

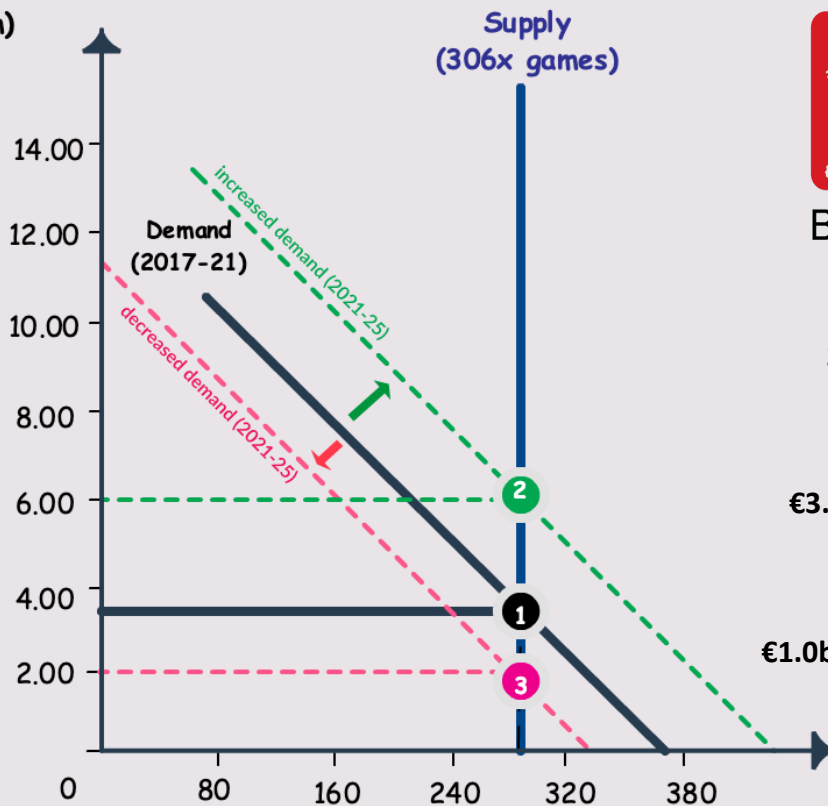
Supply and Demand for Bundesliga Live Programming for 2017-21

With little wiggle room on supply side, how can DFL boost demand for its product?



yannickramcke

Price/ Game
(€m)



BUNDESLIGA



306x Live Games



€3.28m per Live Game



€1.0bn in Total Rights Fees

Available Games
(Units)