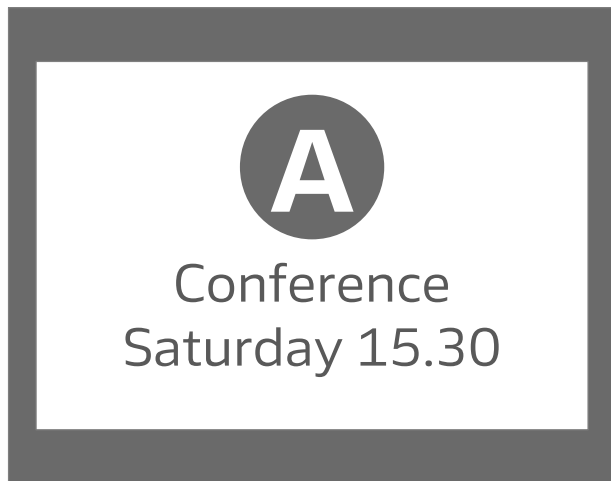




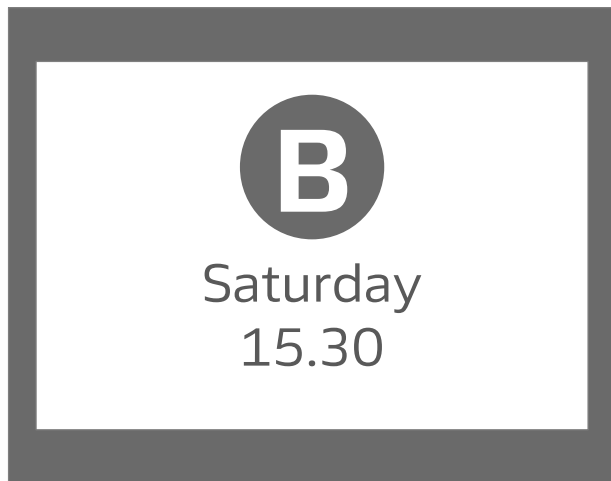
BUNDESLIGA TENDER 2020.

Frankfurt, June 22 2020.

