

## [DE] ARD and ZDF to Set Up Sports Rights and Marketing Agency

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ARD and ZDF intend to work together on buying and selling television rights to national and international sports events, and are setting up the "Sports Rights and Marketing Agency, Ltd." for that purpose. Subject to approval by their respective boards, the directors have agreed to draw up articles of partnership. In addition to purchasing sports rights, the agency will provide marketing services for sports events. Shares will be equally divided between the ARD and the ZDF. The agency will be Munich based, and the ARD and ZDF expect it to strengthen their market position, since sports event organisers are interested in having marketing professionally handled and co-ordinated.

