



# DISTRIBUTION OF MEDIA REVENUE

## 2021-22 TO 2024-25

Frankfurt, 7 December 2020



# ASSESSMENT BASIS



**Domestic media revenue**  
Germany, Austria,  
Switzerland (DACH)

**League sponsorship &  
group marketing  
revenue**

**International media  
revenue**



**NATIONAL POT**



**INTERNATIONAL  
POT**



# NATIONAL DISTRIBUTION KEY

# PREVIOUS NATIONAL DISTRIBUTION KEY



1

Pillar

**Standing**

**70%**

#### Calculation:

- Point allocation from 1 (last in Bundesliga 2 (BL 2)) to 36 (German Champion) on basis of final league rank
- Weighting factor of the points within the last five seasons: 5:4:3:2:1
- Determining the rank on the basis of the weighted points
- Table for Bundesliga (BL, 1-18) and BL 2 (19-36) is determined separately

2

Pillar

**Competition**

**23%**

#### Calculation:

- Determined analogous to 5-Year-Ranking (see Performance Pillar) with 2 exceptions:
- Table is determined jointly for BL and BL 2 (1-36)
- No first league club is graded below rank 24, no second league club above rank 13

3

Pillar

**Sustainability**

**5%**

#### Calculation:

- Point allocation from 1 (last in BL 2) to 91 (German Champion) on basis of final league rank
- Allocation of 1-18 pts. in BL 2 and 19-91 pts. in BL corresponds to ratio 80/20
- Same weighting of all points within the last 20
- Determining rank on basis of sum of points
- Table is jointly determined for BL and BL 2 (1-36)

