



## German killers back in action LIVE and Exclusive on NEO Sports

**Mumbai, August 18<sup>th</sup>, 2009:** 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 2010- 2011- the highest level of Germany's football league system. The matches will be aired LIVE over the weekends.

Ashish Bahl ,VP Marketing , NEO Sports Broadcast said, "India is one of the fastest growing and potentially largest football fan base in the world .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 bring the latest season of Bundesliga to its fans in India."

Eighteen teams will compete this season for the German championship title and the season starts on 21<sup>st</sup> August 2010 and will go on till mid May 2011. Viewers will get to see the current champions Bayern Munich fight it out against competitors VfL Wolfsburg, Stuttgart, SV Werder Bremen among others. Bundesliga has a rich pedigree of players and lot of them were in scintillating form at FIFA 2010. In this season you can again watch the magic of players like Muller, Klose, Podolski, Schweinsteiger, Ribery, Van Bommel, Lahm to name a few fight it out on Bundesliga fields.

The average attendance of a Bundesliga match is highest amongst the European leagues making it a great viewing experience. In key football markets as per TAM the reach of Bundesliga has almost doubled which means that Indian are taking a massive liking towards Bundesliga and the interest level is soaring



To further heighten consumer interest, the channel has also deployed a multi-media campaign using TV, print, internet and social media platforms to promote the league. 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..

Continuing the telecast in 2010 as well reiterates that NEO Sports is the channel to watch for quality world sports action.

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### **About NEO Sports Broadcast Pvt. Ltd.**

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket - the No. 1 sports channel for the year 2008 & 2009 in India by annual Gross rating points (Source- TAM 2008 & 2009) and NEO Sports - the premium all sports channel.

NEO Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motoracing, Badminton to the Indian sports lovers. This includes German Bundesliga, Italian Serie A, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women's Tennis, NASCAR & MotoGP among others.

NEO Cricket is the world's first cricket centric TV channel and currently broadcasted in more than 25 countries across Asia. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches.

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