

Frankfurt, November 7, 2019

## Global interest in “Der Klassiker”

The football world is eagerly anticipating “Der Klassiker” between FC Bayern München and Borussia Dortmund this Saturday (6:30 p.m. CET). The Bundesliga match between the two teams will be broadcast live in more than 205 of the 211 FIFA member countries. In order to offer the fans a broad range of different perspectives, the DFL Deutsche Fußball Liga will again be deploying 25 cameras, the highest number used so far in the Bundesliga, for its production of “Der Klassiker”. Special cameras such as two corner flag cameras, a drone and an aerial camera system will be in use, providing spectacular shots of the action.

Augmented reality (AR) technology will also be used again to present various graphical elements such as team line-ups, player portraits or statistics in a way, as if they can actually be seen inside the stadium. In combination with aerial camera systems, AR regularly provides eye-catching images. On Saturday, the technology will also be used in conjunction with the drone perspective, which was called upon for the very first time at the recent Revierderby between FC Schalke 04 and Borussia Dortmund.

The fact that not only national media partners but also 15 international TV broadcasters will be dispatching their own crews to the Allianz Arena in Munich is a further testament to the global interest in “Der Klassiker”. The following broadcasters will be transmitting live from the stadium: FOX Sports (South America), beIN Sports (Middle East and France), Eleven Sports (Poland, Belgium, Portugal), Play Sports (Belgium), JTBC (South Korea), Match TV (Russia), Viasat (Norway, Sweden and Denmark), Primetel (Cyprus), COSMOTE TV (Greece) and StarTimes (Sub-Saharan Africa).

International media partners can also use the content provided by the DFL Group via the International Product Portfolio (IPP) – including the entire game with English-language dual commentary from the internationally renowned reporter Dan O’Hagan and former Germany goalkeeper Jens Lehmann as well as other features such as interviews and match highlights.

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

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