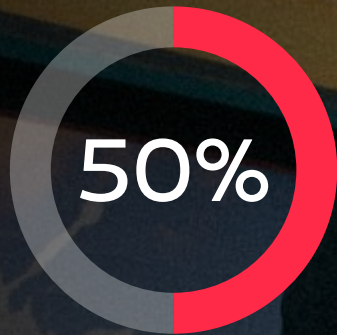


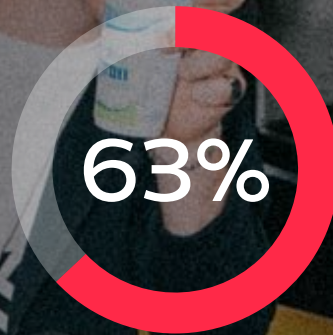
Changing Consumption Habits: Product-Market-Fit as Challenge?

... but Live Sports in Unique Position to Withstand On-Demand Culture as Last „Appointment - Television“



... of people interested in German Bundesliga are willing to spend up to 10€ per month on streaming Bundesliga content (via

Forsa)



... of people interested in football prefer complete live broadcasts of games over highlights (via Bleacherreport)



... feel overwhelmed by the abundance of streaming content („streaming overload“) in the digital world (via Forsa)

„Intrinsic Value of Live Sports Content remains strong, the Problem is the Platform and Distribution.“