



## **PRESS RELEASE**

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### **SPORTRADAR SIGNS DATA PARTNERSHIP WITH RUSSIAN FOOTBALL PREMIER LEAGUE**

#### **Sportradar becomes the “Official Sports Data Partner of the RFPL” until 2020**

Sportradar is proud to announce another multi-year data partnership: this one with the Russian Football Premier League (RFPL). Under the agreement, Sportradar will become the league’s “Official Sports Data Partner” as of the upcoming 2015/16 season and will be granted the right to collect, archive and distribute “Official Data” to both the media and betting industry.

Apart from the Russian Football Premier League, which is the highest professional football competition in Russia, the agreement also covers the national Super Cup as well as the Youth Championship. Besides the collection and distribution of sports data, Sportradar will also provide the RFPL with its innovative content solutions which are available across multiple digital platforms. Sportradar’s Live Sports Centre and the soon-to-be launched mobile application offer fans comprehensive and in-depth real-time data visualisation.

“Since the establishment of the Russian Football Premier League in 2001, we have worked very hard to get the league where it is today and with our recent partnership with Sportradar, we have set another milestone to provide our fans and partners with the best way to follow our country’s football. We are aware that data, and especially live data, is becoming more and more important and Sportradar will be a great partner for us as we strive to provide our fans with most entertaining and engaging content, no matter where they are or which device they use”, said Sergey Pryadkin, President of the RFPL.

“With the FIFA World Cup 2018 only a few years away, the passion of Russian football fans is growing and growing. We are so excited to work together with the RFPL and we feel confident that we can offer sponsors and fans new ways to understand and follow their favourite teams. Our Live Sports Centre was already launched a couple of months ago and the integration into the the league’s website has been seamless and I’m already looking forward to the launch of the official mobile app which allows immediate access to all the statistics and information from anywhere in the world”, added Johannes Ranke, Managing Director Sports Data & Licensing at Sportradar.

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## NOTES TO EDITOR

### ABOUT THE RUSSIAN FOOTBALL PREMIER LEAGUE

The Russian Football Premier League (RFPL; Russian: Российская футбольная Премьер-Лига) was established in 2001 and oversees the SOGAZ Russian Football Championship (Russian: СОГАЗ — Чемпионат России по футболу), the Russian Cup, the Super Cup and the Youth Championship.

It operates under the laws of the Russian Federation and coordinates the sporting and management activities of the Russian Premier Division's professional football clubs and carries out other activities in accordance with current Russian legislation as well as the regulations of FIFA, UEFA and the Football Union of Russia (FUR).

There are 16 teams in the competition: the top five teams qualify for UEFA's European tournaments; while the last two teams each season are relegated to the second tier division, known as the "Top Division".

More information can be found on [www.eng.rfpl.org](http://www.eng.rfpl.org)

### ABOUT SPORTRADAR

Sportradar is the global leader in understanding and leveraging the power of sports data and digital content for its clients around the world. We provide cutting-edge solutions and services to media companies, bookmakers, sports federations and state authorities.

Partnering with the likes of the National Football League (NFL), International Tennis Federation (ITF) and the International Basketball Federation (FIBA) as their Official Data Partners, we have provided numerous rights holders with the tools and services to unlock the full power and impact of their data. These have all increased the efficiency of their data collection and distribution, broadened the reach and impact of their data, and enabled them to grow revenue and engagement. Besides market leading companies in the sports betting and media industry, Sportradar also operates a unique Fraud Detection System (FDS) for several federations, including the AFC, CONCACAF and UEFA.

More than 800 businesses in over 80 countries rely on Sportradar's data depth and quality services in their daily business. Headquartered in Switzerland, Sportradar has offices in 34 other cities and employs over 1,000 highly experienced staff worldwide.

More information can be found on [www.sportradar.com](http://www.sportradar.com)

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