

## THE SABC ACQUIRES THE BUNDESLIGA BROADCASTING RIGHTS

Johannesburg - Tuesday, 08 September 2020 - The South African Broadcasting Corporation (SABC) is pleased to announce the acquisition of the broadcasting rights of the Bundesliga through its sports channel, SABC Sport.

SABC Sport and Bundesliga International, a subsidiary of the DFL Deutsche Fußball Liga, have reached an agreement for the Free-to-Air (FTA) broadcasting rights of the Bundesliga for the 2020-2021 and 2021-2022 seasons.

The Bundesliga FTA package is comprised of 34 matches per season, with one live match broadcast per match week, the Bundesliga "Weekly" preview show and the Bundesliga highlights show. All the live matches will be preceded by a 30min build-up, with an expert panel of analysts to provide the in-depth preview analysis for the match.

Leading up to each match weekend, SABC Sport will showcase the "Bundesliga weekly preview" show, Thursdays on SABC 3 at 20h30 starting on the 17th of September 2020. This will be an hour packed show that will bring the viewers closer to latest news from the league, team updates and looking at the upcoming fixtures.

Monday nights are billed as catchup nights of the Bundesliga, with the "Highlights show" reviewing all the goals, post-match interviews and talking points from the weekend matches, on SABC 3 at 22h30.

The Bundesliga is Germany's premier football competition and ranks among the top five football leagues in the world. It is home to the current UEFA Champions League winners FC Bayern München. It showcases world-class football talent with the likes of Bayern's Robert Lewandowski and Borussia Dortmund's Erling Haaland, as well as some of the best national team players from across Africa, including Salif Sané from FC Schalke 04, Diadie Samassékou from TSG Hoffenheim, and Edmond Tapsoba from Bayer 04 Leverkusen.

SABC Sport General Manager, Gary Rathbone, said, "There has been a significant amount of effort that has gone into making this deal happen, and we, as the SABC, are delighted to partner with the DFL in bringing football from one of the world's best leagues to viewers across the country. The Bundesliga is an attractive football proposition, which brings some of the game's most iconic football rivalries, a league displaying exquisite technique and an abundance of passion, from one of the world's great football nations. With this acquisition, SABC Sport is well on its way to delivering a diversified sport offering to South African sports fans. We understand the different needs of our audiences and commercial partners, and aims to bring more great sports content into their homes and onto their digital devices".

Robert Klein, Bundesliga International CEO, said: "With the SABC we have secured

the premium Free-to-Air broadcaster in South Africa to screen the Bundesliga over the next two seasons. We are very excited to partner with the SABC to bring Germany's top league to South Africa's vibrant, passionate community of football fans. With consistently more goals than Europe's other top leagues, we know that viewers will be hooked by the exciting brand of football played in the Bundesliga and we are excited to use this partnership with the SABC to reach more South Africans than ever before."

Each of the thirty-four (34) Bundesliga matches will be live on SABC 3 and streamed live on the SABC Sports portal, [sabcsonline.co.za](http://sabcsonline.co.za), kicking off the season with the live match between the current champions, FC Bayern München and FC Schalke 04 on Friday the 18th of September 2020 at 20h30.

Known as the "mother of all derbies" because of the fierce rivalry between the two sets of opposing fans, the Revier derby between FC Schalke 04 and Borussia Dortmund will also be available on SABC Sport, with the matches scheduled live for the 24th of October 2020 and with the return fixture set for the 20th of February 2021.

Besides the highly-anticipated season-opener, audiences will also be treated to some of the biggest clashes in club football, including "Der Klassiker", between FC Bayern München and Borussia Dortmund, which is scheduled live on the 07th of November 2020 and the returning clash on the 06th of March 2021. SABC Sport will wrap up the season with the final Matchday, which is scheduled to take place on the 22nd of May 2021.

On top of the highly-anticipated television broadcasts, SABC will also provide extensive coverage of the Bundesliga via its far-reaching radio platforms in the form of updates and match reports.