

Neo Sports signs fresh 3-year deal for German Bundesliga Indian Television

Neo Sports has signed a fresh three-year agreement with DFL Sports Enterprises to broadcast the German Bundesliga season live in India till 2012. The channel has been telecasting the Bundesliga since 2006.

FL Sports Enterprises is a DLF subsidiary responsible for marketing and selling the media rights for the Bundesliga, Germany's highest association football league.

The channel will broadcast the new season of the Bundesliga that kicked off on 8 August, over the weekends. For this season, 18 teams will compete for the German championship title that will continue till mid-May 2010.

Says DFL Sports Enterprise CEO Robert Niemann, "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."

<http://www.indiantelevision.com/headlines/y2k9/aug/aug112.php?FORM=ZZNR8>