

SCORE WITH ORANGE DURING EURO 2024

From 14 June to 14 July, you can follow the UEFA EURO 2024 through the NPO. 51 matches will be played, spread out over 10 German cities. The Netherlands are in group D, playing three matches in the group phase: on 16 June against Poland at 3 p.m., on 21 June against France at 9 p.m. and on 25 June against Austria at 6 p.m.

Fixtures

	PERIOD	KICKOFF TIME MATCHES
GROUP PHASE	14 to 26 June	3 p.m., 6 p.m. and 9 p.m.
FINAL SIXTEEN	29 June to 2 July	6 p.m. and 9 p.m.
QUARTER FINALS	5 and 6 July	6 p.m. and 9 p.m.
SEMI FINALS	9 and 10 July	9 p.m.
FINAL	14 July	9 p.m.

Bookmakers' top favourites

1. France, 2. England, 3. Germany, 4. Spain, 5. Portugal, 6. The Netherlands



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Go to ster.nl



Score with EURO 2024 at Ster

EURO 2024 PURCHASE OPTIONS TV

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
EK YOUR TIME FIXED*	210	25-67	<ul style="list-style-type: none"> ▶ Priority on placement during the requested period ▶ Own choice of block; this package is set off ▶ Minimum of 10 GRPs per calendar month
EK YOUR TIME VARIABLE*	195		<ul style="list-style-type: none"> ▶ Priority on placement during the requested period ▶ Own choice of block; all realised GRPs are charged
EK JUNE	95		<ul style="list-style-type: none"> ▶ Minimum of 10 consecutive campaign days ▶ Minimum of 10 GRPs ▶ Placement around football programming in June. Spreading based on <i>best effort</i>

* Option to add preference position (+20 index points)

* Your Time Fixed and Your Time Variable may not be purchased as a combination.

EURO 2024 PURCHASE OPTION RADIO

	INDEX	TARGET GROUP	TERMS AND CONDITIONS
EK JUNE	95	46-67	<ul style="list-style-type: none"> ▶ Ster schedules on NPO Radio 1 between 2:30 p.m. and 11:15 p.m. ▶ Schedules are not fixed

EURO 2024 ON TELEVISION

From 14 June to 14 July you can follow EURO 2024 through the NPO. An audience of millions will be at your fingertips! The NPO will feature the European Football Championship extensively. All matches will be broadcast live, and the studio programmes will also be well viewed.



The Orange squad's best-viewed match was the semi-final against Argentina in 2014, drawing in 9 million viewers



14.8 million people watched parts of the 2021 summer of sports. That's approximately 92% of all Dutch people!



A European Football Championship draws in up to 2x more younger viewers (under 50) than usual

About the matches

All matches are broadcast live on NPO 1, except when there are simultaneous matches – the other match can then be viewed on NPO 2 or NPO 3. Of course, there will also be a studio programme, discussing the results and the latest news.



TO FIND OUT MORE
Go to ster.nl



Reach millions of Dutch viewers through NPO television



TELEVISION PACKAGE EXAMPLES

	EK JUNE PACKAGE	
EXAMPLE INVESTMENT	€50,000	€100,000
CAMPAIGN PERIOD	14 to 23 June	
GRPs 25-67	80	160
OUTPUT RATE	€627	
ABSOLUTE COVERAGE	3,910,847 (39.7%)	5,102,818 (51.8%)
AVERAGE CONTACT FREQUENCY	2.0	3.1
CAMPAIGN CODE	X2GY49	Y554R2

Terms and conditions

- ▶ Campaigns requested prior to 2 May are guaranteed a market index of 100. After that, the market index will be reviewed.
- ▶ Rates are based on 30 seconds.
- ▶ Placement around football programming in June.
- ▶ Spreading based on best effort.
- ▶ The coverage figures are indicative and based on the former SKO study.
- ▶ See summer of sports purchase options at [Ster.nl](https://ster.nl) for all EK purchase options and other terms and conditions.
- ▶ General Terms and Conditions and Terms and Conditions of Sale apply.

EURO 2024 ON RADIO

From 14 June to 14 July you can follow EURO 2024 on NPO Radio 1: the station for news and his sports. With great sports events ahead, this station cannot be ignored. Scoring during the European Football Championships is simple! Let us hear your brand on NPO Radio 1 during EURO 2024 this summer.



Average weekly coverage of 2.2 million listeners (13+)



Relatively small investment, major impact



Not a channel-surfing medium, so long listening times

About the matches

All the Orange squad's matches are broadcast live on NPO Radio 1. Throughout the regular programming, there will be flash updates for the other matches up to the quarter finals and from the semi-finals onwards all matches can be heard live on NPO Radio 1.



TO FIND OUT MORE
Go to ster.nl

Reach millions of Dutch listeners through NPO Radio 1



RADIO PACKAGE EXAMPLE

PACKAGE RATE
€11,113

	EK JUNE PACKAGE
CAMPAIGN PERIOD	2 weeks in June
GRPs 46-67	46
NUMBER OF SPOTS	5 spots per day
OUTPUT RATE	€240
ABSOLUTE COVERAGE	508,086 (9.7%)
AVERAGE CONTACT FREQUENCY	4.8
CAMPAIGN CODE	X499XXC

Terms and conditions

- ▶ The number of spots is indicative and dependent on the chosen reference period. Therefore, the number of spots may differ from reality.
- ▶ The EK June package takes priority in placement, with the exception of the purchase option Your Time (preference position).
- ▶ Ster schedules, schedules are not fixed.
- ▶ Campaigns requested prior to 2 May are guaranteed a market index of 100. After that, the market index will be reviewed.
- ▶ Spreading based on best effort.
- ▶ Rates are based on 20 seconds.
- ▶ The coverage figures are indicative and based on the former NLO study.
- ▶ For targeted purchasing around the EURO 2024 matches in July, you can use the Your Time (preference position) purchase option.
- ▶ [General Terms and Conditions and Terms and Conditions of Sale](#) apply.