

COUCHMANS LLP

Press Release:

Couchmans LLP advises European Professional Football Leagues on innovative sports data collaboration

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Couchmans LLP, the specialist sports and media law firm, has advised The Association of European Professional Football Leagues (EPFL) on the creation of a progressive new data rights co-operation involving 8 of its member leagues.

In a first for European football, the leagues involved (Austrian Bundesliga, Belgium ProLeague, Danish Divisionsforeningen, Israeli Professional Football League, Dutch Eredivisie, Norwegian Toppfotball, Swedish Föreningen Elitfotboll and Swiss Football League) have come together via the EPFL to make available official betting data collection and supply rights for their matches on a non-exclusive basis for an initial three year period.

Under the new arrangements, official betting data partners can receive access to optimal, secure positions in-stadia for the collection of live data allowing them to offer the most accurate and reliable data services to their betting operator customers. The partnerships generate a fair commercial return for the Leagues as well as providing greater control and comfort over the integrity of the data that powers betting markets on their matches. The first official betting data partners announced at launch are Perform Group, Sportradar and Genius Sports.

Alberto Colombo, Deputy General Secretary, EPFL, said:

"This project reflects one of the EPFL's key aims which is to help its member leagues take advantage of new opportunities and follow best practice in the sports industry. I'm delighted that we've been able to help this group of leagues to create formal, state-of-the-art partnerships in the area of live data which deliver commercial value and improve the levels of control and integrity around the use of their content by the betting industry. This was a very ambitious project – the first of its kind in European football - and it was very beneficial to have sports data rights experts from Couchmans LLP involved to help us achieve our aims. They were a genuine part of our team and their experience and advice was a great support throughout the process".

Couchmans' work on the project was led by **Jody MacDonald**, Partner and Head of Sports Data who said:

"These agreements represent a huge achievement for the EPFL and the leagues involved. Creating a framework of this kind with 8 separate leagues has involved an enormous combined effort but the result unlocks a new long term revenue stream for the leagues and delivers robust arrangements that meet the highest standards in the sports industry. We were thrilled to be given the opportunity to work on such a ground-breaking project".

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Note to Editors

About Couchmans LLP's Sports Data Team

Couchmans' Sports Data team has implemented data collection, exploitation and licensing schemes for a wide range of sports leagues and federations globally, including: The International Tennis Federation, The ATP World Tour, LaLiga in Spain and Football DataCo (The Premier League, English Football League and Scottish Professional Football League).

About Couchmans LLP

Couchmans is the UK's leading and award-winning specialist sports law firm (as ranked by the independent legal directories), providing advice to clients operating in the sports and media industry around the world. The firm serves many of the most prestigious operators in sport and media, who benefit from an unrivalled collective experience and highly commercial approach.



Couchmans is internationally recognised as **Who's Who Legal Law Firm of the Year (Sports) 2016**.

Legal 500 Tier 1 in sport 2016

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