

# Audiovisual Broadcasting Rights in European Soccer (w/o Sublicensing Deals)

*Convergence in Values of Domestic Media Rights for leading European Soccer Leagues*

in Domestic Currency (Million)

League	<u>Current Deal</u>			<u>Upcoming Deal</u>			% Change		
	Rights Period	Primary Rights Holders	Annual Value	Rights Period	Primary Rights Holders	Annual Value	Previous - Current	Current - Upcoming	
Premier League	2016 - 2019	Sky UK & BT Sport	1712	2019 - 2022	Sky UK, BT Sport & Amazon	1548	in GBPm	67,0%	-9,6%
Bundesliga	2017 - 2021	Sky Deutschland & Eurosport	1155	2013 - 2017	TBD	TBD	in EURm	72,9%	TBD
Conformada Ligue 1	2016 - 2020	beIN Sports & Canal+	726	2020 - 2023	MediaPro Group & beIN Sports	1153	in EURm	19,6%	58,8%
La Liga Santander	2016 - 2019	Telefónica & MediaPro Group	993	2019 - 2022	Telefónica & MediaPro Group	1140	in EURm	19,6% [Inviduelle Vermarktung]	14,8%
Serie A TIM	2015 - 2018	Sky Italia & Mediaset	943	2018 - 2021	Sky Italia & DAZN	1073	in EURm	13,8%	13,8%