

# MEDIA RELEASE

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## Bundesliga Expands Accessibility with the Launch of International Websites and New Mobile App Capabilities

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To help keep fans across the globe connected to news and updates from the one of the most exciting football league in the world, the Bundesliga is launching full Chinese (Bundesliga.cn) and Spanish (Bundesliga.com/es) versions of their website, and is introducing significant mobile application updates.



After two successful years on Chinese-specific social channels (Weibo, Youku and Wechat) and becoming the number one rated European football league on social media in China, the league is now launching a Chinese website. This will provide fans in China with even better access to Bundesliga stories and content.

Also, in Spanish-speaking countries the league will give Bundesliga fans even closer access by launching its Spanish website as well as social channels. This new site reflects the growing popularity of the Bundesliga in Spanish-speaking countries.

Both sites will be launched before the start of the 2016-17 season in August.

Enhancements have also been made to the widely popular Bundesliga mobile application, including an advanced match predictor feature and detailed fantasy capabilities. The app is available in German, English and Spanish versions.

For more information on the Bundesliga, visit [www.bundesliga.com](http://www.bundesliga.com), [www.Bundesliga.cn](http://www.Bundesliga.cn) or [www.Bundesliga.com/es](http://www.Bundesliga.com/es) or follow the league on Twitter at @Bundesliga\_EN, @Bundesliga\_ES and @Bundesliga\_de.

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