

Frankfurt, October 23, 2019

The DFL extends contract with Robert Klein as CEO of Bundesliga International

The DFL Deutsche Fußball Liga has extended the contract with Robert Klein as CEO of **Bundesliga International** (BLI). Klein joined the DFL subsidiary in May 2017 and was responsible for the sale of the international media rights of the Bundesliga and Bundesliga 2 as well as for the areas of sponsoring and licensing. With effect from 1 January 2018, the 49-year-old took on overall responsibility for BLI as Chief Executive Officer. Before moving to the DFL Group, Klein worked for Red Bull Media House in Salzburg as Head of the Global Rights department.

Christian Seifert, DFL CEO and Chairman of the Supervisory Board of Bundesliga International, on the the contract extension: "We see further potentials in international marketing. We trust Robert Klein and the BLI team to build on these in the best possible way in the interests of the Bundesliga and Bundesliga 2."

Bundesliga International is a wholly owned subsidiary of DFL Deutsche Fußball Liga GmbH based in Frankfurt. It is responsible for the foreign marketing of audiovisual media rights to matches in the licensed leagues, the foreign marketing of the digital contents of the Bundesliga and the central sponsoring rights and trademark licenses of the Bundesliga. International revenues amount to more than 280 million Euros per season (2019-20). Apart from that, BLI is responsible for the international marketing of the Bundesliga and, moreover, considers itself a service provider for more than 80 national and international contract partners.

Please find attached a picture of Robert Klein which can be used free of charge (Copyright: DFL).

[Click here to gain access to the news article on dfl.de/en.](#)

27 | 2019

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