4

Pillar

**Youth talent**

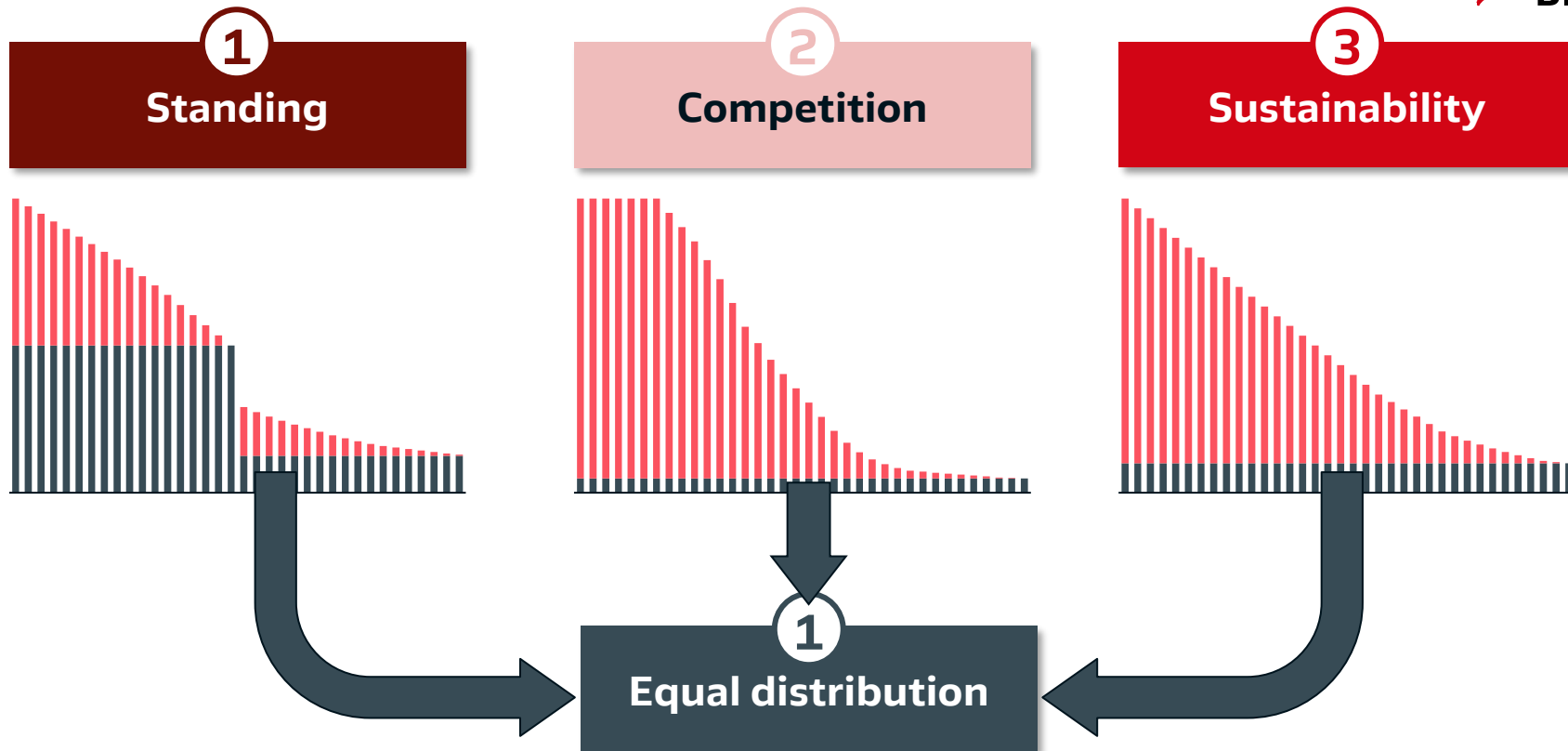
**2%**

#### Calculation:

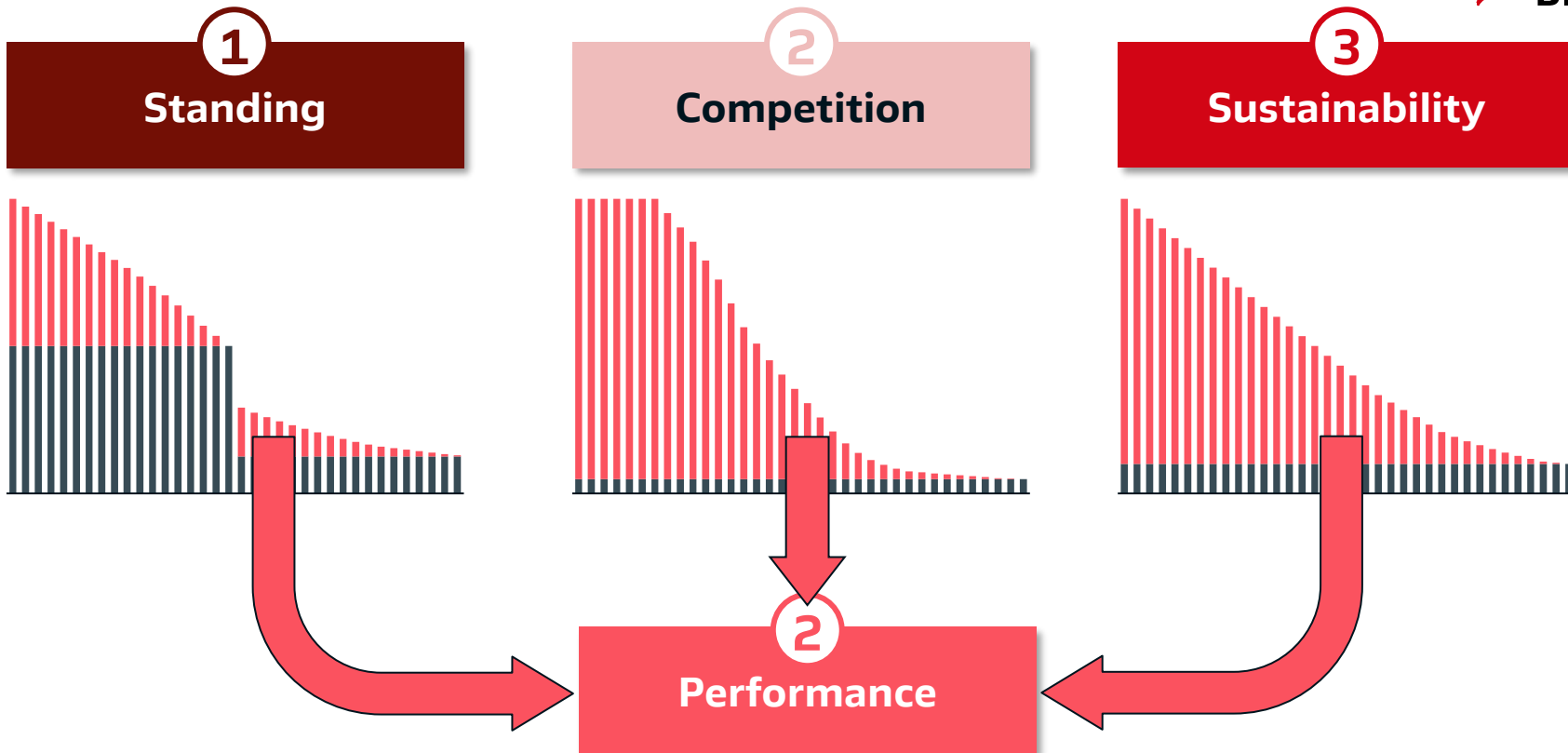
- Minutes played of club-trained U23 professional player<sup>1</sup> in current season
- Consideration of all matches up to and including the season in which the player turns 23
- No consideration of relegation matches and additional times
- Players from abroad have to be registered before the age of 18

