

FC BAYERN MÜNCHEN VERSUS THE NETHERLANDS



Two spectacular football squads – Germany’s FC Bayern München and the Netherlands National Team will come head-to-head on 22 May 2012 in a friendly match at the Allianz Arena in what promises to be one of the year’s football highlights.

Spirit of the event

The match is the amicable result of a dispute between FC Bayern München and the Royal Dutch Football Association (KNVB) with respect to the absence of Arjen Robben for one half of the 2010/2011 season due to an injury sustained at the 2010 FIFA World Cup™. The Netherlands FA and the German record-breaking champions have agreed to stage the match only three days after the Champions League final in Munich and two and a half weeks prior to the start of the UEFA EURO 2012™. Kick-off is at 20.30 CET.

All national team players on both sides will be involved, turning the match into a unique and ‘once in a life time’ opportunity for the fans. An uncommon and prestigious sporting spectacle, the game is expected to completely sell out with many more millions of TV viewers worldwide tuning in for the one off club versus national team event.

Rights opportunities

As the exclusive rights holder to the event, Infront Sports & Media is handling all forms of media and marketing rights on a worldwide basis from one central source. The media rights include television, internet and mobile.

Furthermore, Infront is in control of other aspects of the event management including the coordination of ticket sales and corporate hospitality. This one-stop-shop approach ensures that the event is coordinated centrally and will result in a sweeping success across the board.

Media production prospects

Infront already has the production planning for the event well underway. An infrastructure has been put into place for a major HD quality broadcast. The production will ensure the

highest standards to meet the key criteria of broadcasters, sponsors and fans across all markets. Additionally, Infront’s Broadcaster Servicing team will provide a first point of contact and support broadcasters in all their operations.

Background appeal

FC Bayern München is Germany’s most successful football club and holds international acclaim. The Bayern trophy cabinet includes four UEFA Champions League titles, one UEFA Cup victory, 22 German titles and 15 national cups.

The Dutch national team has made thirteen appearances at UEFA European Championships, winning the title in 1988 and has taken part in nine FIFA World Cups. Holland’s national team is currently second on the FIFA world ranking, behind Spain to whom Holland lost in the 2010 FIFA World Cup™ final in South Africa.

Key Facts

- 22 May 2012 at the Allianz-Arena: Bayern München versus The Netherlands
- Kick-off is at 20.30 CET
- Unique football spectacle as one of the most successful clubs competes with the current world vice champion
- Infront offers worldwide media rights for live and delayed coverage
- HD 16/9 quality feed available on satellite and tape