



MEDIA RELEASE

FRANKFURT, 13.08.2015

DFL to kick-off cooperation with ONET in Poland

With the start of the 2015-16 Bundesliga season DFL Deutsche Fußball Liga (DFL) and ONET to kick-off partnership in Poland.

Frankfurt/Warsaw, 13 August, 2015 - ONET will be the official Bundesliga partner starting with the 2015-16 season.

DFL and ONET have entered a three-year collaboration on the Polish market to provide Bundesliga Fans in Poland with compelling and even more tailored Bundesliga content.

The new Bundesliga site will be hosted in a dedicated section within the ONET platform. As part of the cooperation ONET will receive exclusive Bundesliga content from DFL.

The new Bundesliga hub can be found under: www.bundesliga.onet.pl. This site will replace the current Bundesliga site www.bundesliga.com/pl with immediate effect.

"We are delighted about the cooperation with ONET and look forward to a great partnership. ONET is the leading online platform in Poland and will give us the opportunity to reach even more Bundesliga fans in Poland." said Christian Seifert, CEO Bundesliga

Mark Dekan, CEO of Ringier Axel Springer Media AG and Group CEO Poland: "Grupa ONET-RAS PL is already the leading content and video destination in Poland's sports segment with 6.1 million monthly users. Together with DFL we want to offer first class and exclusive content and make the German Bundesliga even more popular in Poland. This cooperation is an important milestone in further extending our services in exclusive sport content."

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About Grupa Onet-RASP PL

Die Grupa Onet-Ringier Axel Springer Poland (Grupa Onet - RAS PL) gehört zur Ringier Axel Springer Media AG und ist in Polen mit 5,88 Millionen Nutzern pro Monat ein führender Anbieter in der Kategorie Sport im Internet (Quelle: Megapanel PBI/Gemius, Mai 2015). Zum Portfolio gehört u. a. Eurosport.onet.pl, die beliebteste Sport-Website in Polen mit 4,05 Millionen Nutzern und 66,7 Millionen Seitenaufrufen pro Monat, sowie die Sport-Websites ofsajd.onet.pl, PrzegladSportowy.onet.pl und Ekstraklasa.tv. Ringier Axel Springer Poland gibt darüber hinaus mit Przewgląd Sportowy die grösste täglich erscheinende polnische Sportzeitung heraus.

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