1) Players must have local player status in the relevant match. Minutes played as a contract player / amateur before switch to professional status are not included.

# EQUAL DISTRIBUTION IN THE CURRENT PILLARS



# PERFORMANCE IN THE CURRENT PILLARS



# NEW NATIONAL DISTRIBUTION KEY



1

Pillar

## Equal distribution

2021-22	2023-24
2022-23	2024-25

**53%** **50%**

### Calculation:

- Depending on affiliation with Bundesliga or Bundesliga 2, clubs within the respective leagues will receive the same amount.

2

Pillar

## Performance

2021-22	2023-24
2022-23	2024-25

**42%** **43%**

### Calculation:

- 24.5% or 23% distributed according to separate 5-year table
- 17% or 19% distributed according to joint 5-year table
- 0.5% or 1% distributed according to separate 10-year table

3

Pillar

## Youth talent

2021-22	2023-24
2022-23	2024-25

**3%** **4%**

### Calculation:

- 2 or 2.7% distributed according to minutes played by youth players
- 1 or 1.3% distributed according to the share in training the youth players received

4

Pillar

## Interest

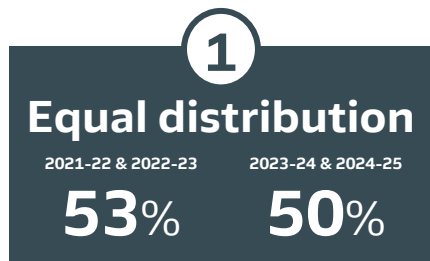
2021-22	2023-24
2022-23	2024-25

**2%** **3%**

### Calculation:

- Distribution in proportion to interest in the clubs on the basis of the Allensbach Media Market Analysis

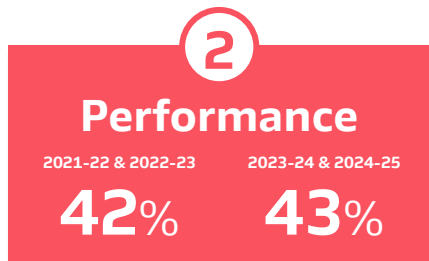
# EQUAL DISTRIBUTION PILLAR



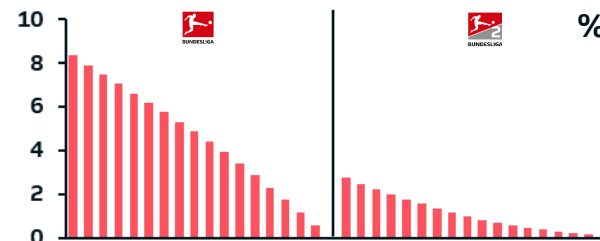
- ▶ **53%** of the national pot will be distributed equally to the clubs of the Bundesliga and Bundesliga 2 in 2021-22 and 2022-23, and **50%** in 2023-24 and 2024-25.



