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DFL Digital Sports and Andreas Heyden agree renewal of his contract for a further five years

Media Contact

Susanne Jahrreiss
Corporate Communications

T +49 69 / 6 50 05-218

E media@df1.de

Andreas Heyden is to remain as CEO of DFL Digital Sports GmbH (DFL DS) for a further five years. The Supervisory Board of DFL DS, a subsidiary of DFL Deutsche Fußball Liga GmbH (DFL), has reached an agreement with Heyden (44) for an early renewal of his service contract for a further five years until June 30, 2023. Since 2015, Heyden has been head of Cologne-based DFL DS, which produces digital content, operates platforms and creates the international TV program for DFL.



“With his strategic approach, his professional expertise and immense dedication, Andreas Heyden has helped evolve and implement the Bundesliga’s digital strategy both in Germany and abroad,” said Peter Peters, Chairman of the Supervisory Board of DFL DS.

“Under Andreas Heyden’s leadership, DFL Digital Sports is making a key contribution to the Bundesliga’s ability to innovate and compete,” said Christian Seifert, CEO of DFL, adding: “We are pleased that we have been able to extend Mr. Heyden’s contract for another five years.”

DFL

DFL Deutsche Fußball Liga GmbH

Guiollettstraße 44 - 46
D-60325 Frankfurt/Main

T +49 69/6 50 05-0

E info@df1.de

W df1.de



“The enthusiasm for the Bundesliga that is evident all over the world makes for a unique working environment, one in which we can help ensure the continued success of the league with our digital innovations, products and services,” said Andreas Heyden. He went on to say: “I thank the Supervisory Board for the confidence they have placed in me, and my team for their outstanding performance.”

With Andreas Heyden in the lead, DFL Digital Sports has more than tripled the reach of its digital channels and propelled the development of innovative offerings such as online games, social media and relaunches of its entire national and international web and app presence. DFL DS also delivers strategic input for the Bundesliga and Bundesliga 2 marketing strategy and on issues related to the digital transformation.

Among other things, DFL Digital Sports implements the Bundesliga and Bundesliga 2 presence on digital and social media in five different languages. Since 2012, the company has been responsible for creating digital content at its offices in Cologne and distributing it via its own and third-party platforms. The company has around 60 employees, who are organized in four departments: Content, Visual Design, Product & Technology, and Business Analytics & Operations.

Note for editors:

Please find attached a picture of Andreas Heyden (copyright: DFL) and the logo of DFL Digital Sports in two versions (for web and print) which can be used free of charge.

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