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The Bundesliga and Baidu – one of China’s leading Internet groups – become partners

DFL Deutsche Fußball Liga and Baidu, one of China’s leading Internet companies, are establishing a comprehensive strategic partnership. The cooperation makes the Bundesliga the first European football league to have an official web presence at Baidu. Baidu’s product offering includes not only the largest search engine in China, but also one of the country’s largest communication platforms.

“With this partnership, we will further expand the top position that the Bundesliga holds in China,” says Christian Seifert, Chief Executive of DFL Deutsche Fußball Liga. “We will consistently continue the strategy that we have pursued in recent years – that of directing our efforts to valuable partnerships in the media and digital sectors, and of investing in our product offerings.”

The two partners in the cooperation will drive forward the expansion of digital product offerings for the Bundesliga’s fans, placing the emphasis on premium content in a targeted way, and interlocking this content with other digital product offerings from the Baidu network.

“With a China-wide coverage level of over 97 per cent, as well as the comprehensive product portfolio with numerous social-marketing tools, Baidu is a further important strategic partner for the Bundesliga,” says Susanne Timosci, Director of Interactive Media at DFL, who initiated this cooperation. “As its premium partner, we will provide support to the company in the future, as it implements its ambitious growth goals, from which the Bundesliga also benefits.”

According to “The Red Card 2017,” the renowned study published last week, in the Chinese digital media the Bundesliga is the Number 1 among European football leagues. The study examines the respective footprints that individual leagues and clubs make with regard to the internet, social

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media, e-commerce and apps. For the approximately 500 million football fans in China, this places the Bundesliga above England's Premier League, Spain's La Liga and Italy's Serie A.

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