



FOR IMMEDIATE RELEASE

Italy's Lega Serie A goes Direct-to-Consumer via an innovative partnership with OneFootball.

- **OneFootball has partnered with Lega Serie A for the inaugural 2024/2025 season to stream its new direct-to-consumer channel, *Home of Serie A*, exclusively in the UK and Ireland.**
- **Within the *Home of Serie A* channel, all 380 matches of the season will be available: Eight games per round will be readily accessible through the OneFootball platform on an exclusive basis, and the other two will be co-exclusive.**
- **Serie A fans in the UK and Ireland can watch each match for just £4.99 or choose a *Team Pass* for £79.99 or a *Season Pass* for £99.99.**
- **During the second and third rounds, OneFootball will offer a free promotion on the eight exclusive matches.**

Milan, Italy – [23. August 2024] – OneFootball and Lega Serie A have announced a groundbreaking partnership to deliver comprehensive coverage of Italy's premier football league to fans in the UK and Ireland for the 2024/2025 season. Through the newly launched *Home of Serie A*, this direct-to-consumer streaming service from Lega Serie A will provide live access to all 380 Serie A Made in Italy matches.

This landmark agreement designates OneFootball as the key distributor for Serie A in the UK and Ireland, reinforcing its commitment to enhancing global football coverage with a direct-to-consumer platform. By integrating *Home of Serie A* channel into its offerings, OneFootball continues to expand its portfolio of OTT partnerships, which already includes streaming services from Sky Deutschland, DAZN, MagentaSport, and Deutsche Fußball-Bund (DFB). The new content channels from Serie A teams, such as Napoli, complement the league's proposition on OneFootball, solidifying its role as a leading digital football media platform and paving the way for clubs, leagues, and federations to connect with domestic and international audiences.

Partnering with Lega Serie A represents a significant leap forward in OneFootball's mission to deliver an unmatched football content experience while empowering content owners to



connect directly with their audiences. Each livestream will be complemented by short-form video content, including in-match and post-match highlights and other shoulder programming, resulting in a comprehensive video experience for fans in the UK and Ireland.

Fans can purchase and stream single matches on a pay-per-view basis for £4.99 per match or choose a *Team Pass* for £79.99 or a *Season Pass* for £99.99 granting access to all the 2024/2025 season matches. With flexible streaming options available on the OneFootball platform, which includes mobile, desktop, and connected TV applications, OneFootball ensures that Serie A's thrilling action is easily accessible. Within the *Home of Serie A* all matches will be made available throughout the season: Eight games per match round will be accessible exclusively on OneFootball platform, and the remaining two will be co-exclusive.

Fans in the UK and Ireland can now start following the *Home of Serie A* channel on OneFootball. During the second and third rounds, OneFootball will offer eight exclusive matches on *Home of Serie A* channel for free. The two non-exclusive matches will be available on an accessible pay-per-view basis for £ 4.99 per match.

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About OneFootball GmbH: Founded in 2008, OneFootball is a leading media football platform for a new generation of mobile-first football fans, with plans to become the football marketplace for content, products, and services of the future. It serves over 200 million people monthly through its owned and operated platform and video distribution network, bringing fans closer to the game with breaking news, highlight clips, live streaming, and more.

OneFootball is backed by the biggest clubs in the world of football, such as Real Madrid, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus FC and the German Football Federation. OneFootball partners with more than 200 clubs, leagues, federations, players, and broadcasters to bring content to the OneFootball Platform across 194 markets and with a global video distribution network that includes around 250 premium publisher partners.

For more information about OneFootball, please visit: <https://company.onefootball.com>

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About Serie A: Lega Serie A is Italy's premier professional football league, home to some of the world's most renowned and storied football clubs. Since its inception, the league has



been a cornerstone of Italian culture and sportsmanship, captivating millions of fans worldwide with its unique brand of exceptional football. Serie A is confirmed as Europe's strongest league, taking the top spot in the UEFA Association Coefficient ranking for the 2023-24 season.

Lega Serie A organizes Serie A Made in Italy, the major football championship in Italy, as well as the Italian National Cup (named Coppa Italia Frecciarossa) and the Italian Supercup (named EA Sports FC Supercup). Lega Serie A also runs the most important youth football competitions such as Primavera 1, Primavera Cup and Supercoppa Primavera. Lega Serie A negotiates audiovisual rights collectively at international and domestic level.