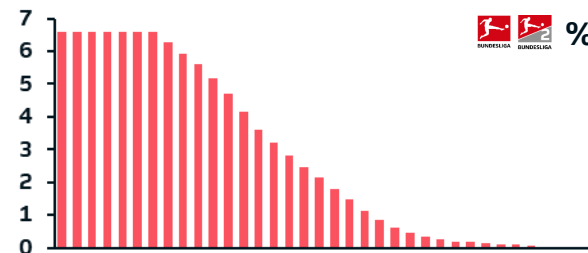
# PERFORMANCE PILLAR



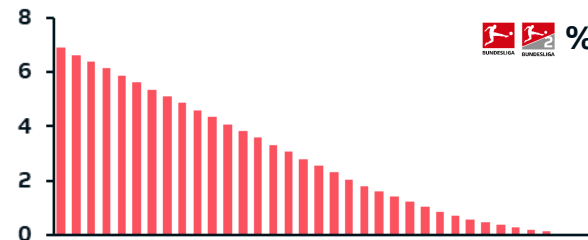
- 1** Separate 5-year table:
- ▶ 2021-22 & 2022-23: **24.5%**
  - ▶ 2023-24 & 2024-25: **23%**



- 2** Joint 5-year table:
- ▶ 2021-22 & 2022-23: **17%**
  - ▶ 2023-24 & 2024-25: **19%**



- 3** Joint 10-year table:
- ▶ 2021-22 & 2022-23: **0.5%**
  - ▶ 2023-24 & 2024-25: **1%**



# PERFORMANCE PILLAR | SEPARATE 5-YEAR TABLE



2

Performance

## Separate 5-year table

2021-22 & 2022-23

24.5%

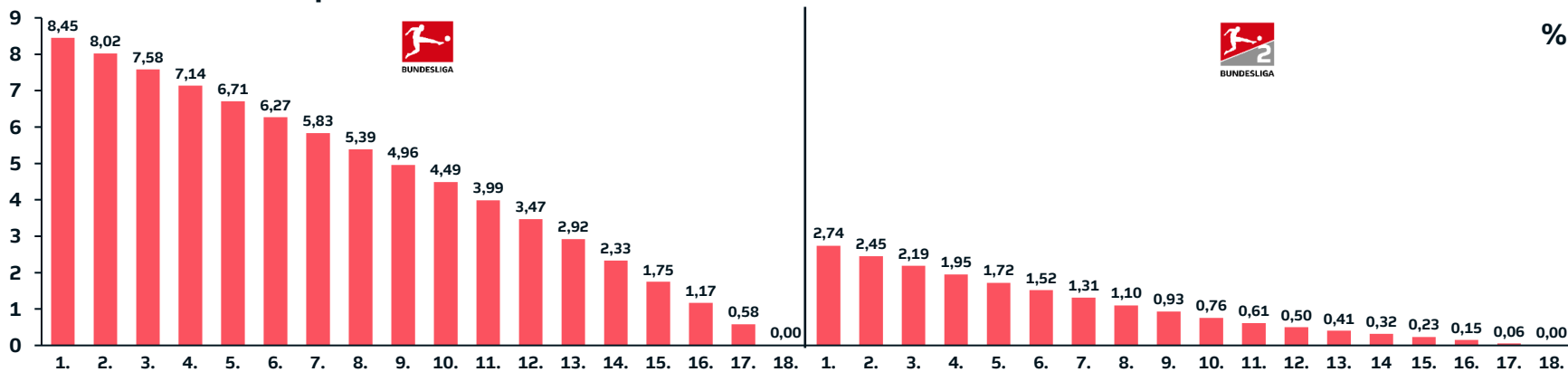
2023-24 & 2024-25

23%

## Calculation of the table

- ▶ Points awarded from 1 (last place in BL 2) to 36 (Bundesliga Champion) on the basis of final position
- ▶ Points from last 5 seasons weighted 5:4:3:2:1
- ▶ Table position calculated on the basis of weighted total points
- ▶ Table calculated separately for BL (1–18) and BL 2 (19–36)

