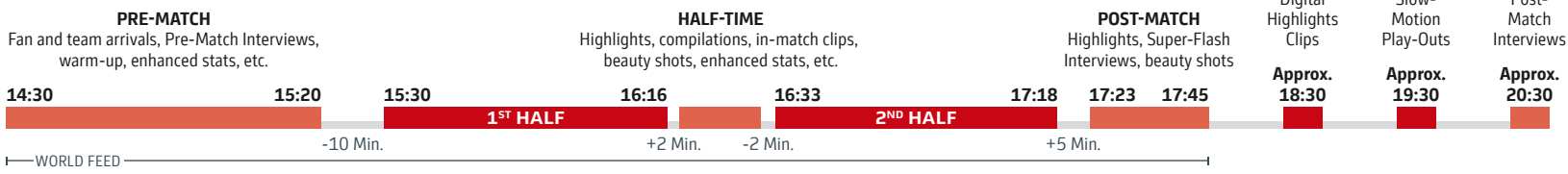


LIVE RUNDOWN AND MATCH CONTENT

EXAMPLE FOR REGULAR SATURDAY 15:30 MATCH



	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	
BUNDESLIGA MATCHDAY								
BUNDESLIGA 2 MATCHES	2 × LIVE MATCH 18:30	3 × LIVE MATCH 13:30 1 × LIVE MATCH 20:30	3 × LIVE MATCH 13:30				All information subject to change, July 2021	
BUNDESLIGA MATCHES		5 × LIVE MATCH 15:30 Interactive Feed 15:30	1 × LIVE MATCH 15:30 Interactive Feed 15:30 1 × LIVE MATCH 17:30 Interactive Feed 17:30					
	1 × LIVE MATCH 20:30 Interactive Feed 20:30	1 × LIVE MATCH 18:30 Interactive Feed 18:30	LIVE MATCH 19:30 10 × per season Interactive Feed 19:30					
MATCH HIGHLIGHTS	Slow-Motion Play-Outs	Slow-Motion Play-Outs Round-Up Clip I 22:30 Highlights Show I 23:30	Slow-Motion Play-Outs Highlights Show II 21:30 Round-Up Clip II 22:00 Matchday Clips 23:00	<h1>PROGRAMME SCHEDULE</h1>				
MATCH INTERVIEWS	Pre-Match Interviews Super-Flash Interviews Post-Match Interviews	Pre-Match Interviews Super-Flash Interviews Post-Match Interviews	Pre-Match Interviews Super-Flash Interviews Post-Match Interviews					All times listed in Central European Time
BUNDESLIGA STORYTELLING & PROMOTION								
WEEKLY CONTENT	Daily News Feed 21:00			Weekly Content Mailing 11:00	Daily News Feed 21:00	Daily News Feed 21:00 Bundesliga Weekly 23:30 Bundesliga Weekly - Localised Elements	Daily News Feed 21:00	
	Midweek Interviews			Midweek Interviews	Midweek Interviews	Midweek Interviews	Midweek Interviews	
DIGITAL CONTENT	Digital Highlights Clips In-Match & Customised Clips	Digital Highlights Clips In-Match & Customised Clips	Digital Highlights Clips In-Match & Customised Clips	In-Match & Customised Clips 10:00	Social Media Content Service 17:00	Social Media Content Service 17:00	Social Media Content Service 17:00	
	Social Media Matchday Feed	Social Media Matchday Feed	Social Media Matchday Feed	Social Media Content Service 17:00	Social Media Content Service 17:00	Social Media Content Service 17:00	Social Media Content Service 17:00	
PROMO & TRAILER							Top Match Promotion Clips (next MD) 20:00	