



RELEASE

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Match data and sports technology: DFL and Deltatre continue to build on partnership – joint subsidiary Sportec Solutions takes on a global focus

DFL Deutsche Fußball Liga and Deltatre, the global market leader in fan-first experiences, are setting the course for a successful future and continue to expand their joint subsidiary Sportec Solutions.

The company, founded in 2016 with a focus on match data and sports technology, will sell its products and services worldwide in the future. The aim is to increasingly offer the expertise of Sportec Solutions to international leagues, associations and media outlets. So far, the joint venture has operated mainly at the national level and primarily as a service provider for the clubs in the Bundesliga and Bundesliga 2, the DFL and its partners and licensees – this function remains unchanged.

Since the start of the 2017-18 season, Sportec Solutions has had operational responsibility for advanced gathering, storage, analysis, distribution, and analytics of the DFL’s Official Match Data. The company collects some of the most extensive live data in sport, using the latest technologies and collection methods. Sportec Solutions also maintains the official Bundesliga archive, containing all historic data since the first Bundesliga season in 1963-64, while offering a unique depth of data since the start of the 1990s.

Through expanded data processing, Sportec Solutions will continue to offer innovative match data products. This includes the development of performance indicators. Recent examples include xGoals and Speed Alert, which were developed as Bundesliga Match Facts together with Amazon Web Services, the DFL’s official technology provider. Sportec Solutions also provides support in other areas of sports technology, with software and hardware solutions such as the technical infrastructure for video assistant and goal-line technology.

DFL CEO Christian Seifert: “The expansion of Sportec Solutions reinforces the DFL’s ambition to play a leading global role, also with reference to media, technology and match data. Looking at match data specifically, the possible uses in sports and media analysis will continue to develop rapidly. As innovation leaders, DFL and Sportec Solutions will provide new impetus to these areas.”

Deltatre CEO Giampiero Rinaudo: “The pace of development and innovation from Sportec Solutions has been extraordinary. The partnership has been productive since its inception. We’re committed to expanding the service to other leagues and federations around the world in collaboration with the DFL – and to helping players, clubs, fans and broadcasters gain unparalleled insight into the sport they love. Deltatre’s further investment underlines our belief that data collection, distribution, and analysis are all fundamental parts of the fan experience evolution. This agreement positions Deltatre as the technology partner of choice for sports organizations that want to control their own event data and associated monetization opportunities.”

The further development of Sportec Solutions follows the strategy of systematically covering the media value chain, which the DFL has been pursuing since 2006 – from organising the sporting competition to producing the base signal from all matches in the Bundesliga and Bundesliga 2, creating perfectly tailored content for partners and licensees, collecting and processing match data and marketing the broadcasting rights around the world.

More than 70 full-time employees work for Sportec Solutions in Germany at its locations in Munich, Cologne and Hamburg. The company will operate in the legal form of an Aktiengesellschaft (German stock corporation – AG) in the future, in which the Deltatre Group will hold 51 percent of the shares and the DFL 49 percent. The strong ongoing collaboration sees Dr Hendrik Weber and Christian Holzer serving as Managing Directors.

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29 | 2020

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