



PRESS RELEASE

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DFL gives boost to Bundesliga's global marketing from 2015 forward

- Partnership with 21st Century Fox covers America, parts of Asia and Europe
- Seifert: "Opportunity for the Bundesliga's continued worldwide development"

DFL Deutsche Fussball Liga can today announce the completion of several multi-year agreements that promise a significant boost to the Bundesliga's international marketing efforts. Beginning in the 2015-16 season, 21st Century Fox and its worldwide network of broadcast outlets will become the new home of the Bundesliga throughout the Americas, large parts of Asia, and in European markets Italy, the Netherlands and Belgium. The agreements, negotiated and completed by DFL Sports Enterprises, cover a number of territories including the United States, Brazil, Indonesia, Japan, and Thailand. By mutual agreement, no financial terms were disclosed. Excluded from the agreements are India and most of the Indian Subcontinent, while only English-language rights are included in China.

Christian Seifert, CEO of DFL Deutsche Fussball Liga, stated today: "These agreements confirm that the Bundesliga has legitimately evolved to become a top international sports media property. 21st Century Fox is a global-scale partner that provides German soccer opportunities for worldwide exposure and future growth. We welcome these agreements as an expression of faith in the Bundesliga's continued development over the coming years." This assessment sees DFL Sports Enterprises remain firmly on course to meet international media revenue targets first outlined in the spring of 2013.

"Both on and off the pitch, the Bundesliga has grown to become one of the preeminent soccer leagues in the world," said James Murdoch, Deputy COO of 21st Century Fox. "We look forward to partnering with the DFL over the next five years to leverage our unrivaled global portfolio of sports channels to bolster the Bundesliga brand in every corner of the globe."

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The agreements reached for the Americas and in Asia span a total of five seasons each, beginning in 2015-16 and ending with the 2019-20 season. For Italy, the Netherlands, and Belgium, the two parties have reached agreements spanning the 2015-16 and 2016-17 seasons.

21st Century Fox encompasses one of the preeminent worldwide networks of dedicated sports channels with experience presenting the world's top international sports media properties (e.g.: Olympic Games, NFL, NBA, Formula One, UEFA Champions League and Premier League). The agreements reached today will see the Bundesliga featured on the group's top sports television outlets as well as a host of attractive proprietary media platforms, thus bringing the Bundesliga to the widest possible audience across all markets.

About DFL Deutsche Fussball Liga

The organisation and marketing of professional football in Germany are the core functions of the DFL Deutsche Fussball Liga. Founded in May 2001 the DFL has a wide and multi-faceted brief, with the organisation 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.

About DFL Sports Enterprises

DFL Sports Enterprises, a 100 percent DFL subsidiary established in September 2008, is responsible for the distribution of marketing rights of games in the professional leagues for television, radio and internet broadcast, both in Germany and abroad. DFL Sports Enterprises furthermore has the remit to market the league's own platforms and trademark licenses. The bundling of distribution procedures encourages content synergies and the sustained development of proprietary distributional capacities. The overarching goal is to drive on the process of increasing revenues in the sphere of international TV rights through the DFL's subsidiary, while further optimising the potential of the league's own platforms - bundesliga.com/.de among them.

About 21st Century Fox

21st Century Fox (NASDAQ: FOX, FOXA; ASX: FOX, FOX LV) is the world's premier portfolio of cable, broadcast, film, pay TV and satellite assets spanning six continents across the globe. Reaching nearly 1.5 billion subscribers in 100

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local languages every day, 21st Century Fox is home to a global portfolio of cable and broadcasting networks and properties, including FOX, FX, FXX, FS1, Fox News Channel, Fox Business Network, Fox Sports, Fox Sports Network, National Geographic Channels, Fox Pan American Sports, MundoFox and STAR; film studio Twentieth Century Fox Film; and television production studios Twentieth Century Fox Television and Shine Group. The Company also provides premium content to millions of subscribers through its pay-television services in Europe and Asia, including Sky Deutschland, Sky Italia and its equity interests in BSkyB and Tata Sky.

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