

## beIN SPORTS secures Bundesliga's television rights beginning 2015-2016 season

beIN MEDIA GROUP and DFL Deutsche Fußball Liga have reached a global media rights deal beginning with the 2015-2016 season that will make the German league available to "hundreds of millions" of fans across Middle-east & North Africa, France and Australia. The contract will run for five years, apart from France, where it is two years.

Beginning in the 2015-16 season, the deal includes all 306 Bundesliga matches as well as matches of Bundesliga 2, the German Supercup and the Bundesliga Relegation Playoffs. beIN MEDIA GROUP is also obtaining exclusive rights to the Bundesliga's digital distribution rights including online television services and mobile.

Nasser Al-Khelaifi, CEO of beIN MEDIA GROUP: *"Both on and off the pitch, the Bundesliga has grown to become one of the preeminent football leagues in the world. We look forward to partnering with the DFL over the next five years to leverage our global portfolio of sports channels to strengthen the Bundesliga brand around the globe."*

Joerg Daubitzer, Managing Director of DFL Sports Enterprises: *"These agreements confirm that the Bundesliga has legitimately evolved to become a top international sports media property. beIN MEDIA GROUP is a global-scale partner that provides German football with excellent opportunities for worldwide exposure and future growth. We welcome these agreements as an expression of faith in Bundesliga's continued development over the coming years."*

The star of the Bundesliga has risen over the last few years on the back of the success achieved by FC Bayern München and Borussia Dortmund; however, the league of the world champions is plush with talent and is one of the most exciting and entertaining leagues in the world. The exposure given to other clubs such as FC Schalke 04, Bayer 04 Leverkusen, VfL Wolfsburg, Borussia Mönchengladbach and others will help elevate the league to even greater heights around the world.

\*\*\*End\*\*\*

## About DFL Deutsche Fußball Liga

The organisation and marketing of professional football in Germany are the core functions of the DFL Deutsche Fussball Liga (DFL). Founded in May 2001, the DFL has a wide and multi-faceted brief, with the organization of the league schedule ensuring smooth-running, well-balanced and above all exciting competition in Germany's professional leagues. The licensing of the 36 professional clubs in the Bundesliga and Bundesliga 2 is a core element of the DFL brief and the further enhancement of the Bundesliga brand is a central pillar of DFL strategy. The continuous development and marketing of "in-house" products is part of that strategy and the DFL has accordingly long since established itself as a content provider. Strategic brand management in both a national and international context as the basis for the further growth of marketing revenues is another constituent part of the DFL's day-to-day operations. DFL Sports Enterprises is Bundesliga's commercial entity and has marketed its worldwide media rights in all 209 FIFA territories.

## About beIN MEDIA GROUP:

beIN MEDIA GROUP LLC, incorporated in January 2014, became the official owner of the global sports network, beIN SPORTS. beIN SPORTS as a brand was first launched in June 2012 in France. On December 31 2013 Al Jazeera Sport was officially spun off from the Al Jazeera Media Network to become beIN SPORTS. Today beIN SPORTS has 36 channels worldwide and broadcasts across the Middle East, North Africa, Europe, North America and Asia Pacific. For more information on beIN MEDIA GROUP, please contact the Media Office: Tel: +974-4457-7419 e-mail: [mediaoffice@beinsports.net](mailto:mediaoffice@beinsports.net) or visit [www.beinmediagroup.com](http://www.beinmediagroup.com)