

THE DFB CUP TRULY THRILLING CLUB FOOTBALL



The DFB Cup is a knock-out tournament of German clubs and amongst the most popular and prestigious cup competitions in European football. Over recent years it has achieved a higher growth rate in fan interest than any other European cup.

Spirit of the competitions

Dating back to 1935, the annual tournament creates the potential for exciting "David against Goliath" contests year on year. The competition begins with 64 clubs and is played across six rounds. The 36 teams of the 1. and 2. Bundesliga, along with the top four finishers of the 3. Liga, automatically qualify for the tournament. The remaining slots are assigned to qualified teams from lower divisions.

The first round is held in August each year and the Cup Final (Pokal-Finale) - which is perceived to be one of the most important annual events in German Football - takes place at the Olympic Stadium in Berlin in May. It commands a full stadium, the 2010 edition was broadcast into more than 170 countries.

The excitement of the competition is based on various factors:

- The competition format means that clubs of all standards compete - holding potential for a lower division team to eliminate one of the top clubs.
- There are no replay-matches. If a match is drawn, it is settled with extra time and if necessary penalty shoot outs to establish the victorious team.
- It is due to the prestige of the German Cup title that even the top teams are nominating their very best players for the games - enhancing the appeal for fans and broadcasters.

The DFB Cup is the second most important national title in German football after the Bundesliga Championship and the sell-out stadiums provide an unrivalled atmosphere that is second to none. The live atmosphere transcends the TV screen and appeals to domestic and international fans alike.

The fact that the Bundesliga is among the strongest leagues in Europe, further contributes to the strong international interest around the DFB Cup competition.

Key Facts

- The DFB Cup is amongst the most popular knock-out competitions in European Football involving top German and international players
- The competition begins with 64 clubs, playing across six rounds between August and May
- International media rights are available for live and delayed coverage
- English commentary and international graphics provided for a total of 11 matches
- Semi-finals and finals produced in HD 16:9 format - with more games in HD quality available on request

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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.

Infront advises on the exploitation of rights for the entire DFB Cup competition across all media platforms offering live and delayed coverage.

A significant four games per round are provided with international graphics, with two also offered with English commentary. Additionally, a complimentary highlight show for each round is available to broadcasters. The semi-finals and finals of the DFB Cup are produced to international standard in HD 16:9 format, the respective games of the previous rounds in SD 16:9 - with the production operation involving more than 20 cameras. More matches in HD/SD are available upon request.

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 international and German players participating in the DFB Cup

- Arjen Robben (FC Bayern München)
- Franck Ribéry (FC Bayern München)
- Raul (FC Schalke 04)
- Klaas Jan Huntelaar (FC Schalke 04)
- Claudio Pizarro (SV Werder Bremen)
- Bastian Schweinsteiger (FC Bayern München)
- Thomas Müller (FC Bayern München)
- Manuel Neuer (FC Bayern München)
- Mario Götze (Borussia Dortmund)
- Lukas Podolski (1. FC Köln)

“I want to win the DFB Cup. There is nothing greater than this.” Markus Babel, former coach of Bundesliga club Hertha BSC Berlin

Calendar

Round	Month	No. of Matches	International Production (with graphics and English commentary)
1st Round	August	32	2 matches*
2nd Round	October	16	2 matches*
3rd Round	December	8	2 matches*
Quarter-Finals	Jan/Feb	4	2 matches*
Semi-Finals	March	2	2 matches
Final	May	1	1 match

* In addition eight matches in the first four rounds (two per round) are available with international graphics only.