



Contact

Katie De Paoli
Marketing&Communication
Tel. +39 3381186108
katie.depaoli@deltatre.com

FOR IMMEDIATE RELEASE

DFL brings official match data in-house in a joint venture between Sportcast and Deltatre

Partnership is First Major Deal for Deltatre since acquisition by U.S.-based Bruin Sports Capital

Torino, Italy, October 17, 2016 – DFL broadcast services subsidiary Sportcast has entered into a joint-venture with global sport media services company Deltatre to establish a new company named Sportec Solutions GmbH, based in Cologne.

The new company will be in charge of all official match data gathering, storage and distribution for Bundesliga and Bundesliga 2 matches. Innovative R&D in the football data field will also be driven forward with this joint venture.

DFL has decided to bring official match data gathering in-house as a way to create a long term innovative legacy that will give the league full control on this core asset, offering a better service for all its rights-holders and greater value going forward.

Deltatre is the ideal long-term partner because of its 30 years' experience in the sport media business, it is the official match data provider for the highest level international football federations, and is a well-established player in digital sport innovation. Building on its high-quality and innovative know-how, Deltatre will also provide comprehensive operations services as part of the deal.

Sportec Solutions will start operating live from the 2017-18 season onwards.

"The main reason for this step is the growing market expectations with respect to the scope, quality and availability of official match data both nationally and internationally," explains Ansgar Schwenken, DFL Director, Football Affairs&Supporters and a member of the Executive Committee. "German professional football would also like to highlight its role in this area as a driving force in the development of innovative content. This will be additionally supported by Deltatre skills and experience."

"DFL and Deltatre both have a long history, paired by a common strong push to innovate. We are very proud to partner on this exciting initiative and to put our experience, creativity and technology at Sportec Solutions disposal. With the goal of advancing official data solutions with

a broad range of technology, analytics and content, together we will support the DFL in bringing football to the next level. Both the DFL and our existing clients will benefit from Deltatre's growing expertise in the football data field with now major operations both in the international federations and national leagues space" said Giampiero Rinaudo, Deltatre CEO.

This exciting venture is for Deltatre, acquired by Bruin Sports Capital last July, a first major step that will see the newly created group partnering with rights-holders worldwide to provide best-in-class innovative services and new revenue opportunities.

###

About Sportcast:

Sportcast is a subsidiary of DFL Deutsche Fußball Liga GmbH that was founded in 2007 and is headquartered in Cologne, Germany. It acts as exclusive host broadcaster of the Bundesliga and Bundesliga 2. As a TV media service provider Sportcast coordinates top-class sports productions of the highest quality and all technical standards. At the same time, Sportcast supports broadcasters, associations and clubs, as well as enterprises related to the realisation of productions.

About Deltatre:

Part of the Bruin Sports Capital group, Deltatre is a global leader in the sport business providing a comprehensive range of digital and broadcast solutions for the world's largest sport events, federations, media partners and brands. With a team of around 500 people and offices in Turin, London, Manchester, Munich, Hamburg, Paris, Geneva, Miami, Mumbai, Singapore, Tokyo and Sydney, Deltatre has over 30 years' experience at the highest level of international sport. The firm's client portfolio includes UEFA, FIFA, the English Premier League, ATP World Tour, European Tour, European Athletics, NBC Universal, BBC, BT Sport, Star TV, Rede Globo, amongst others. Deltatre supports rights owners and holders in delivering multi-dimensional and multi-platform sporting coverage focusing on three different experiences: online, providing truly immersive digital user experiences; onstage, adding value for viewers on venue and on linear TV; backstage, enabling any other front-end service for those who work behind the scenes. The services provided by Deltatre range from sport media strategies, creative and design, websites, mobile apps, live streaming and OTT platforms, to the delivery of results, TV graphics and additional on venue services, as well as a comprehensive sport event management system. For more information, please visit www.deltatre.com or follow us on Twitter: @deltatre.

###