



Marketing

Materials

2025/26 - 2029/30





Overview

The Eredivisie is the pinnacle of Dutch football, known for its technical skill, while nurturing the next generation of football stars, making it one of Europe's most exciting leagues.

We are proud to have represented Eredivisie's global rights for over 20 years, bringing The Netherlands' elite football competition to audiences around the globe.

The league has a strong track record of developing some of the best players in world football. Recent legends such as Zlatan Ibrahimovic, Clarence Seedorf and Luis Suarez all progressed through Eredivisie Clubs' youth systems, while current international stars such as Xavi Simons, Cody Gakpo and Frenkie de Jong also all made their breakthroughs in the League.

Stakes are high, with the League Champions and runner up qualifying for the UEFA Champions League and the third and fourth placed teams qualifying for the UEFA Europa and Conference Leagues, respectively. Teams finishing fifth to eighth compete in two legged play-offs to determine who claims a final spot in the UEFA Conference League – providing an additional six matches at the end of the season. Ranked 6th in the UEFA coefficient, the Eredivisie stands out as one of the top leagues in Europe and affords 6 Clubs the opportunity to qualify for European Club Competitions each season, across the UEFA Champions, Europa and Conference Leagues.

Rights Available

5 SEASONS:
2025/26-2029/30

- ▶ All media rights.
- ▶ Territories available:
Worldwide ex. Netherlands.

Programming

- ▶ 136 Matches over 34 rounds
– 4 x live matches per week.
- ▶ 6 additional UEFA Conference League
Qualifying play off matches.
- ▶ 1 x 52 minute weekly highlight show
(available with English voice over).
- ▶ Preview Show, mid-season review show,
end of season show.

Production

- ▶ A minimum of 4 matches will be
produced with 8 cameras, in HD 16:19.
- ▶ 4 x world feed matches, English
graphics, dual English commentary.

Technical Access

- ▶ BT Tower, European Satellite, Asian Satellite, American Satellite.
- ▶ Additional matches can be made available without English
commentary, subject to technical costs and agreements.
- ▶ Each week the matches selected for international distribution
will include the following teams: A.F.C Ajax, PSV Eindhoven
and Feyenoord. When these teams play each other, the fourth
match selection will be made from another top ranked fixture.

Schedule

SEASON: AUGUST - MAY

- ▶ Indicative KO times: local time
- ▶ Fridays: 19:00
- ▶ Saturdays: 15:30, 17:45, 19:00, 20:00
- ▶ Sundays: 11:15, 13:30, 15:45, 19:00



Key Information

Star Players



MICHAL
SADÍLEK



BERTRAND
TRAORÉ



BRIAN
BROBBEY



JORDAN
HENDERSON



DÁVID
HANCKO



LARS
UNNERSTALL



IGOR
PAIXÃO



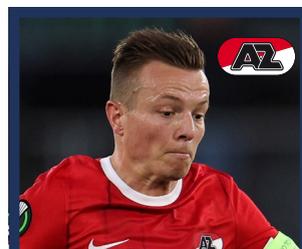
ISMAEL
SAIBARI



JOEY
VEERMAN



JOHAN
BAKAYOKO



JORDY
CLASIE



JOSIP
ŠUTALO



ZIDANE
IQBAL



SANTIAGO
GIMÉNEZ



SERGIÑO
DEST



WALTER
BENÍTEZ



