

Disclosure of insider information pursuant to Article 17 MAR from 5 December 2016

\_wige MEDIA AG, ISIN: DE000A1EMG56 / WKN: A1EMG5

## **\_wige MEDIA and the German Football Association (DFB) are to launch the pilot phase for WebTV in amateur football**

Cologne, 5 December 2016: The German Football Association and \_wige MEDIA have agreed to jointly investigate the possibilities of a partnership to raise the visibility of amateur football. The aim is to equip German amateur football clubs with special video technology that enables games to be transmitted live in a high quality and fully automatically using the new "sporttotal.tv" platform. Sporttotal.tv and the DFB's Fußball.de (<http://fussball.de>) amateur football platform will cooperate closely in the process. In the first phase, \_wige MEDIA AG will have already installed pilot systems in the north and south Bavarian leagues as well in the Lower Saxony's top league by the second half of the 2017 season. Following this test phase, an assessment will be made when and to what extent the innovative systems will be used in other leagues and levels.

The new "sporttotal.tv" platform will finance itself through advertisement-free premium descriptions and advertising. \_wige MEDIA will initially be investing around € 5 million in total in the new business line. Achieving breakeven has been planned as early as 2017.

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