

# Press Release

## **the sportsman media group wins comprehensive rights package for La Liga**

- **All media rights for Germany and Austria**
- **Internet rights for betting companies**
- **Sponsoring and advertising rights within stadiums**
- **Internet rights for betting companies for two South American leagues**

**Munich, August 13th, 2009 – the Spanish media agency Mediapro and the sportsman media group GmbH have reached a cooperation agreement for a comprehensive media and marketing rights package. The Munich based sports rights and marketing agency acquires all media rights (TV, Internet, Mobile) Germany and Austria, as well as internet rights of the La Liga for sports betting companies for a larger number of European territories. Furthermore, the package includes the worldwide (excluding North and South America) internet rights for sports betting companies for matches of the Ecuadorian and Columbian Football leagues, as well as sponsorship and advertising rights for eleven Primera Division stadiums.**

„La Liga is one of the best Football league competitions in the world, and with the addition of Ronaldo, Kaka, and Ibrahimovic, has become an even more attractive league“, says Thomas Krohne, director of the sportsman. „We are very proud to have obtained this rights package.“

„In the past, the sportsman has proven to be extremely successful within the different marketing sectors“, says Gerard Romy, General Manager of Mediapro, “the overall offer and the approach of our German partner is what convinced us.“

### **About the sportsman media group**

the sportsman media group is a sports rights and sports marketing agency whose core business is the acquisition and distribution of media rights (e.g. television, internet and mobile rights) as well as the marketing and handling of various sponsoring projects.

To date, the sportsman media group is engaged in numerous prestigious projects such as the marketing and distribution of all media rights to the German Football Bundesliga (in selected international markets), the Austrian Football Bundesliga, the European Volleyball Champions League, the European Handball Champions League and many more.

The sponsoring activities of the Munich based agency include among others the sales of advertising for the relegation play-off matches in German soccer - between Bundesliga and 2. Bundesliga as well as between 2. Bundesliga against the new 3. Liga - for the next five seasons through to 2013. Furthermore the sportsman media group is the exclusive consultancy agency for AREVA for the planning and implementation of all measures regarding their main sponsorship of 1. FC Nürnberg.

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the sportsman is part of the sportsman media holding which also includes LAOLA1.tv - an online video platform offering background reports, highlight clips and live broadcasts from a wide variety of sport events - and unas media productions, expert in streaming services and video platform productions.