## Shares for each table position



# PERFORMANCE PILLAR | JOINT 5-YEAR TABLE



2

Performance

## Joint 5-year table

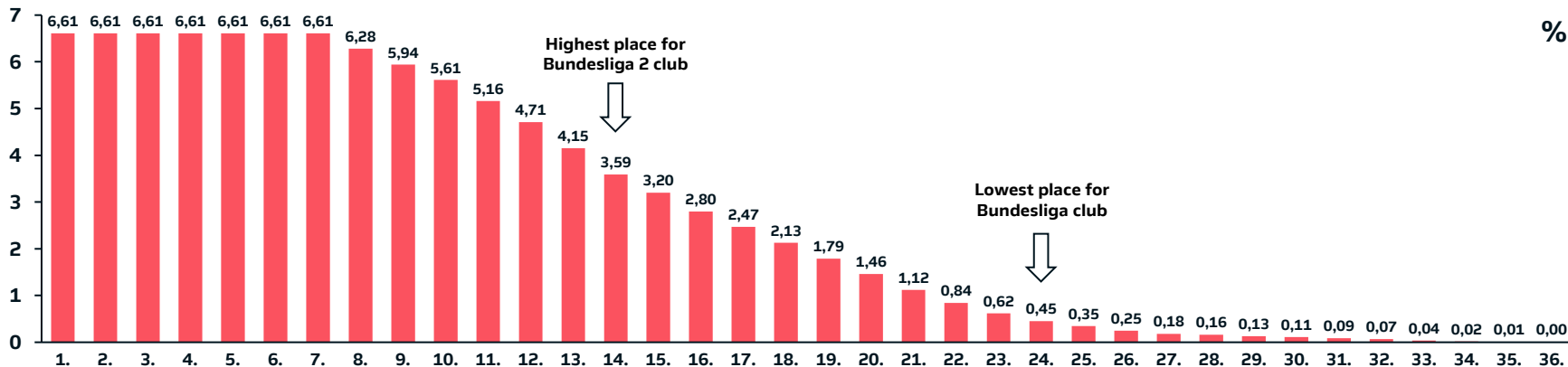
2021-22 & 2022-23
2023-24 & 2024-25

17%
19%

## Calculation of the table

- ▶ Points awarded from 1 (last place in BL 2) to 36 (Bundesliga Champion) on the basis of final position
- ▶ Points from last 5 seasons weighted 5:4:3:2:1
- ▶ Table position calculated on the basis of weighted total points
- ▶ Table calculated jointly for BL and BL 2 (1–36)
- ▶ No BL team below 24th place, no BL 2 team above 14th place

## Shares for each table position



# PERFORMANCE PILLAR | JOINT 10-YEAR TABLE



2

Performance

## Joint 10-year table

2021-22 & 2022-23

0.5%

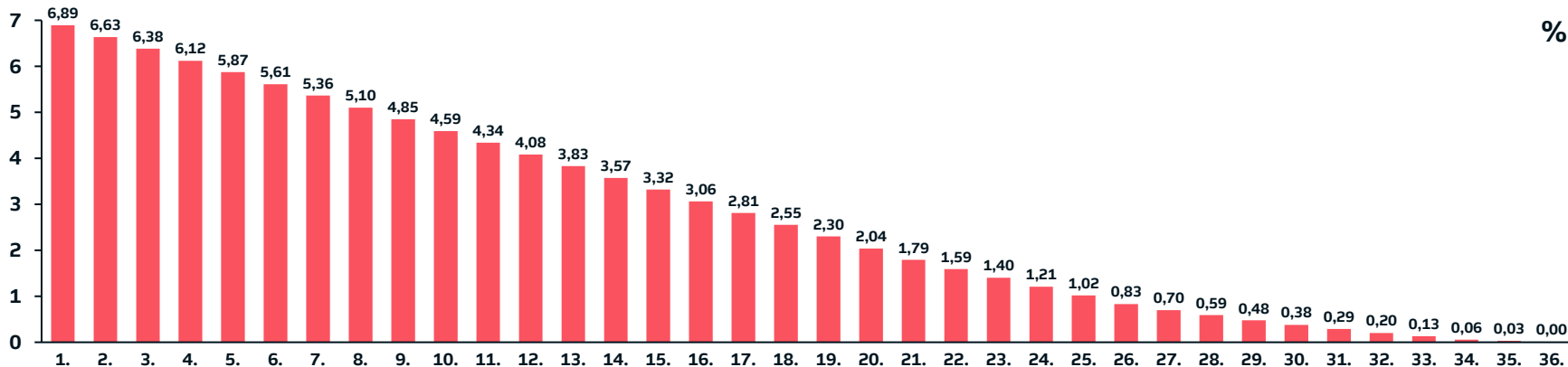
2023-24 & 2024-25

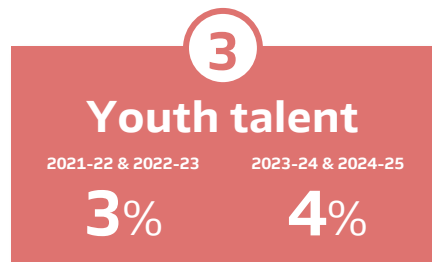
1%

## Calculation of the table

- ▶ Points awarded on the basis of final position and league affiliation
- ▶ Same weighting for all points from last 10 seasons
- ▶ Table position calculated on the basis of total points
- ▶ Table calculated jointly for BL and BL 2 (1–36)

