

## ***Extension of distribution partnership with Telekom Deutschland GmbH (MagentaSport)***

- ***MagentaSport to distribute all live matches and highlights of German 3. Liga and all live matches of Google Pixel Women's Bundesliga on OneFootball for two further seasons***
- ***Adding French Coupe de France to the scope of the partnership to mirror the full MagentaSport club football portfolio***

OneFootball is announcing the extension of its OTT distribution partnership with Germany's renowned Telecommunications and Broadcasting company, Telekom Deutschland GmbH (MagentaSport). This extension, encompassing the seasons 2023/24 and 2024/2025, marks a continued commitment to a productive and trusting alliance serving the new generation of football fans that initially began during the 2021/22 season.

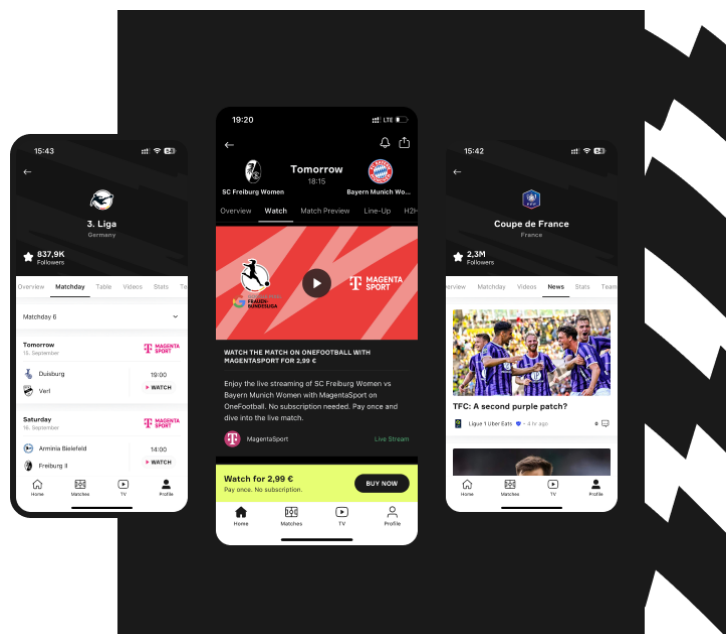
In addition to the 3. Liga and the Google Pixel Women's Bundesliga, OneFootball users will for the first time gain access to matches of the prestigious French Coupe de France. All MagentaSport live matches of the three competitions will be accessible on a flexible and instant pay-per-view basis, while highlights of 3.Liga and Coupe de France will be made available for free.

The competitions covered by this partnership add to a comprehensive live and on-demand football content portfolio that football broadcasters and leagues from around the world have already been distributing on the OneFootball Platform, seeking direct access to OneFootball's young and digitally native community.



## **ONEFOOTBALL AND TELEKOM DEUTSCHLAND EXTEND DISTRIBUTION PARTNERSHIP**

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MagentaSport's dedication to utilizing OneFootball as an additional distribution platform for its entire club football programming exemplifies the strength of OneFootball's community and advanced technical capabilities, underpinning the foundation of the partnership.

German 3. Liga already started the season with prominent and traditional clubs with significant local following, including 1860 München, Rot-Weiss Essen, Arminia Bielefeld and MSV Duisburg, among others.

Enthusiasts of women's football can start enjoying the MagentaSport live streams of the Google Pixel Frauen-Bundesliga starting this weekend, as the league kicks off on Friday with the inaugural match between SC Freiburg and FC Bayern.

**Yannick Manuel Ramcke, Head of OTT for OneFootball, says:**

We are excited to see the MagentaSport brand continuing to expand on OneFootball, further establishing itself in the forefront of our community's attention. This renewal underlines that our OTT proposition is delivering excellent results for our partners, enabling them to reach, engage, and monetize the new generation of football fans. We are particularly excited to play a part in the continued growth of women's football through our coverage of the Google Pixel Frauen Bundesliga, which has seen tremendous growth on our platform over the past seasons.

**About OneFootball:**

Founded in 2008, OneFootball is the leading football media platform for a new generation of mobile-first football fans. It serves over 200 million fans every month through its channels,, bringing fans closer to the game with breaking news, highlight clips, live streaming, and more. OneFootball partners with over 1,000 clubs, leagues, federations, broadcasters, players, brand partners, publishers and creators to bring their content to the OneFootball Platform across 194 markets, and with a video distribution network that includes around 250 premium publishers partners globally.

For more information, please visit:

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