



MEDIA RELEASE

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DFL introduces Ultra HD production standard

Starting in autumn 2016, DFL Deutsche Fußball Liga will for the first time be broadcasting television images in Ultra High Definition quality (UHD). Following the launch, plans are to initially produce one game per match day in UHD which will be broadcasted by national TV partner Sky Deutschland. UHD stands for extreme high-resolution images, a standard that calls for a resolution of 3840 x 2160 pixels. This is four times the resolution of the existing High Definition (HD) standard, and twenty times the resolution of the older Standard Definition (SD) standard. Sky, the Bundesliga's national pay TV partner, announced the introduction of two UHD channels including the Ultra-HD-capable receiver Sky+ Pro for the 4th quarter of 2016. There have also been early expressions of interest in the UHD content from the Bundesliga's international TV partners. The planned launch to market of Bundesliga transmissions in high-resolution UHD was preceded by an intensive test phase in collaboration with the DFL subsidiary SPORTCAST and with Sky.

"The introduction of the UHD technology demonstrates once again the innovative strength of the Bundesliga. We are pleased to be able to provide our live broadcasting rights partners with yet another top product," said Dr. Holger Blask, Director Audiovisual Rights and responsible for the DFL strategy in this field.

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