



PRESS RELEASE

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DFL presents main aspects of the Request for Bids for audio-visual media rights starting in the season 2013/14

- First bidding round ends on 2 April 2012
- Request for Bids covers two scenarios, in each case with 19 Rights Packages and six Rights Package Bundles
- No expansion of the kick-off times

DFL Deutsche Fußball Liga is expecting offers by 2 April 2012 in response to the Request for Bids for national audio-visual media rights for the seasons 2013/14 through 2016/17. In each of the two licensing scenarios, 19 Rights Packages and six Rights Package Bundles can be chosen for the distribution technologies cable, satellite, terrestrial (distribution method Broadcast), IPTV (distribution method Netcast I) as well as web and mobile TV (distribution method Netcast II) which, as in the past, are based on five kick-off times in the Bundesliga and four kick-off times in the Bundesliga 2. The two scenarios are different from each other primarily due to the distribution method of the freely receivable compilation of the Saturday matches. The final decision on awarding rights is supposed to be made prior to the end of the season 2011/12.

"The prerequisites for a fair bidding competition were created in close coordination with the Federal Cartel Office. The request for bids process for the coming rights period will be conducted in accordance with clear rules of the game. Now it is the turn for the interested parties", said Christian Seifert, Chief Executive Officer of the DFL executive board.

In addition to submitting offers for individual rights packages for the live exploitation of the Bundesliga matches, the bidders also have the possibility to bid for so-called Rights Package Bundles. The Rights Package Bundle covers either all Rights Packages in one of the distribution methods Broadcast, Netcast I or Netcast II (horizontal Rights Package Bundles) or Rights Packages for all distribution methods (vertical Rights Package Bundles under which the matches contained in the Rights Package can be used for all distribution technologies).

In a first step, the so-called reserved price auction, the DFL will establish reserved prices for all Rights Packages and Rights Package Bundles in both scenarios. These reserved prices will not be communicated publicly or to the interested parties.

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If exactly one offer is submitted for a Rights Package or a Rights Package Bundle which reaches or exceeds the determined reserved price in this round of bidding, the executive board of the League will accept the corresponding offer, subject to the selection of the scenario. If, however, more than one offer reaching or exceeding the reserved price is submitted for a Rights Package or a Rights Package Bundle for which offers are being requested, there will be a second round of bidding. This will also occur in the event that no submitted offer reaches the reserved price.

If there is a second round of bidding, the DFL will establish reservation prices which will also not be communicated. If offers for Rights Packages or Rights Package Bundles are submitted which exceed these reservation prices, the award of the rights will initially be determined by the amount of the offers. The highest offer will be accepted if the second highest offer for the same Rights Package or Rights Package Bundle is more than 20 percent lower, subject to the choice of scenario. If the difference between the offers is less than 20 percent, the decision about acceptance lies in the discretion of the executive board of the League. This body will then make a decision based on the criteria that have been established, for example, the technical range of the media offer, the broadcasting concept, editorial know-how or the interaction of the Rights Packages in the market.

Finally, the executive board of the League will decide about the choice of the scenario. The "20 percent rule" also again applies here just as do the mentioned criteria.

The approval for the award of rights following the decision by the executive board of the League is the responsibility of the membership meeting of the 36 clubs and corporations.

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