## Shares for each table position





## Eligible youth players

- ▶ Club-trained U23 professionals<sup>1</sup> played in current season
- ▶ Players from abroad must have been registered in the season of their 15th birthday at the latest<sup>2</sup>
- ▶ All matches up to and including the season at the age of 23 are taken into account
- ▶ Play-offs and extra time are not included

2/3

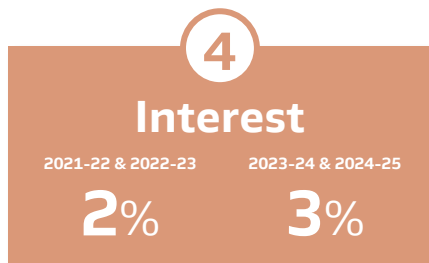
## Minutes played

- ▶ Revenue is distributed in proportion to the minutes played by U23 local players in the respective season, calculated per club

1/3

## Training

- ▶ The training period under consideration begins at the start of the season at the age of 12. The current season is not included as this is already rewarded via the minutes played.
- ▶ Only the current 36 licensed clubs and their share of training are taken into account.  
(Guidelines for recognising and funding training (Annex III of the Player Licensing Rules) no longer apply to BL or BL 2 from the 2021-22 season)
- ▶ Revenue is distributed in proportion to the total training time of all U23 local players used, calculated per club and weighted by minutes played in the respective season.



## Allensbach Media Market Analysis (AWA)

- ▶ The AWA determines interest in Bundesliga and Bundesliga 2 clubs among the German-speaking population from the age of 14 using a representative sample of around 23,000 persons surveyed.
- ▶ The survey is conducted over four cycles spread over two years (twice in spring, twice in autumn), so 2 of the survey cycles always overlap from year to year.
- ▶ Distribution is based on the overall interest in the respective club, i.e. on the basis of the sum of "*Especially interests me*" + "*Interests me, but not that much*" in proportion to the overall interest in all clubs.



# INTERNATIONAL DISTRIBUTION KEY

# PREVIOUS INTERNATIONAL DISTRIBUTION KEY



1

Pillar

**Solidarity**  
**25%**

**Calculation:**

- Equal distribution to all Bundesliga clubs

2

Pillar

**Performance**  
**50%**

**Calculation:**

- Like the UEFA club coefficient, the “DFL coefficient” tracks the performance in UEFA club competitions in the past 5 seasons
- The “DFL coefficient” is more performance-oriented than the UEFA club coefficient – for example, no bonus points are awarded for group phase participation or historical titles

3

Pillar

**Sustainability**  
**25%**

**Calculation:**

- Distribution in proportion to the number of Bundesliga clubs’ participations in UEFA club competitions
- (including qualifications) in the last 10 years

Internat. solidarity  
**Bundesliga 2**

**Calculation:**

- Fixed solidarity amount for BL 2
- Distribution according to final position in the respective season



# NEW INTERNATIONAL DISTRIBUTION KEY



1

Pillar

## Equal distribution

International

35%

### Calculation:

- Share of int. revenue less the share of Bundesliga 2
- Equal distribution to all Bundesliga clubs

2

Pillar

## Performance

International

65%

### Calculation:

- Share of international revenue less the share of Bundesliga 2
- 50% performance in UEFA club competitions in the past 5 seasons (without bonus points)
- 15% number of Bundesliga clubs' participations in UEFA club competitions<sup>2</sup> in the past 10 seasons

Share

## Bundesliga 2<sup>1</sup>

2021-22 2022-23	2023-24 2024-25
--------------------	--------------------

4%	3%
----	----

### Calculation:

- Share of int. revenue
- Distribution according to final position in the respective season

# EQUAL DISTRIBUTION – INTERNATIONAL PILLAR



1

## Equal distribution

International

**35%**

- ▶ **35%** of the international pot (less the share of Bundesliga 2) is distributed equally to the Bundesliga clubs.

