



PRESS RELEASE

Pro League and Spring Media agree on international media rights

Brussels, 16 January 2019 – Pro League and Spring Media have concluded an exclusive advisory deal on international media rights for the top Belgian football league, officially known as Jupiler Pro League. Spring Media will advise the Pro League on the sale of the TV rights of the Jupiler Pro League abroad. The agreement will cover the remainder of the 2018/19 season and continue throughout 2019/20.

“The Belgian league enjoys high status within European football with some of the country’s most outstanding stars fostered there, like Manchester City’s Kevin De Bruyne who rose up at Genk, Manchester United’s Romelu Lukaku – a young star at Anderlecht, Borussia Dortmund’s Axel Witsel from Standard de Liège or PSG’s Thomas Meunier from Club Brugge” says José Moreno, Partner at Spring Media. “We are eager to support the league with additional sales and exposure in all un-sold markets during the period, which will provide opportunities to explore new channels and ways of distribution.”

The agency will also be active in the day-to-day operation and hold a supporting role on technical matters concerning international distribution and coordination.

“We are pleased to announce the partnership with Spring Media – a dynamic, growing agency with great international expertise of the sports rights and distribution market. By exploring new grounds, we will continue to strengthen the Pro League’s overall position and accelerated growth while giving more fans the opportunity to follow their team,” says Pierre François, CEO of Pro League.

The interest in Belgian football is booming, according to Deloitte’s Pro League report from 2017/18. Fan attendance rose some 200,000 up to 3.4 million, and supporter groups are becoming increasingly diverse. Meanwhile, the Jupiler Pro League is continuously charging up the ladder of the UEFA rankings, becoming a consistent sub-top contender much thanks to an increasing number of Belgian clubs competing in European tournaments. As the 2018 year came to a close, the Jupiler Pro League ranked 8th, just below the first-tier giants atop.

For more information, please contact:

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Spring Media is an international sports media agency that provides media rights distribution, as well as digital, production-, distribution- and consulting services for sporting events. The company has a global reach with head office in Stockholm, and regional offices in Hamburg, Astana and Mexico City. Spring Media owns, manages, produces and distributes over 3,000 hours of live sports annually to over 200 broadcasters around the world.

