



Frankfurt, Germany, 22 January 2019

Sport 24 delivers Bonanza Bundesliga Weekend live this January

Airline and cruiseline passengers are set for a feast of German football at the end of January when no fewer than six games from the Bundesliga will be shown live on Sport 24 and Sport 24 Extra.

In one of the most exciting Bundesliga season’s for some time, the IMG owned and operated channels will be showing live coverage of a number of key matches this weekend. Featured on over 700 planes all over the world, including German national airline Lufthansa, between 25-27 January passengers can watch Hertha Berlin v FC Schalke 04, Borussia Dortmund v Hannover 96, Borussia Mönchengladbach v FC Augsburg, SV Werder Bremen v Eintracht Frankfurt, Bayern München v VfB Stuttgart and Fortuna Düsseldorf v RB Leipzig.

The Bundesliga Weekend on Sport 24 will be accompanied by a wide-ranging social media campaign aimed at informing passengers about the opportunity to watch Germany’s world-class footballing action from 30,000 feet or on the high seas. As part of this, fans will be able to enter a draw to win a money-can’t-buy Bundesliga experience for them and a friend by engaging with Sport 24’s [Twitter](#) or [Facebook](#) channels.

Richard Wise, SVP, Channels and Content, IMG Media, said: “With Bundesliga being recognised as one of the most atmospheric leagues on the planet, with the highest average stadium attendance worldwide and the highest number of goals per game of the top five European leagues, we are delighted to be broadcasting live coverage of six games over three days. Our portfolio now includes 13 prestigious airlines worldwide, and we are especially excited for our passengers on Lufthansa, being the largest German airline, to not miss out on any outstanding live action.”

Bundesliga International CEO Robert Klein added: “This weekend, Sport 24 takes our league to new heights, giving fans travelling across the world increased access to the highest scoring top-flight league in Europe. This is the latest highlight in what has been a very positive relationship we have built with IMG since 2012, which has seen up to 160 live Bundesliga matches plus preview and highlight shows broadcast each season across their channels. With such initiatives we continue to push the boundaries of innovation as we seek to bring our league to as many people as possible through various different formats and platforms.”

In addition to Bundesliga, Sport 24 shows live action from many other global sporting federations including the UEFA Champions League, FIFA World Cup, Premier League, NBA, NFL, all Tennis Grand Slams, all Golf Majors, and Olympic Games.

Sport 24 and Sport 24 Extra is owned and operated by IMG. It is produced by IMG Studios at their best-in-class broadcast facility, just outside of London, UK.

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NOTES TO EDITORS

About IMG

IMG is a global leader in sports, fashion, events and media, operating in more than 30 countries. The company manages some of the world’s greatest sports figures and fashion icons; stages hundreds of live events and branded entertainment experiences annually; and is a leading independent producer and distributor of sports and entertainment media. IMG also specializes in sports training and league development, as well as marketing, media and licensing for brands, sports organizations and collegiate institutions. IMG is part of the Endeavor network.

About 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.

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