



Press release from Swiss Football League on 6 October 2016

SFL COUNTS ON PROVEN PARTNERS FOR TV AND MARKETING

The Swiss Football League (SFL) has awarded the rights to the moving images for the two professional Swiss football divisions for four more seasons to its present partner, CT Cinetrade AG. The cooperation with marketing partner InfrontRingier Sports & Entertainment Switzerland is also to be renewed for four years.

Following the SFL's awarding of the tender for exploitation of media rights to CT Cinetrade AG in June 2016, the parties have now agreed on all details of the future cooperation. The consortium CT Cinetrade AG includes Teleclub AG, operator of the TELECLUB pay TV platform. Cinetrade will still hold the exclusive video rights for the matches of the Super League and the Challenge League as of the 2017/2018 season. This partnership is to be extended by four seasons.

Thereby, Cinetrade will continue to focus on its comprehensive pay TV package on TELECLUB for the Super League, with live coverage of all 180 matches. This will now be complemented by broader exploitation on own free-to-air channels. Moreover, TELECLUB is planning for the first time a conference broadcast of matches that are played in parallel. This is enabled by the significant changes that will be made to kick-off times of the Super League.

Proven and new kick-off times

In determining these kick-off times, the SFL oriented itself in particular towards the wishes of the clubs and fans. On Saturday, two teams of the Super League will be kicking off simultaneously at 19:00. On Sunday, all three SFL matches will be commencing at the tried and tested time of 16:00. One Sunday fixture will still be broadcast across Switzerland on the channels of the Swiss Broadcasting Corporation. As before, football fans can enjoy 36 matches every season on free-to-air television.

The Near Live Clips of all goals from the Super League, as well as all roundups of matches on SFL.CH and in the official Swiss Football League app, SFL Official, will continue to be free-to-air for all fans. The Near Live Clips video telegram of goals and highlights, a mobile service offered since spring 2016 to registered users and available with only a small time delay, are a nationwide novelty and extremely popular among the fans.

Continuity in the Challenge League

In the new contract term, the Challenge League also retains the by now traditional Monday night fixture. Cinetrade will continue to show a top match from the schedule on their channels. Additionally, TV broadcasters will show highlights from the other four scheduled matches on free platforms. These will either be held on Saturday at 16:00 or on Sunday at 19:00.

"We are very pleased that the proven partnership with Cinetrade will remain in place," says President of the Swiss Football League, Heinrich Schifferle. "The broadest possible coverage of League football is paramount for the clubs and the League. This objective will undoubtedly be achieved with the solution that has now been signed." The CEO of the SFL, Claudius Schäfer, adds: "The most important steps forward from the current solution have now been taken with the striking increase in remuneration and the kick-off times. In this respect, we are very pleased to have fulfilled a significant part of the needs of our clubs and their fans."



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“The renewal for another four years of the successful cooperation with our longstanding partner, Swiss Football League, is a strong sign of confidence,” says the CEO of CT Cinetrade AG, Dr. Wilfried Heinzelmann. “From the 2017/18 season, Teleclub will further expand editorial coverage by innovative broadcasting formats, and thereby clearly position itself as the number one channel for football in Switzerland. We look forward to be able to continue offering viewers a bespoke and high-quality service in future.”

Proven marketing partnership maintained with InfrontRingier

Likewise in the area of centrally marketed sponsorship rights, the SFL has extended its cooperation with partner InfrontRingier Sports & Entertainment (IRSE) for a further four years. As before, the contract covers the title sponsorship of the two championships, perimeter advertising in the stadiums, and advertising space for the title sponsoring on the chest area of football shirts, among other aspects.

It is not yet known which partners will secure the individual sponsorship packages.

Claudius Schäfer, CEO of the SFL: “The renewal of the contract with InfrontRingier shows us the high level of interest in our product and the overall confidence of marketers in the league and its clubs. We look forward to another four years and to the realisation of exciting projects, with the aim of further increasing the attractiveness of Swiss football.”

Gian Gilli, Managing Director of InfrontRingier: “We are delighted by the trust of the SFL, allowing us to continue actively as a partner of the most popular sport in Switzerland. We feel confident that we can incorporate previous marketing successes in the already close cooperation, as well as open up new commercial opportunities.

International visibility of the SFL

The foreign broadcast rights for Swiss championships matches have been awarded for a further four years to the rights agency Lagardère Sports, which has already been working with the SFL. The package of international rights excludes neighbouring countries. The SFL’s own Broadcast Centre, which went into operation last winter in cooperation with TV production specialist NEP, offers the two partners new opportunities to bring the clubs of the Super League and Challenge League to new and internationally emerging digital platforms.

“We are pleased to be continuing our successful partnership with the Swiss Football League in the long term,” explains Nikolaus von Doetinchem, Vice President Media at Lagardère Sports. “Together with the SFL, we look forward to continuing the marketing success in the years to come. In combination with ongoing media diversification, the more advanced level of the league and the quality of television production will bring new customers worldwide for the SFL.”

Marked increase in revenue

The SFL has concluded three major contracts for the period from 2017/18 to 2020/21 in the area of central marketing of rights. The entire revenues from the sale of the three major packages will amount to around CHF 40 million per season. In contrast to today, this represents a marked increase of almost 70 percent. Added to this are direct investments in the clubs and various contributions in kind.

For reasons of confidentiality, the SFL will not be publicising figures on how the total revenues for the three contracts (Media national, Media international and Sponsoring) will be divided



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