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Virtual advertising available for international live broadcasts starting from the coming season

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New international marketing opportunities for the clubs: From the coming season, virtual advertising can be used regularly in live international broadcasts of Bundesliga and Bundesliga 2 matches. Spectators and TV viewers in German-speaking countries will not notice any changes, but existing physical advertising boards will be able to be altered individually in future through the digital overlay of the transmission signal.



In cooperation with Lagardère Sports, the technology provider Supponsor, whose system allows specially certified LED advertising boards to be overlaid digitally, has become the first company to pass the DFL Deutsche Fußball Liga quality check. Meanwhile, test runs that have already taken place with other providers are continuing. The aim of the checks conducted by the DFL subsidiary Sportcast is to test whether the image quality and technical integration of the overlaid images into the base signal are guaranteed under live conditions.

In future, each club will be able to use approved systems in conjunction with DFL where they consider this to be appropriate. DFL Deutsche Fußball Liga will arrange a workshop in the near future to inform the 36 Bundesliga and Bundesliga 2 clubs about the exact conditions and potential scope of the use of virtual advertising. The plan is to then issue a joint guideline together with the clubs in order to ensure maximum process security in using the new technology.

DFL

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