



MEDIA RELEASE

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DFL to launch Bundesliga video on demand

DFL Deutsche Fußball Liga will be launching video on demand content in the upcoming Bundesliga season. For this purpose, the unique resources of the Bundesliga archives will be opened up to give viewers new insight and background information in compact formats. The service will be available on various platforms initially in Germany, on demand or as part of an existing subscription. Sky Germany has been signed up as the first partner.

“The new service will allow fans to relive all the many emotions of Bundesliga history on demand - unforgettable matches, historic season highlights, portraits of the top Bundesliga players of all time any many other things as well. Viewers will decide when and how they watch the elaborately produced formats. With our platform partners, we are responding to increasingly diverse media consumption preferences,” explains Christian Seifert, CEO of DFL.

At the core of the new service is historical footage in formats telling new stories taken from over fifty years of Bundesliga history. It does not include coverage of current match days or formats related to the ongoing season.

Further information on the VOD service, platform partners and pricing will be announced in good time before the start of the new Bundesliga season.

Media Contact
Susanne Jahrreis

T +49 69 / 6 50 05-333
E presse@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
W bundesliga.com