

Press release

Romanian clubs secure financial stability for the next 5 season through new TV deal



A joint press conference took place at LPF headquarters on the 22nd of April 2019 occasioned by the media rights sale contract signed between LPF and EAD Interactive.

At the press conference the LPF president Gino Iorgulescu, general secretary Justin Ștefan, CFO Ionuț Calancia as well as Orlando Nicoară CEO of EAD Interactive, were present.

The contract stipulates the media rights sale by LPF for the next 5 seasons, starting with 2019-2020 season and concluding on 2023-2024 season. EAD will pay 28 million euros plus VAT for each of the 5 seasons.

With this occasion, LPF wants to thank EAD Interactive for having accepted this partnership 2 years ago with the conviction that together this collaboration will contribute to a significant increase of the professionalism in broadcasting, infrastructure, human resource, involving players' training and development, increasing the number of fans on Liga I stadiums and last but not least, increasing TV audiences.

LPF and EAD have decided to make all efforts to attract important brands back to be Liga I as sponsors and to improve stadium infrastructure has also been mentioned as common objective in the coming few seasons.

Both partners will work together that in the coming season top Romanian football will be brought back to the big and populated cities, such as Arad, Timișoara, Brașov, Oradea, Ploiești, Pitești and Galați. In this sense the partnership between the top clubs and their town halls is extremely important for football to be developed in such societies. Such initiatives, in compliance with the current legislation, need to be encouraging/supporting solid clubs, such as FC Viitorul - an example of professionalism in the city Constanța and the region of Dobrogea, in the south eastern part of Romania. Supporting bigger club brands, such as Petrolul, Rapid, UTA, U Cluj, Politehnica Timișoara, FC Argeș, Oțelul will be on the top of the agenda of the new partnership.

With the belief that Romanian football will raise in the eyes of all participants through this partnership, LPF wants to thank all supporters and people involved in the development of our game.