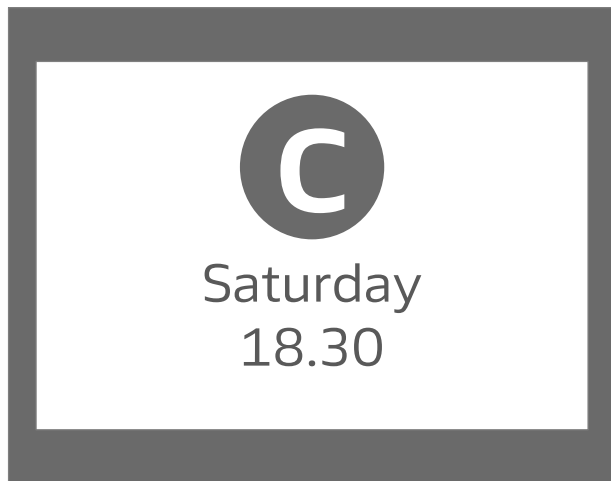
RIGHTS PACKAGE A



RIGHTS PACKAGE B



RIGHTS PACKAGE C



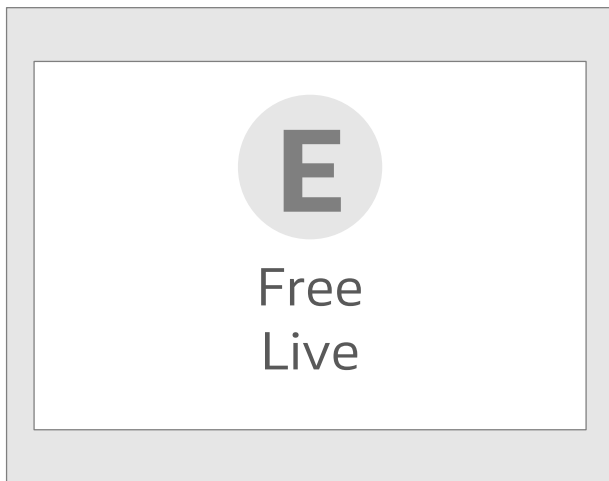
RIGHTS PACKAGE D



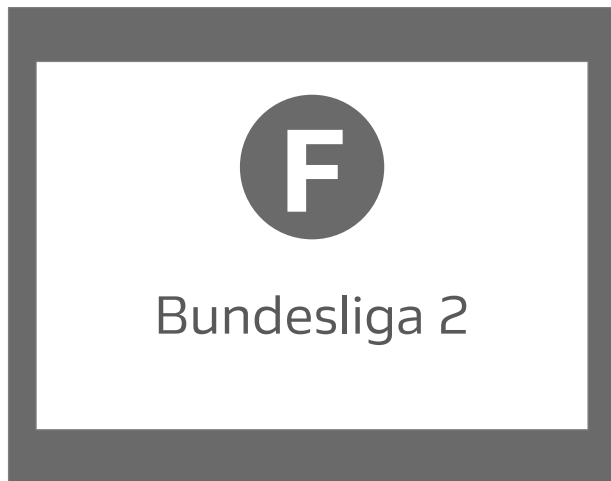
D
Friday
and Sunday



RIGHTS PACKAGE E



RIGHTS PACKAGE F



RIGHTS PACKAGE G



Bundesliga 2
Saturday 20.30

Free

Pay

*sport***1**

sky

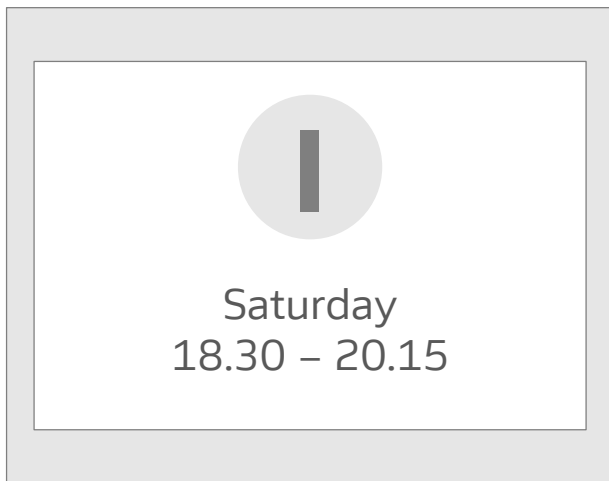
RIGHTS PACKAGE H



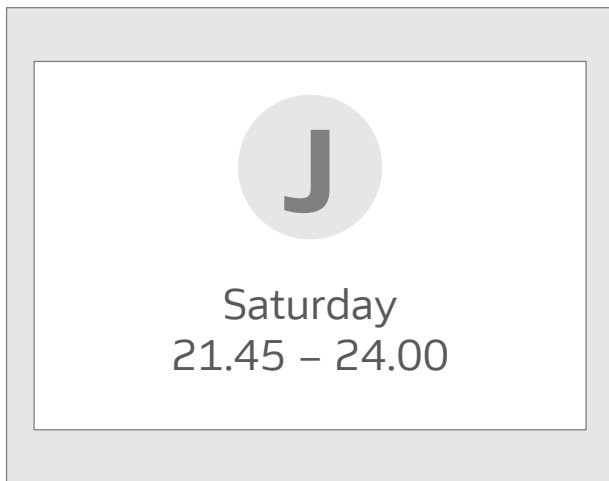
Bundesliga 2
Friday 22.30 – 24.00
Sunday 18.45 – 21.15



