

DFB NATIONAL TEAM THE BENCHMARK OF GERMAN FOOTBALL



Germany is one of the world's greatest football nations and historically among the three most successful teams at international competitions. Having won a total of three FIFA World Cup™ (1954, 1974, 1990) and three UEFA EURO™ titles (1972, 1980, 1996), the team generates huge fascination and attention worldwide.

Spirit of the competitions

Based on the DFB's remarkable young player development, the German national team is one of the most promising squads in football today and currently Number 3 in the FIFA World Ranking.

Most recently, Germany qualified for its place in the UEFA EURO 2012™, delivering the best performance of all participating teams. Winning an astonishing ten out of ten qualification games with an average of 3.4 goals scored, it is now a top favourite for this year's football highlight in Poland and the Ukraine.

The current German national team is particularly popular as it fascinates with its offensive football and young, enthusiastic talents. It has approximately five home matches per year, including friendly and qualification matches.

Each of the matches gauges between 8 and 10 million viewers in the German home market as well as attracting high levels of attention from football fans all over the world. On average, approximately 200 countries take coverage of key games involving the German national team.

Key Facts

- German national team among the favourites for the UEFA EURO 2012™, scoring an average of 3.4 goals in qualification phase
- International media rights for the team's home matches (minimum of five per year)
- Live and delayed TV signal provided with English commentary and international graphics
- All games produced in HD 16:9 format, involving more than 20 cameras
- Current squad thrives with young talent and is projected to be the best German National Team of all time

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Rights opportunities

As media rights advisor, Infront supports the Deutscher Fussball-Bund (DFB) in its media rights sales for the international market with the exception of Oceania, Asia, selected Eastern European and all German speaking territories as well as the home market of the respective competitor (i.e. second party rights).

Infront advises on the exploitation of rights for all home matches of the German national team, including qualifiers and friendlies. Live and delayed coverage is offered for all media platforms.

Media production prospects

The DFB national team matches are produced to international standard in HD 16:9 format involving more than 20 cameras. The international live signal is provided with English commentary and international graphics. The kick-off time is not fixed, but is generally set for around 8.45pm (CET).

Infront's Broadcaster Servicing team supports contracted broadcasters prior to the matches, handles production and if required accreditation requests and ensures that all agreements are implemented smoothly. Furthermore, the team builds the direct link between broadcasters and the production operations.

Long-standing partnership between DFB and Infront

The relationship between Infront Sports & Media and the DFB is among the longest in the industry - dating back over three decades. Besides its international media advisory role, Infront handles the stadium advertising for the DFB national team games and markets the DFB Cup.

Top players in the German National Team:

- Mario Gomez
- Mario Götze
- Miroslav Klose
- Philipp Lahm
- Thomas Müller
- Manuel Neuer
- Mesut Özil
- Lukas Podolski
- Marco Reus
- Bastian Schweinsteiger

Upcoming Events

International Friendly Matches

15 August 2012 Germany v Argentina

2014 FIFA World Cup Brazil™ Qualification

7 September 2012 Germany v Faroe Islands
16 October 2012 Germany v Sweden
26 March 2013 Germany v Kazakhstan
6 September 2013 Germany v Austria
11 October 2013 Germany v Republic of Ireland