



## Bundesliga International and Sportradar announce long-term extension of exclusive partnership

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**FRANKFURT, GERMANY & ST GALLEN, SWITZERLAND – 26 February 2024** - Bundesliga International, a subsidiary of DFL Deutsche Fußball Liga, and Sportradar (NASDAQ: SRAD) today announced the extension and expansion of their global partnership for an additional six years, through to the end of the 2031-2032 season. Over the course of the extended agreement, the two parties will collaborate on bringing to market innovative data and audiovisual products that enhance the offering for fans around the world.

The current partnership was scheduled to conclude at the end of the 2025-2026 season. However, with this early renewal, Sportradar receives the rights to:

- Sublicence video content from Germany's top two divisions to its global network of sportsbook clients;
- Collect and exclusively distribute live match data for betting purposes, collaborating with Bundesliga and its stakeholders on an aligned approach for media data (from the start of the 2025-26 season);
- Provide betting and streaming rights for all matches in the WOW Virtual Bundesliga, the DFL's esports offering;
- Expand the product and enhance the scope of Sportradar's Virtual Sports Bundesliga, the company's one of a kind interactive gaming experience;
- Further combat match-fixing, with the inclusion of education and prevention services, in addition to the existing bet monitoring through Sportradar's Universal Fraud Detection System (UFDS), reinforcing both partners' commitment to integrity.

This extended agreement continues Sportradar's status as the official provider of betting and streaming rights for the Bundesliga and Bundesliga 2 (outside of the DACH region) and includes other DFL properties such as the German Supercup and each season's relegation playoff matches. It also enhances Sportradar's position to collect and distribute official data.

As two leaders in the advancement of sports technology, innovation is a key pillar of the partnership. Both parties are committed to developing exciting new products and services to engage the market and create immersive experiences for sports fans across the globe.

Peer Naubert, Bundesliga International Chief Marketing Officer, said: "The Bundesliga has long been regarded globally as a frontrunner when it comes to cutting edge innovation, and our long-term partnership with Sportradar continues to reflect this. From the start, we have been aligned in pushing the boundaries of technology for the benefit of the fan, and this early prolongation, which by the end will take us to more than 25 years of collaboration, is an outcome of the trust and excitement we share for the future."

Moritz Gloeckler, Sportradar SVP Rights and Strategic Projects said: "We are the ideal partner to work with the Bundesliga in widening and deepening their fan base through the development of new AV and data-driven products, using the latest technologies such as augmented streaming and AI. This agreement aligns with our broader strategy to selectively invest in long term rights across key global sports which enable the continued innovation and enhancement of our offerings for our clients. We look forward to many years of partnering with the Bundesliga to redefine the soccer fan experience."

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

### About Bundesliga International

Bundesliga International is a full subsidiary of the DFL Deutsche Fußball Liga and responsible for connecting and inspiring football fans around the globe. Its main focus is to drive internationalisation by driving passion for the Bundesliga with contagious content using the highest technical innovation standards. Bundesliga International is marketing the audiovisual, sponsorship (partnership) rights, brand and digital licenses through a global network of 80 partners.

### About the Bundesliga

The Bundesliga is the premier professional association football league in Germany. Established in 1963, the Bundesliga is comprised of 18 teams which operate on a system of promotion and relegation with the Bundesliga 2.

### About Sportradar

Sportradar Group AG (NASDAQ: SRAD), founded in 2001, is a leading global sports technology company creating immersive experiences for sports fans and bettors. Positioned at the intersection of the sports, media and betting industries, the company provides sports federations, news media, consumer platforms and sports betting operators with a best-in-class range of solutions to help grow their business. As the trusted partner of organizations like the ATP, NBA, NHL, MLB, NASCAR, UEFA, FIFA and Bundesliga, Sportradar covers close to a million events annually across all major sports. With deep industry relationships and expertise, Sportradar is not just redefining the sports fan experience, it also safeguards sports through its Integrity Services division and advocacy for an integrity-driven environment for all involved.

For more information about Sportradar, please visit [www.sportradar.com](https://www.sportradar.com)

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