



MEDIA RELEASE

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DFL's video-on-demand service available on Amazon Video soon

DFL Deutsche Fußball Liga, Germany's national soccer league, has secured an additional partner with broad reach for its video-on-demand (VOD) service. In the Amazon Digital Video Store (Germany), selected formats on demand will soon be available, such as "Die größten Spiele" [Great Matches] and "Legenden der Liga" [Legends of the League]. DFL launched this new program service in September 2015 together with its partner Sky. As with Sky, the agreement with Amazon Video will run until the end of the 2016–2017 season.

The brainchild of DFL, and brought to life by top production companies, the VOD series offers entertainment from the 52-year history of Germany's *Bundesliga* as well as a fresh look at stars and high points, triumphs and tragedies. The program blends historical footage and original TV commentary with the opinions of famous individuals that were there at the time and can provide a new take on events. These interviews were recorded especially for this first-of-its-kind media offering. The formats draw on the stocks of Deutsche Fußball Archiv, the German Soccer Archive. Encompassing over 65,000 hours of video material, the archive is maintained by DFL subsidiary SPORTCAST, which is based in Cologne, Germany.

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