



Record revenues for the Bundesliga: 2.5 billion euros in media rights deal

- _ Sky will be live partner for all pay-per-view channels of dissemination
- _ ARD purchases Sportschau rights _ ZDF and Sport1 remain included
- _ Axel Springer publishing house secures rights for web TV and mobile device clips

The German Bundesliga and Bundesliga 2 clubs have received record revenues and spectators can look forward to continuity in television reporting as well as new possibilities on the web. Those were the positive consequences of the League Association locking up about 2.5 billion euros for the marketing of domestic coverage rights for the four seasons from 2013-14 to 2016-17 – an average of about 628 million euros per year. That represents a 52 percent increase over the current 412 million euros annually. The League Association and the DFL Deutsche Fußball Liga announced the figures today at an extraordinary general assembly of the 36 clubs and capital companies of the Bundesliga and Bundesliga 2 in Frankfurt am Main.

Sky will once again broadcast live all games from the Bundesliga und Bundesliga 2. The company also secured the pay-TV rights for cable, satellite, terrestrial and IPTV, web TV and mobile devices dissemination. The League Associated opted for the “classic” coverage package, allowing for an early roundup of the Saturday matches in free-to-air television. The German national broadcaster ARD once again purchased the rights for the Saturday highlights and will be allowed to broadcast them simultaneously over the internet and on mobile devices.

ARD also secured the broadcast of highlights of Sunday Bundesliga matches as well as the rights to show seven live matches on free-to-air TV. This live package includes the opening matches of the season, the post-winter break re-start as well as the promotion/relegation matches and the pre-season Supercup. The second showing license of the Bundesliga contests from Saturday afternoon and the first showing rights of the 6:30 p.m. games will remain with the other German national broadcaster ZDF. Sport1, as previously, will broadcast a roundup of the Bundesliga 2 on Friday and Sunday and the Monday Bundesliga 2 match live.

For the first time, the Axel Springer publishing house purchased utilisation rights from the League Association. Axel Springer will be able to offer clips from all matches in web TV and to mobile devices starting with the 2013-14 season. The highlights are available for a fee one hour after the match and for

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free after midnight of the same day.

The tendering process for the coverage rights followed a procedure which was closely coordinated with the German Federal Cartel Office.

“This is a good day for the Bundesliga and for German football as a whole,” said League Association President Dr. Reinhard Rauball. “Clubs, fans and media partners all now have the ability to plan ahead for the coming years. This agreement lays the foundation for a continued successful development of the Bundesliga. Regarding the allocation of the revenues, we will initiate a structured decision-making process, adopting the principles of merit and solidarity as guidelines, as we have in the past.”

“The agreement joins traditional viewing habits and innovative possibilities with a look to the future. Factoring in the international revenues, German professional football will generate about 700 million euros annually from the centrally-marketed media rights in the years ahead. This strengthens the Bundesliga’s standing as one of the top revenue generating football leagues in the world. The clubs will have more financial leeway than ever before. And for this, we must also thank our media partners for their trust,” said Christian Seifert, chief executive officer of the DFL executive board.



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