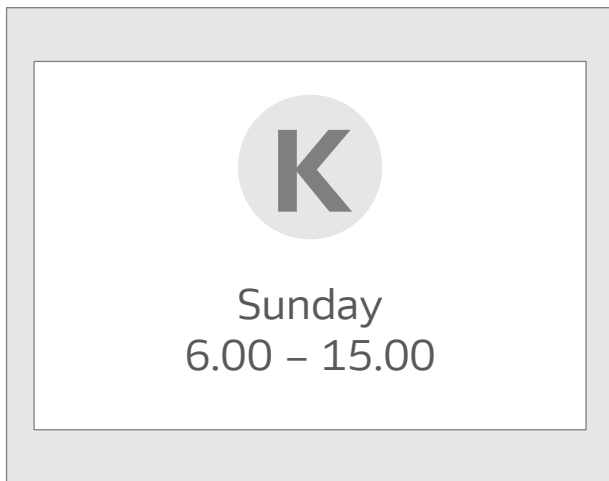
RIGHTS PACKAGE I



RIGHTS PACKAGE J

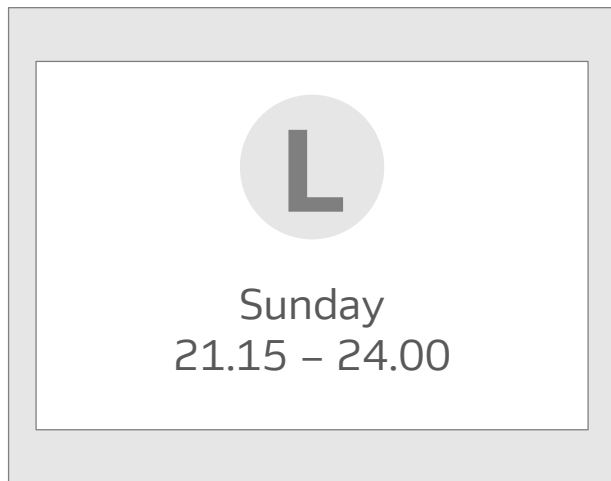


RIGHTS PACKAGE K



*sport***1**

RIGHTS PACKAGE L

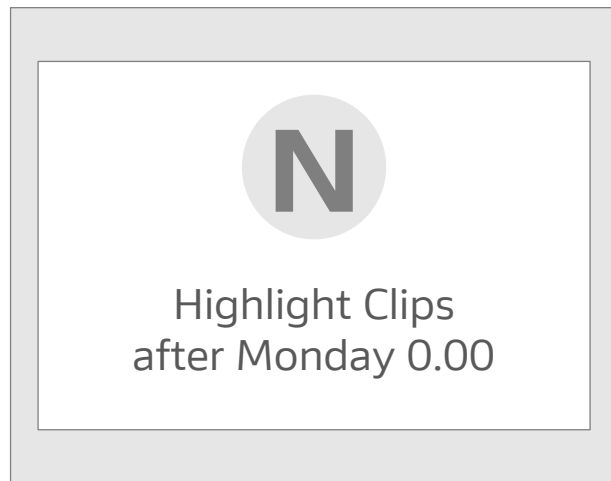


RIGHTS PACKAGE M



axel springer_

RIGHTS PACKAGE N



RIGHTS PACKAGES AUDIO

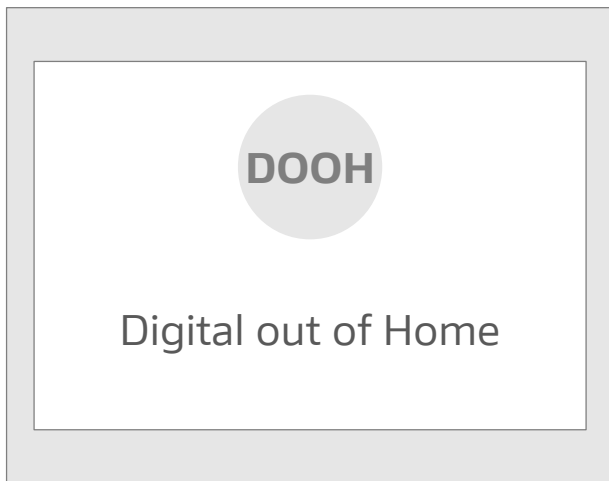


Broadcast

Netcast



RIGHTS PACKAGE DOOH



axel springer_

RIGHTS PACKAGES LIVE



A	Pay	Conference Saturday 15.30	
B	Pay	Saturday 15.30	
C	Pay	Saturday 18.30	
D	Pay	Friday and Sunday	
E	Free	Free Live	
F	Pay	Bundesliga 2	
G	Pay + Free	Bundesliga 2 Saturday 20.30	

RIGHTS PACKAGES HIGHLIGHTS



H	Free	Friday 22.30 – 24.00 Sunday 18.45 – 21.15	ARD 1
I	Free	Saturday 18.30 – 20.15	ARD 1
J	Free	Saturday 21.45 – 24.00	2DF
K	Free	Sunday 6.00 – 15.00	sport1
L	Free	Sunday 21.15 – 24.00	ARD 1
M	Pay	Highlight Clips after end of match	axel springer
N	Free	Highlight Clips after Monday 0.00	ARD 1 sport1 2DF

AVERAGE REVENUE PER YEAR



1.1 bn €



BUNDESLIGA TENDER 2020.