



RELEASE

Frankfurt, March 10, 2023

SKY Mexico offers individual Bundesliga broadcasts to its customers

SKY Mexico is utilising the Interactive Feed as of now, giving Bundesliga fans in Mexico and Central America the ability to curate their individual broadcast experience, according to their preferences. The award-winning service allows viewers to configure their own customised Bundesliga conference, receiving key updates and replays from selected matches in real time and the ability to replay highlights whenever they want. Furthermore, the Interactive Feed incorporates clickable graphics and live match data, such as Bundesliga Match Facts Powered by AWS, to ensure each experience is tailor made.

The interactive live experience was developed by the DFL Group, with the participation of TeraVolt, which modified and enhanced the AI-based Software-as-a-Service platform TVXRAY for Bundesliga broadcasts especially for this purpose, as well as Amazon Web Services (AWS), who provide the infrastructure such as streaming, hosting and data solutions.

The integration of the Interactive Feed is the latest step in an outstanding long-term partnership between DFL and SKY Mexico to bring the Bundesliga in a state-of-the art manner closer to fans. In May 2022, Bundesliga International, the DFLs’ subsidiary for marketing the international audiovisual media rights to Bundesliga and Bundesliga 2 matches, and **SKY Mexico agreed a four-year extension**, ensuring that Mexico’s leading subscription-TV service remained the go-to place for Bundesliga coverage in Mexico and Central America.

After the introduction of the Interactive Feed in Asia (by SKYperfecTV in Japan) and Europe (by network 4 in Hungary), SKY Mexico now is the first broadcaster in the Americas to hand control of the broadcast experience over to the fans. Mexico, the home country of the broadcaster, is one of the hosts of the FIFA World Cup 2026. In May 2022, the **DFL entered a strategic league cooperation with the Liga MX**, the professional sector of Federación Mexicana De Fútbol Asociación A.C. (FMF). The objective of this mutually beneficial collaboration is, amongst others, to advance the overall football fan basis. DFL and Liga MX do so by strengthening the local role of football, further positioning the Liga MX as the core domestic league and the Bundesliga as an important foreign league advancing the respective football fan basis, through joint initiatives and regularly sharing expertise across the fields of sports, fan engagement, business and marketing.

03 | 2023

Media Contact

Christopher Holschier
Head of Internal
Communications & Innovation
Communications
T +49 69 / 6 50 05-333
E presse@df1.de

Media Center

Releases, accreditation forms
and further informations.



DFL Deutsche Fußball Liga

Guillettstraße 44-46
D-60325 Frankfurt/Main
W df1.de
T [@DFL_Official](https://twitter.com/DFL_Official)
in [DFL-Official](https://www.linkedin.com/company/DFL-Official)
Y [DFL](https://www.youtube.com/DFL)