# PERFORMANCE – INTERNATIONAL PILLAR



2

## Performance

International

65%

50%



### 5-year performance in UEFA club competitions (“DFL coefficient”)

- ▶ Like the UEFA club coefficient, the “DFL coefficient” tracks the performance in UEFA club competitions in the past 5 seasons.
- ▶ Compared to the old performance pillar, the calculation of the new DFL coefficient no longer includes bonus points for the attainment of further rounds in the course of UEFA club competitions.
- ▶ Distribution in proportion to the total score of all clubs.

15%



### 10-year participation of Bundesliga clubs in UEFA club competitions

- ▶ All participations in the last 10 years included. Clubs must have reached at least the group stage of a UEFA club competition.
- ▶ Distribution in proportion to the total score of all clubs.

# PERFORMANCE PILLAR | 5-YEAR PERFORMANCE IN UEFA CLUB COMPETITIONS



	 UEFA CHAMPIONS LEAGUE	 UEFA EUROPA LEAGUE	 UEFA EUROPA CONFERENCE LEAGUE
Per win in group stage	2.0	2.0	2.0
Per draw in group stage	1.0	1.0	1.0
Per win in K.O. stage <sup>1</sup>	2.0	2.0	2.0
Per draw in K.O. stage <sup>1</sup>	1.0	1.0	1.0



Club		5-year performance					Coefficient	
#	Name	19-20	18-19	17-18	16-17	15-16	No.	Share
1	FC Bayern München	22.0	11.0	18.0	12.0	18.0	81.0	23.4%
2	Borussia Dortmund	9.0	9.0	6.0	12.0	16.0	52.0	15.0%
3	RB Leipzig	14.0	5.0	12.0			31.0	9.0%
4	Borussia Mönchengladbach	6.0			8.0	4.0	18.0	5.2%
5	Bayer 04 Leverkusen	12.0	11.0		9.0	10.0	42.0	12.1%
6	TSG Hoffenheim		3.0	4.0			7.0	2.0%
7	VfL Wolfsburg	12.0				14.0	26.0	7.5%
8	SC Freiburg							
9	Eintracht Frankfurt	9.0	22.0				31.0	9.0%
10	Hertha Berlin			4.0			4.0	1.2%
11	1. FC Union Berlin							
11	FC Schalke 04		8.0		17.0	11.0	36.0	10.4%
11	1. FSV Mainz 05				7.0		7.0	2.0%
11	1. FC Köln			4.0			4.0	1.2%
11	FC Augsburg					7.0	7.0	2.0%
11	Werder Bremen							
11	DSC Arminia Bielefeld							
11	VfB Stuttgart							
Σ		84.0	69.0	48.0	65.0	80.0	346.0	100%

*No bonus points.*

*No points for wins or draws in qualification/play-offs*

1) Result before penalties

# PERFORMANCE PILLAR | 10-YEAR PARTICIPATION IN UEFA CLUB COMPETITIONS



Club		10-year participation of Bundesliga clubs in UEFA club competitions <sup>1</sup>										Coefficient	
#	Name	19-20	18-19	17-18	16-17	15-16	14-15	13-14	12-13	11-12	10-11	No.	Share
1	FC Bayern München	1	1	1	1	1	1	1	1	1	1	10	16.4%
2	Borussia Dortmund	1	1	1	1	1	1	1	1	1	1	10	16.4%
3	RB Leipzig	1	1	1								3	4.9%
4	Borussia Mönchengladbach	1			1	1	1		1			5	8.2%
5	Bayer 04 Leverkusen	1	1		1	1	1	1	1	1	1	9	14.8%
6	TSG Hoffenheim		1	1								2	3.3%
7	VfL Wolfsburg	1				1	1					3	4.9%
8	SC Freiburg							1				1	1.6%
9	Eintracht Frankfurt	1	1					1				3	4.9%
10	Hertha Berlin			1								1	1.6%
11	1. FC Union Berlin												
11	FC Schalke 04		1		1	1	1	1	1	1	1	8	13.1%
11	1. FSV Mainz 05				1							1	1.6%
11	1. FC Köln			1								1	1.6%
11	FC Augsburg					1						1	1.6%
11	Werder Bremen										1	1	1.6%
11	DSC Arminia Bielefeld												
11	VfB Stuttgart								1		1	2	3.3%
Σ		7	7	6	6	7	6	6	6	4	6	61	100%

