



## MEDIA RELEASE

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### **Bundesliga and TAG Heuer announcing the “Rookie Award” – best young players to be chosen by the fans**

In the future, Europe’s top league with the lowest average age will be acknowledging the best young players: Together with official Bundesliga partner TAG Heuer, DFL Deutsche Fußball Liga has established the “Rookie Award” and will be giving the fans a chance to have their say.

Voting will be possible via a dedicated website at [www.rookie-award.com](http://www.rookie-award.com). Three young professionals will be nominated each month according to objective criteria on the basis of Bundesliga’s official match data (e.g. goals, assists, tackling rate). The “rookie of the season” will be selected from all the monthly winners at the end of the season. Conditions for nomination: The player must be no older than 21 years at the commencement of the season and must complete his Bundesliga debut in the current season.

Ahead of the first monthly election in March, the “rookie of the first half of the 2016/2017 season” is currently being sought. The nominees are Nabil Bentaleb from FC Schalke 04, Ousmane Dembélé from Borussia Dortmund and Naby Keita from RB Leipzig.

“Bundesliga thrives on national and international stars but also on young professionals who are still on their way to the very top. With the “Rookie Award”, Bundesliga therefore wants to highlight the crucial importance of these young stars for the value of the competition,” explains Christian Seifert CEO of the Bundesliga.

In the first half of the current season, the average age of the Bundesliga professionals was 25.8 years and thus lower than in the top leagues in England, Spain, Italy and France. The “Rookie Award” will receive regular coverage via Bundesliga’s digital platforms.

Says Jean-Claude Biver, CEO of TAG Heuer and President of the Watch Division of the LVMH Group: “Part of our global commitment to football entails joining our partners in encouraging young talents. That’s why I am thrilled about the newly created “Bundesliga Rookie Award by TAG Heuer” and the related investment in the future of football.”

**Media contact**  
Susanne Jahrreiss  
Corporate Communications  
T +49 69 / 6 50 05 218  
E [media@bundesliga.de](mailto:media@bundesliga.de)



## DFL

**DFL Deutsche Fußball Liga GmbH**  
Guiollettstraße 44 - 46  
D-60325 Frankfurt/Main  
T +49 69/6 50 05-0  
F +49 69/6 50 05-555  
E [info@bundesliga.de](mailto:info@bundesliga.de)  
W [bundesliga.de](http://bundesliga.de)



Please find attached the logo which can be used free of charge.

**DFL**

**DFL Deutsche Fußball Liga GmbH**  
Guiollettstraße 44 - 46  
D-60325 Frankfurt/Main  
**T** +49 69/6 50 05-0  
**F** +49 69/6 50 05-555  
**E** [info@bundesliga.de](mailto:info@bundesliga.de)  
**W** [bundesliga.de](http://bundesliga.de)