

SKY PerfecTV! × Bundesliga

SKY PerfecTV! renews broadcast/digital rights of Bundesliga for 5-years starting 20/21 season!

Partnership agreement to bring German football closer to Japanese fans



BUNDESLIGA

There's Excitement In Your Future.
SKY PerfecTV!

OFFICIAL BROADCASTER

SKY Perfect JSAT Corporation (service name: SKY PerfecTV!) has signed with Bundesliga for the next 5-seasons from 20/21 to 24/25 season. Currently SKY PerfecTV! is in the 2nd season from the current 18/19 season, which will be extended further for 5 seasons.

Bundesliga is one of the 4 major football leagues in Europe and is known as the most enthusiastic league amongst these leagues, with high attendance rates and number of goals per match. Many Japanese players have been active in the league, with star players such as Makoto Hasebe, Daichi Kamada, Yuya Osako creating impact in the top division.

The new partnership will expand beyond media rights, where both parties have agreed to execute joint promotion projects and marketing opportunities to further grow the league within Japan.

SKY PerfecTV! will be carrying out active fan communication promotions to connect Bundesliga and its' Japanese fans. Plans include pre-season matches with Bundesliga teams, Bundesliga Ambassador events, or merchandising Bundesliga products.

In addition, SKY PerfecTV! will mediate Bundesliga to Japanese companies, to support further relations between Germany and Japan.

[Eiichi Yonekura, Representative Director, President & Chief Executive Officer SKY Perfect JSAT Corporation]

“We are honored to have been able to broadcast/distribute one of the most prestigious leagues for the past 2 seasons. During this time, we realized and sympathized with the Bundesliga its’ values and potential, and have decided to further pursue our partnership.

We will cooperate with Bundesliga in order to showcase to the Japanese fans the various attractions the league has, which are not limited to broadcasting and digital distribution. This will include collaboration with third parties to further enhance the value of Bundesliga. As a new sports business opportunity, we are looking forward to promote new initiatives.”

[Robert Klein, CEO Bundesliga International]

“SKY Perfect JSAT Corporation has been integral on our journey to connecting with Japanese fans. The Bundesliga continues to be a fantastic platform for Japanese national team players to become stars known around the world, and we particularly value our relationship with the Japanese fanbase. Not only do we want to continue bringing them exciting action on the pitch, but also to grow the Bundesliga community through active participation events and engagement with local fans.”

[Makoto Hasebe, Eintracht Frankfurt]

The Bundesliga is a great and exciting league with many Japanese fans. I am very pleased that SKY PerfecTV! will continue to show the matches, and that fans can continue to experience the best of German football



写真：アフロ

[Daichi Kamada, Eintracht Frankfurt]

There are lots of high level players in Bundesliga, and I hope to keep my starter position and make good results such as goals and assists. This will be my message to Japanese fans!

Watch the high level competition, Bundesliga on SKY PerfecTV!.



写真：アフロ

[Yuya Osako, Werder Bremen]

I am delighted that Japanese fans can watch the Bundesliga on SKY PerfecTV! and hope it will inspire more Japanese players in the future. I hope Japanese people to watch Bundesliga. We have faced with climax games in this season, so I will be on the pitch with full concentration.



写真：アフロ

[Lothar Matthaus, Official Bundesliga Ambassador]

I know how passionate the Japanese fans are and, as a league that has created opportunities for great Japanese players, I am delighted that SKY PerfecTV! and Bundesliga will continue this excellent partnership.



写真：アフロ

[SKY PerfecTV! Football program “Football TimeLine” MC JOY]

I have been working with Bundesliga this season to promote league exposure in Japan, and realize that Bundesliga is the top level league with lots of rising stars. I am also surprised by the passion of fans and the stadium atmosphere. I understand this is the Bundesliga. Let's enjoy Bundesliga together!



Bundesliga, the only European major league to have re-started to date, has started off in a fierce competition. On May 23rd (Sat), Hasebe and Kamada's Eintracht Frankfurt will face the current top team Bayern Munich, away from home as Round 27 of the competition.

Also, one of the most famous bouts of Bundesliga, the “Der Klassiker” will be played in Round 28 held on May 26th (Tue), between Borussia Dortmund and Bayern Munich.

Both matches will be broadcasted LIVE on “Sports Live+”, available on SKY PerfecTV!, Cable Networks, SKY PerfecTV! Ondemand, and SKY PerfecTV! Ondemand Amazon Channel's “Bundesliga/Portugal LIVE” service. SKY PerfecTV! will be further continue to provide Bundesliga to non-subscribers of its' television service.

Prior to the “Der Klassiker”, SKY PerfecTV! will distribute “Bundesliga SP #20 Roots Erling Haland” and “Bundesliga Documentary My Heroes Joshua Kimmich” on SKY PerfecTV!'s official YouTube channel from May 21st (Thur) 12am thru May 24th (Sun) 23:59. Both programs will be the first time ever to be broadcasted in Japan, and show the attractions of both key players.