

Latest season of German Bundesliga LIVE and exclusive on Neo Sports AFAQS

NEO Sports, the premium all sports channel continues its association with Bundesliga bringing an exciting offer for its football lovers in India. The channel will broadcast the new season of the Bundesliga – the highest level of Germany’s football league system. The matches will be aired over the weekends.

Prasana Krishnan, COO, NEO Sports Broadcast said, "Football fans in India deserve to get all the top football league action from all around the world. Continuing with this philosophy we are glad to announce that we will bring Bundesliga to its fans in India for the next three years." Eighteen teams will compete this season for the German championship title and the season started on 8th August and will go on till mid May 2010. Viewers will get to see the current champions VfL Wolfsburg fight it out against competitors FC Bayern Munich, Stuttgart, SV Werder Bremen among others.

"India is one of the fastest growing and potentially largest football fan base in the world. We are happy to be associated with the top sports channel in India to provide Live German football to the discerning Indian audience." said Dr. Robert Niemann, Chief Executive Officer, DFL Sports Enterprises GmbH.

NEO Sports, where the viewers get to watch world class sporting action including Football, Tennis, Golf, Motor sports, Badminton, has been telecasting the Bundesliga since the year 2006. Neo’s contract this year with Bundesliga is for three years that is from 2009 to 2012.

Continuing the telecast in 2009 as well reiterates that NEO Sports is the channel to watch for quality world sports action.

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