

Supply & Demand for Live Sports Media Rights

English Premier League vs. German Bundesliga



BLOGGING ON SPORTS BUSINESS, MEDIA & MORE
yannickramcke

	EPL (2016 - 19)		EPL (2019 - 22)			Bundesliga (2017 - 21)			
LIVE									
<i>Total Rights Fees [£m]</i>	1712,0	Sky UK	1548,0	Sky UK		--	Sky DE		
<i>Total Rights Fees [€m]</i>	1902,2	BT Sport	1720,0	BT Sport	Amazon	1003,0	Eurosport		
<i>Games [#]</i>	168	+ 9%	200	+ 19%		306	0%		
<i>Rights Fee per Game [€m]</i>	11,32	+ 56%	8,60	-24%		3,28	+ 106%		
HIGHLIGHTS									
<i>Total Rights Fees [£m]</i>	68,0	BBC	70,5	BBC		--	ARD, Sport 1, RTL & DAZN		
<i>Total Rights Fees [€m]</i>	75,6	+ 13%	78,3	+ 4%		152,0	+ 7%		
EUR / GBP	0,90								

Sources: DFL & EPL Reports