

## **Neo Sports signs 3-year German Bundesliga deal Sportbusiness**

Indian sports broadcaster Neo Sports has signed a three-year deal with DFL Sports Enterprises to broadcast the German Bundesliga from 2009-10 to 2011-12.

DFL Sports Enterprises is responsible for marketing and selling of media rights for the Bundesliga.

"India is one of the fastest growing and potentially largest football fan base in the world. We are happy to be associated with Neo in India to provide live German football to the Indian audience," said DFL Sports Enterprise CEO Robert Niemann.

Neo has been broadcasting the Bundesliga since 2006.

<http://www.sportbusiness.com/news/170189/neo-sports-signs-3-year-german-bundesliga-deal>