

Austrian Football Bundesliga (ÖFBL) appoints sports media advisory SN1



Vienna, September 2024

ÖFBL selects SN1 Consulting to advise on conceptualizing and executing its domestic and international media rights commercialization strategy for the seasons 2026/27 onwards.

ÖFBL has established a highly attractive and commercially stable classic broadcast distribution matrix together with its incumbent media partners and is now thriving to further exploit new market development opportunities beyond the current licensing period ending with the 2025/26 season, honouring the unique domestic market metrics with regards to broadband penetration, digital consumption habits and its predominant position amongst sports fans in Austria.

SN1 has been tasked to provide the following services:

- Analysis and evaluation of key commercial growth factors
- Preparation and co-management of a formal audio-visual rights RFP/Tender process
- Comprehensive assessment of direct-to-consumer opportunities in conjunction with strategic partnerships capable of providing commercial leverage, including joint venture & investment opportunities

In a competitive and transitioning landscape of media rights exploitation, both in Austria, but also beyond, ÖFBL and SN1 will thoroughly assess and evaluate the opportunities to generate a fit-for-future consumer centric offering, maximizing reach and driving revenue growth to provide an optimized, sustainable value proposition to its clubs, but most importantly its fans.

SN1 and its team of project partners including audio-visual rights monetization expert and former Sportradar executive Lukas Seiler as well as investments and asset value development strategist Andre Tegner, previously in leading roles at Aser Ventures, Leeds United and Merrill Lynch, will provide thorough market access, consumption analytics and execution models. Dr. Johannes Ranke of Munich based law firm Ranke v. Eggelkraut-Gottanka will be completing the team to ensure covering all of the needed areas of expertise.

ÖFBL CEO Christian Ebenbauer: "We believe in a broad range of opportunities for the further development of our leagues, in a media world empowered by the urge to innovate and driven by serving specific consumer needs and requests. The time has come to embrace the opportunities technology and the capital market offer. SN1 and its proven network of industry experts are partners we believe will help us make well-assessed, balanced and confident commercial decisions, following a thorough market screening, sounding and verification process"

SN1 Founder & CEO Sascha Kojic: "Many sports governing bodies are exploring various opportunities to adopt a more consumer-focused monetization approach."

However, few have the potential that we see in ÖFBF, especially within a robust and dynamic domestic media market featuring top-tier existing and emerging broadcast outlets. We are thrilled to join forces with Christian and his team to help achieve their ambitious development goals.”



ABOUT ÖFBF

Established in 1974, the ÖFBF (Austrian Football Bundesliga) is responsible for organizing and overseeing the country's top two divisions. The ADMIRAL Bundesliga (first tier) currently consists of 12 teams, while the ADMIRAL 2. Liga (second tier) has 16 clubs. ÖFBF manages areas such as match operations, marketing, media rights, press, or licensing – all to ensure a well-functioning championship for both clubs and fans.

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ABOUT SN1

Established in 2010, SN1 is a distinguished boutique consultancy firm, specializing in the sports and media sector. With a team of expert consultants, SN1 combines decades of cumulated experience in different sectors of the industry: from media rights sales strategies and content solutions, to in-house private equity investments and M&A within the sports space. Across its Consultancy and Trading arms, SN1 currently works on a variety of strategic advisory and investment projects with major sports and media brands such as the European Handball Federation, Volleyball World, Ski Austria, Asian Football Confederation, as well as global blue-chip Private Equity firms.

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