

1. | NEWS RELEASE

ONEFOOTBALL GMBH - DONAUSTRASSE 44 - 12043 - BERLIN, GERMANY

1. ONEFOOTBALL

FOR IMMEDIATE RELEASE

OneFootball partners with LNPNB to launch LaB Channel on OneFootball TV, including all Serie BKT live matches and post-match highlights.

- **All Serie BKT live matches and post-match highlights from this and next season available worldwide, including Italy.**
- **Contents available via channel store on OneFootball TV, across mobile and connected applications, as well as website.**
- **Season pass for LaB Channels covers the entire 2025/26 Season, promotionally priced at €69.99 upon launch.**

Berlin/Milan (August 28, 2025): OneFootball has signed a multi-year distribution agreement with Lega Nazionale Professionisti B (LNPNB) that will see the *LaB Channel*, the league's official OTT service, made available in Italy and selected international markets for the 2025/26 and 2026/27 seasons.

The league's in-house channel provides access to every Serie BKT match live, as well as post-match highlights. The channel is now available in the channel store on OneFootball TV, available through OneFootball's mobile application.

The season pass for LaB Channel will be priced at €89.99 for the whole season, with a **promotional launch price of €69.99**. Additional pricing and packaging options might be offered over the course of the season.

This partnership allows OneFootball to further strengthen its relationships with the main stakeholders in the Italian market underlining the platform's ambition to make live football more widely accessible beyond traditional broadcasters.

OneFootball members in Italy have been among the biggest and most engaged audiences across the OneFootball ecosystem, including the OneFootball Platform and its video distribution network. The add-on LaB Channel further enriches the current multi-format Serie B coverage from other content creators on OneFootball.

"Serie BKT has a rich tradition in Italy and beyond, including an incredibly engaged fan base on OneFootball," said Yannick Ramcke, General Manager OTT at OneFootball. *"We are both proud and excited to bring the LaB Channel to our community worldwide, offering Italian fans*

a more native, accessible, and direct option to watch and follow their clubs any time, any where, and all in one place.”

Serie BKT, contested by 20 clubs, has long been regarded as one of Europe’s most competitive second divisions — including tradition-rich clubs such as Palermo, Sampdoria, Bari and Venezia.

[LINK FOR LAB CHANNEL ON THE ONEFOOTBALL MOBILE APP](#)

[LINKS TO DOWNLOAD THE ONEFOOTBALL APP ON MOBILE AND CONNECTED TVs.](#)

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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 CF, FC Barcelona, PSG, FC Bayern Munich, Borussia Dortmund, Manchester City FC, Chelsea FC, Arsenal, Olympique de Marseille, Liverpool FC, Juventus FC, the German Football Federation (DFB) and MLS. 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/news>

[linkedin.com/company/onefootball/](https://www.linkedin.com/company/onefootball/)