BILD

Germany's biggest entertainment & news portal

BILD is one of the biggest media brands in Germany. With its direct and unique style BILD reaches daily a broad readership, comprising all population segments. With high relevance, strong engagement and unique closeness to readers, BILD gets daily right to the heart of news, background information and entertainment, in every field of political and social life.
To provide the readers with the latest news and at the same time the most exciting topics from the various regions, BILD produces every day up to 500 different pages.
The readers are mostly men (58% in digital).

In-Stream

Views[1]	2,070,921,819
Net coverage[1]	20,886,689
Possible Video AIs[2]	36,390,780





[1]B4P 2026/I, [2]Adserver 2026-10. BILD is published in Germany.