



MEDIA RELEASE

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Bundesliga - No.1 in Chinas Digital Media

In the Chinese digital media, for the second time in succession the Bundesliga is Number 1 among Europe's football leagues. This is the outcome of the renowned study "The Red Card 2017". Conducted on behalf of the Mailman Group, this study involved examining the respective footprint made by various leagues and clubs, with regard to the internet, social media, e-commerce and apps. Among China's approximately 500 million football fans, this places the Bundesliga ahead of the English Premier League, Spain's La Liga and Italy's Serie A.

Reasons that the report stated for the Bundesliga's top position are the "comprehensive content strategy", with which all its 18 clubs are presented online in China. At league level there was also success "in reaching millions of fans with viral campaigns". The study also singles out the partnership, spanning over 20 years, with the TV broadcaster CCTV5 – this is achieving the highest average viewing figures and highest total number of viewers. In addition, the Bundesliga is the only European football league that has a Chinese-language website and is present among its fans in the Weibo and WeChat social networks.

"China and its 500 million football fans offer outstanding opportunities for the Bundesliga and its clubs," says Christian Seifert, Chief Executive of the DFL Deutsche Fussball Liga. "Since we became active in the Chinese market, we have been striving to achieve the best possible digital offering for our fans. We are pleased to see that our digital multichannel strategy is producing the desired success stories. Further measures are already in preparation for the future."

"In 2016, as before, the Bundesliga is in the lead with regard to its reach and the commitment shown by the fans. With Bundesliga.cn we are also the only European league to have our own website for China. Product offerings, tailored to suit the Chinese market for our licensees in China, enable us to successfully cultivate one of the most important markets for the Bundesliga – thanks to this commitment, we have the leading position

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in the regional marketing of our content," says Susanne Timosci, Director of Interactive Media at the DFL.

For more information, please click here:

<http://www.mailmangroup.com/en/red-card-2017/>

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