



PRESS RELEASE

SpoBiS 2012: DFL boss Christian Seifert announces further opportunities for special advertising forms in the ongoing media rights tender

Düsseldorf, February 14 2012 – Chairman of the DFL Management Board, Christian Seifert, announced at SpoBiS 2012 that the German Football League wished to create further opportunities for special advertising forms in the ongoing tender for audiovisual media rights.

“We have obviously also considered the topic of special advertising forms,” Seifert revealed during his Main Stage appearance in the CCD Congress Centrum Düsseldorf. In the past, the DFL has perhaps acted too much like a guardian of the Holy Grail. “You can’t want greater competition and more bidders on the one hand and set rigid restrictions regarding refinancing of the rights on the other,” Seifert explained.

Thus the DFL wants to be considerably more liberal with regard to special advertising forms this time round, both in the live and highlights segments. “With regard to highlights reporting, we also hear that our partner, the ARD, isn’t in a position to refinance the rights through advertising. We can understand this – in part, at least,” Seifert said. Hence there will be the option of refinancing these better than in the past within the packages. “The sponsors currently have relatively few options to boost their sponsorships to a great extent communicatively on television.”

Spaces are to be created for segments such as the ZDF *Sportstudio* on Saturdays and the ARD match reports on Sunday evenings, among others, during which advertising cannot be shown due to the late broadcasting times. The same also applies for the private broadcasters though. “This allows both the sponsors and media partners to be met half way, and they can then optimise their revenue,” says the DFL management board chairman.

One thing is for sure though: “The days in which the league came along every four years, launched a broadcast, and then sat back and had nothing more to do with the contract are over.” The league must consider how they can help their



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partners successfully implement their business model. "This applies for free and pay TV alike, as well as for the public service and private broadcasters."

Accreditation for journalists

Accreditation for journalists is once again possible at SpoBiS 2012. To express an interest, please contact Sabine Klüner at SPONSOR^S: Tel.: +49 40/ 41 33 008-57, email: kluener@sponsors.de.

Event organisers

SpoBiS GmbH

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SPONSOR^S Verlags GmbH and the ESB European Sponsoring Exchange are the SpoBiS GmbH shareholders and Summit organisers

SPONSOR^S Verlags GmbH

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ESB European Sponsoring Exchange

The ESB European Sponsoring Exchange runs the leading network in the sport and events business. The ESB network brings together companies, agencies and service providers in the sport, sponsoring and events market. The ESB has been hosting conventions such as the SpoBiS, sport.forum.schweiz and other industry gatherings since 1994.

The two companies have been jointly hosting the SpoBiS Sports Business Summit (previously known as the ISPO Sport Sponsoring Congress) at the start of each year since 2004.

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