

ANNOUNCEMENT



Frankfurt, Germany, 14 January 2018

SportTV secures Bundesliga rights for Iceland

- **SportTV named Iceland's home of the Bundesliga**
- **Three-season contract agreed until 2020/21**
- **Partnership includes audio-visual rights to Bundesliga and Bundesliga 2**

Bundesliga International has agreed a partnership with SportTV which will see the Bundesliga and Bundesliga 2 broadcast across their platforms in Iceland for the next three seasons, until 2020/21.

By granting SportTV exclusive audio-visual rights, the Bundesliga will be the free-to-air broadcaster's lead property, as their OTT and IPTV services become the home of Germany's top-flight leagues in Iceland.

With live coverage each week, this will give fans the opportunity to watch global icons such as Bayern München's Robert Lewandowski, wonderkids like Borussia Dortmund's Jadon Sancho, and FC Augsburg's all-time Bundesliga top scorer and Iceland star Alfred Finnbogason.

This is the latest broadcast partnership secured by Bundesliga International, with licensing agreements in place in all 211 FIFA member states.

Speaking about this, Bundesliga International CEO Robert Klein said: "The three-season partnership with Iceland's SportTV is yet another indication of the global popularity of the Bundesliga. Fans across Iceland really appreciate pure, authentic football, evident in the performance of their fantastic national team at recent tournaments. With the Bundesliga sharing similar qualities, Iceland's football fans will be able to enjoy football as it's meant to be. Through SportTV's free-to-air and multiple digital platforms, we're delighted that fans in Iceland will now have easy access to world-class Bundesliga action week in, week out."

SportTV CEO Sigmundur Lárusson added: "We at SportTV are delighted to have reached an agreement on the quality content that the Bundesliga provides and look forward to the first live broadcast in January after the winter break on Friday 18 January with TSG Hoffenheim vs FC Bayern München. We will, for the next two and half years, provide vast coverage each weekend by offering the fans five to six live games per round and together with Bundesliga strive to develop its footprint in Iceland."

Follow all the latest Bundesliga action on [Bundesliga.com](https://www.bundesliga.com) and via the official [Facebook](#), [Twitter](#) and [Instagram](#) channels.

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NOTES TO EDITORS

About the Bundesliga

The Bundesliga is the premier professional association football league in Germany and the football league with the highest average stadium attendance worldwide. The league was established in 1963 and comprises 18 teams which operate on a system of promotion and relegation with the Bundesliga 2. The Bundesliga is broadcast on television in over 200 countries and is operated by Deutsche Fußball Liga (DFL).

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