



FOX SPORTS KICKS OFF ITS BUNDESLIGA COVERAGE WITH A GLOBAL SIMULCAST EVENT ON ITS SPORTS AND ENTERTAINMENT CHANNELS – DFL TO SPAN THE GLOBE WITH BUNDESLIGA LEGENDS TOUR

FOX Sports is ready for its debut season as the official global broadcaster of the Bundesliga

Berlin, August 1st, 2015 – FOX International Channels (FIC) and DFL Deutsche Fussball Liga (DFL) have announced today to showcase the season kick-off match between FC Bayern München and Hamburger SV on August 14th with a simulcast TV event. In a global first, live coverage of this match will not only be available on FOX Sports (the no. 1 sports TV network), but will broadcast at the same time on the main FOX entertainment channel in North and South America, multiple countries in Asia and key European football markets, Italy and The Netherlands. This will make the Bundesliga available to a much larger (non-sports) audience worldwide.

The simultaneous broadcast marks the debut of FOX Sports as Bundesliga's global broadcasting partner from the 2015-16 season. The inaugural match will air live on FOX Sports, as on FOX, FX, Film Zone and Cinecanal in Latin America; FOX and FX in Brazil; the FOX channels in Asia as well as FOX Netherlands and FOX Italy. In the U.S., the first match will be offered in a special telecast on FOX Sports Regional Networks, FOX Sports 2, FOXSports.com and via FOX Sports' YouTube channel also including the pregame, which means an exceptional coverage for an European football league in this market. In fact, the debut of FOX Sports as the U.S. home expands its domestic coverage to unprecedented level with more than 300 regular-season matches scheduled for live television or streaming in the U.S. for the first time ever, more than double past years, including 58 slated for FOX Sports 1.

At the same time, Bundesliga Legends will travel to cities across the world to help kick off the opening weekend of the 2015-16 Bundesliga season as well as the partnership with its new broadcast partner FOX International Channels for the 2015 Bundesliga Legends Tour. From August 11 to August 16, 2015, former Bundesliga players Jens Lehmann and Lothar Matthäus will be visiting New York City, Mexico City, Rio de Janeiro, Kuala Lumpur and Singapore to celebrate the start of the 2015-16 season.

"The Bundesliga Legends Tour 2015, gives us the opportunity to bring the Bundesliga closer to our fans globally and support our partner FOX with the kick off of their 2015-16 season coverage by bringing Bundesliga icons to FOX studios around the globe," said Christian Seifert, CEO Bundesliga. "We are pleased to embark on a journey with such an important, global-scale partner that provides German football even more opportunities for worldwide exposure. The partnership with FOX confirms the international importance of the Bundesliga and its continuous international growth."

The deal between the Bundesliga and FOX runs for a five-year term in Asia, Latin America and the US, and a two-year term in Italy and The Netherlands, spanning throughout 80 countries and territories on four continents. It includes rights to all 306



Bundesliga matches each season, as well as the German Supercup and the Bundesliga Relegation Playoffs. In addition, FOX holds digital distribution rights, including the ability to make DFL content available through new and existing authenticated online television services, as well as on mobile devices in the contracted territories.

"Bundesliga is one of the greatest football leagues in the world. It features exciting high quality football, plenty of goals, great stadiums full of passionate fans, and excellent production standards on-screen" said Simon Thomas, Executive Vice President of Global Sports and Content Sales for FOX International Channels (FIC). "We want to showcase that to the biggest audience possible, and play our part in growing the popularity and profile of the Bundesliga worldwide through our extensive global platform of sports channels and commitment to innovative marketing".

"With FOX and FOX SPORTS, we have the #1 entertainment channel in the world as well as the #1 sports channel in the world. We are excited to use the power of both those platforms to bring the Bundesliga to world in a big, exciting way," said Liz Dolan, FIC's Chief Marketing Officer. "This is the first time that a single broadcaster will showcase the opening match of a football season in such a way. It shows the power of FOX and our commitment to the Bundesliga for the long-term worldwide."

About FOX International Channels

FOX International Channels (FIC) is 21st Century FOX's international multi-media business. We develop, produce and distribute 300+ wholly- and majority-owned entertainment, sports, factual and movie channels in 45 languages across Latin America, Europe, Asia and Africa. FIC's core channel brands include FOX, FOX Sports, FOX Life and National Geographic Channel. FIC's movie channels include FOX Movies, FOX Movies Premium, Star Chinese Movies and Moviecity. Our non-linear brands include FOX Play and Nat Geo Play. These networks and their related mobile, non-linear and high-definition extensions, reach over 1.825 billion cumulative households worldwide. FIC is dedicated to delivering high quality US content to its global viewers. We acquire, develop, produce and co-produce scripted and non-scripted programming for our linear and digital platforms including the Golden Globes nominated hit series The Walking Dead, The Bridge and Wayward Pines. In the past five years FIC pioneered a global release strategy and is the first and only international TV company to release TV series in 125 countries at the same time as the US. In addition FIC owns and operates two production studios that produce hundreds of local programming hours for its wholly owned channels and third parties. In operation since: August 14, 1993.

About FOX Sports

FOX SPORTS is FOX International Channel's core sports property. The channel is the world's leading sports television brand, both in terms of distribution and programming rights. FOX SPORTS is known around the world as an innovator in the areas of live sports broadcasting, news and presentation and has quickly set a new standard of excellence in international markets through its bold production values, engaging commentary and presenters. FOX Sports carries some of the world's most watched and most sought after sports franchises including the Barclays Premiere League, Seria A, Bundesliga, The FA Cup, Europa League Cup, UEFA Champions League, Coppa Sudamericana, FIFA World Cup, the NFL, the MLB, NASCAR Sprint Cup, the Dakar Rally, F1 Racing, The Masters, The US Open, The PGA, Wimbledon, Roland Garros, the ATP and the Australian Open. FOX SPORTS reaches 83.5 million homes broadcasting in 8 languages in 97 countries outside of the U.S. It is accessible via SD and HD linear feeds as well as through the authenticated FOX SPORTS Play App.

About DFL Deutsche Fussball Liga

The organisation and marketing of professional football in Germany are the core functions of the DFL Deutsche Fussball Liga (DFL). Founded in May 2001, the DFL has a wide and multi-faceted brief, with the organization of the league schedule ensuring smooth-running, well-balanced and above all exciting competition in Germany's professional leagues. The licensing of the 36 professional clubs in the Bundesliga and Bundesliga 2 is a core element of the DFL brief and the further enhancement of the Bundesliga brand is a central pillar of DFL strategy. The continuous development and marketing of "in-house" products is part of that strategy and the DFL has accordingly long since established itself as a content provider. Strategic brand management in both a national and international context as the basis for the further growth of marketing revenues is another constituent part of the DFL's day-to-day operations.