

MEDIA RELEASE

OneFootball signs free-to-air distribution partnership with Sportradar extending K LEAGUE broadcast reach

—

Berlin, 6 August 2020. OneFootball, the world's leading football media platform announced today that it has signed a deal with Sportradar to broadcast selected matches of the Korea Professional Football League (K LEAGUE) to further grow the international coverage for South Korea's top tier.

Sportradar, the global provider of sports data intelligence, sports entertainment products and services holds the exclusive global media rights with the Korea Professional Football League (K LEAGUE). The deal will have football fans in selected markets be able to catch South Korea's prime competition, the K LEAGUE, on a free-to-air basis directly in the OneFootball app. The offer will initially be made available across France, Italy, Spain, Brazil and the United Kingdom, whilst live commentary will be provided in English. The distribution agreement includes LIVE broadcast of 2-3 K LEAGUE matches per matchday for the remainder of the 2020 season, as well as for the entire 2021 season.

With more than 44 million active users per season globally, OneFootball is the most popular digital media platform for the new generation of football fans. This distribution partnership will allow the K LEAGUE to tap into a vast userbase of young and highly engaged "mobile-first" football enthusiasts in some of OneFootball's core markets. OneFootball will work closely with the K LEAGUE and Sportradar in developing a bespoke in-app marketing strategy to enhance visibility of the offer and maximize engagement.

The cooperation marks OneFootball's first free-to-air distribution partnership to go live and completes the ultimate in-app watch experience: OneFootball's content offering now includes highlight clips and both pay-per-view and free-to-air live streaming.

Lucas von Cranach, CEO & Founder of OneFootball, said: *"We are delighted with this partnership, which will provide new opportunities and increased awareness for the K LEAGUE in some of OneFootball's key markets. Our flexible and convenient approach to in-app live streaming in combination with our very engaged userbase of football fanatics, will benefit the K LEAGUE's growth in international markets."*

Lutz Tigges, Senior Director at Sportradar, said: *"Partnering with OneFootball who, like us, are leaders in the digital field, is a tremendous opportunity to expand the audience and brand of the K LEAGUE beyond its current reach of over forty countries. Be it live coverage, highlights or short form clips, visual moving images still capture the raw emotion which is football and to have one of Asia's best leagues reach a global audience is nothing but a win-win for all of us."*

—

About OneFootball

OneFootball's goal is to fuel the world's football obsession.

Reaching more than 70 million football fans worldwide every month, across its platform and social media channels, OneFootball is the most popular football media platform for the new generation of football fans. It is the only app with a fully personalized home stream for non-stop news of your favorite club and the only company to offer single live football matches in-app on a pay-per-view basis.

In the spirit that football is more than just 90 minutes, OneFootball operates a 24-hour newsroom to provide fans across the world with the comprehensive football content they crave - from statistics and live scores of 200+ leagues and competitions worldwide to breaking news, highlight clips, transfer rumors and live streaming. Native integration from OneFootball's network of hundreds of independent content creators, clubs, federations, players and broadcasters adds an additional 13,000+ pieces of content per week.

OneFootball is available in 12 languages and is the best rated sports app in the world, based on millions of App Store and Google Play reviews.

Founded twelve years ago, the company has 220 employees at its headquarters in Berlin and regional offices in London, New York, Mexico City and São Paulo.

For more information, please visit:

- company.onefootball.com
- twitter.com/onefootball
- linkedin.com/company/onefootball/

About Sportradar

Sportradar is the global provider of sports betting and sports entertainment products and services. Established in 2001, the company occupies a unique position at the intersection of the sports, media and betting industries, providing sports federations, news media, consumer platforms and sports betting operators with a range of solutions to help grow their business. Sportradar employs over 2,000 people in more than 30 locations around the world. It is our commitment to excellent service, quality and reliability that makes us the trusted partner of more than 1,000 companies in over 80 countries and official partner of the NBA, NFL, NHL, MLB, NASCAR, FIFA and UEFA. We monitor, analyse and deliver insights from more than 400,000 matches annually across 60 sports. With deep industry relationships, Sportradar is not just redefining the sports fan experience; it also safeguards the sports themselves through its Integrity Services division and advocacy for an integrity-driven environment for all involved.