1) Requires participation in group stage

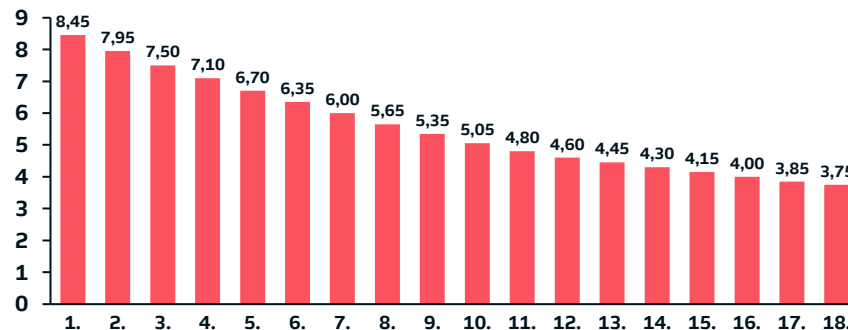
# BUNDESLIGA 2 – INTERNATIONAL SHARE



Share Bundesliga 2 <sup>1</sup>	
2021-22	2023-24
2022-23	2024-25
<b>4%</b>	<b>3%</b>

- ▶ The Bundesliga 2 clubs receive a variable share from the international pot.

- ▶ As before, distribution is according to the final position in the respective season.

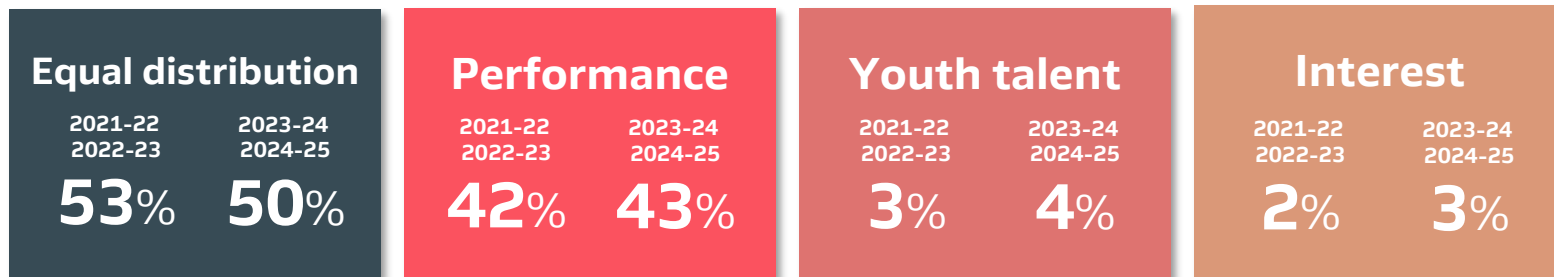


1) Deducted from the assessment basis of international revenue, before distribution to the Bundesliga clubs

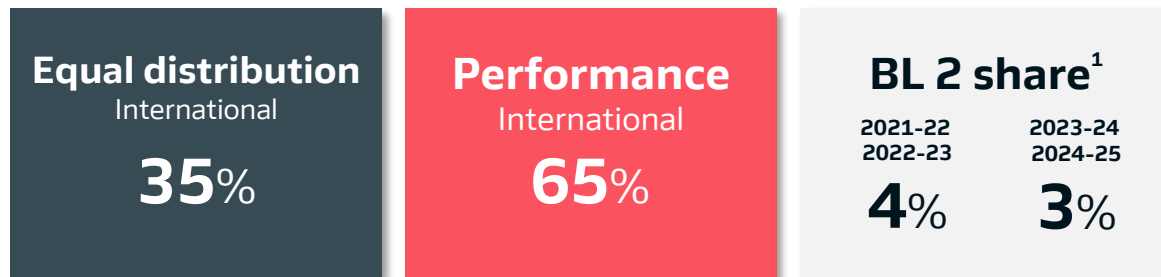
# DISTRIBUTION OF MEDIA REVENUE 2021-22 TO 2024-25



## NATIONAL



## INTERNATIONAL



1) Deducted from the assessment basis of international revenue, before distribution to the Bundesliga clubs