



RELEASE

Frankfurt, July 2, 2025

DFL and Schwarz Group companies form strategic alliance

2 July 2025 – The DFL Deutsche Fußball Liga and the companies of the Schwarz Group are entering into a forward-facing partnership and will cooperate in selected strategic areas in future. The aim is to sustainably strengthen and further develop German professional football with the significant involvement of the companies of the Schwarz Group – initially with the following priorities:

Media marketing

Both the companies of the Schwarz Group and the DFL have reached a basic agreement with Axel Springer SE and Christian Seifert on an investment in the sports streaming provider Dyn Media. The implementation of the investment is subject to regulatory approval. The companies of the Schwarz Group will acquire a stake of around 42.5 per cent, while the DFL will hold a stake of around 6.5 per cent in future. Other shareholders in Dyn Media are Axel Springer and founder Christian Seifert.

The companies of the Schwarz Group see sport as an important communication platform and are bringing digital solutions and end customer reach in 32 countries to the planned strategic partnership with Dyn Media.

In view of changes in media markets and changing media usage behaviour, the DFL is creating the basis for a strategic, global marketing option for the Bundesliga and Bundesliga 2. The investment offers the opportunity, in addition to media rights awards and partnerships with media companies, to implement and distribute broadcast-ready products together with Dyn Media as a technical service provider if required. The Executive Board of DFL e.V. and the Supervisory Board of DFL GmbH have unanimously approved the investment.

Sustainability

In future, the companies of the Schwarz Group and DFL will work together on the further development and implementation of concrete measures in the area of sustainability.

As one of the largest retail groups in the world, the companies of the Schwarz Group take their responsibility towards the environment and society seriously. Circular economy is a fundamental part of their commitment to sustainability. As a full-service environmental service provider and a company of the Schwarz Group, PreZero makes a significant contribution to promoting circular systems.

The Bundesliga and Bundesliga 2 are taking their responsibility seriously with regard to the relevance of sustainability – both at a broader league level and in their core business. The DFL is the first major sports league to anchor a binding sustainability policy in its licensing regulations, taking into account all dimensions – ecological, economic and social.

The strategic alliance enables Bundesliga clubs to take advantage of optional services from PreZero, including resource conservation at the 36 stadium locations, training centres and offices. In this way, the DFL is creating an additional service offering for Bundesliga and Bundesliga 2 clubs.

The respective participation in Dyn Media and the cooperation in the area of sustainability are the first groundbreaking steps in the partnership – with the clear intention that more will follow. The DFL and the companies of the Schwarz Group will explore additional opportunities for cooperation.

DFL CEO Marc Lenz on the partnership: "The strategic alliance with the companies of the Schwarz Group strengthens the further development of Bundesliga and Bundesliga 2. We are responding to changing conditions and tackling key issues – including in the media and sustainability sectors – together. As a global flagship of the German economy, the companies of the Schwarz Group have created a strong ecosystem that benefits clubs and the DFL. Following the excellent exchange over the past few months, we are looking forward to this new approach and are confident that we will make further progress together."

DFL CEO Steffen Merkel on the DFL's investment in Dyn Media: "Global media markets are changing, as are usage patterns. The increase in revenues from the national media rights auction secures a good economic outlook for the coming years. In addition to reliable media partnerships, it is also part of the DFL's corporate strategy and responsibility to explore new marketing options for the Bundesliga and Bundesliga 2. Through our stake in Dyn Media, we now have direct access as a shareholder to a company whose expertise and modern technical solutions we are particularly impressed by, especially for the implementation and distribution of media products."

Marc Hohenberg, Managing Director Sport Marketing & Cross Business at the Schwarz Group: "Football has the power to move masses and raise awareness of global challenges. The companies of the Schwarz Group have therefore been committed to sport as a reliable partner for many years. The collaboration combines the ideal expertise to further develop the video offering in Germany in a future-proof manner and to bring the positive values of sport to all parts of society. The strategic alliance with the DFL shows how technological innovation and sustainable thinking can go hand in hand to shape the future of sport in a responsible and competitive manner."

Marcus Sagitz, Managing Director of Marketing & Corporate Affairs at PreZero: "Sustainable action also means positioning yourself for future resilience and securing existing business models. The circular economy can and will play a key role in this. Together with the DFL, we want to take responsibility for the circular transformation of sport, industry and society. Both PreZero and the DFL are thus continuing on their ongoing, ambitious path towards achieving and further developing sustainability goals. Together, we want to send a strong signal for the circular economy and resource conservation in the Bundesliga."

About the Schwarz Group

The Schwarz Group is a leading international retail group with around 14,200 stores and approximately 595,000 employees. In the 2024 financial year, the companies of the Schwarz Group generated total sales of 175.4 billion euros. With their unique ecosystem, they cover the entire value chain: from production and retail to recycling and digitalisation. They create solutions that make life today and in the future more sustainable, healthier and safer – they act ahead of the curve.

Lidl and Kaufland are the pillars of food retail and are an integral part of everyday life for customers in 32 countries. Many private label products and sustainable packaging come directly from Schwarz production. The environmental services provider PreZero promotes a functioning circular economy with its recycling management and thus invests in a clean future. As the IT and digital division, Schwarz Digits offers impressive digital products and services that meet high German data protection standards, guaranteeing maximum digital sovereignty. As a partnership-based service provider, Schwarz Corporate Solutions supports the companies of the Schwarz Group in all areas from administration and human resources to operational activities.

- [Click here to read the news article on dfl.de](#)

15 | 2025

Media Contact

Tobias Kaufmann
Director Communications
T +49 69 / 6 50 05-333
E presse@dfl.de

Media Center

Releases, accreditation forms and further informations.



DFL Deutsche Fußball Liga

Guillettstraße 44-46
D-60325 Frankfurt/Main
W dfl.de
X @DFL_Official
in DFL-Official
v DFL

