



PRESS RELEASE  
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## **ELEVEN LAUNCHES A COMMERCIAL OFFERING FOR ALL BARS AND RESTAURANTS**

Brussels, [12/07/2022] - **On the eve of a new football season, Eleven Sports is launching a commercial offering for bars and restaurants. As in neighbouring countries such as France, Spain and the UK, a compulsory paying licence will be introduced for owners of establishments who wish to broadcast Eleven Sports live to their customers.**

A recent study (\*) shows that more than a quarter of the Belgian population of sports fans over 16 years old watch at least one sports event per month in a bar. And more than half of these fans say that they choose their establishment based on the content that is shown there. Of course, the Jupiler Pro League remains the most popular competition in Belgium. The live broadcasting of sporting events in these bars and restaurants is therefore a key part of the sector's activity in Belgium.

Since two years, with the acquisition of the rights to the Jupiler Pro League, Eleven offers the most complete sports package in the country, including the best of La Liga, Serie A, the Bundesliga, the English Cups, the MLS, the Euro and World Cup qualifiers, as well as the NBA, the NFL, etc.

On average, around 3,000 events are broadcast on Eleven Sports channels each year, reaching up to 1 million fans each weekend.

**For the "commercial" use and all "public broadcasts" of Eleven Sports channels in their establishments, bar and restaurant owners will have to subscribe to a specific licence, as has been the case for many years in our European neighbours, from the coming season (which starts on Friday July 22). This licence will be based on an objective parameter: the size of the establishment (m<sup>2</sup>).**

**This licence will have to be taken in addition to a subscription to a sports package with a telecom operator. So nothing changes for establishments regarding the access to Eleven's content.**

A series of new services will enable bar and restaurant owners to make the most of this offering. Among other things, Eleven will launch a new application called "Footbar" which will become available to all member establishments this summer. The application will allow fans to easily identify which bars and restaurants are showing

Eleven's sports offer and the broadcasting schedule in each establishment. Bar and restaurant owners will be able to easily communicate to their existing or potential customers the different actions and promotions they are planning in order to maximise attendance in their establishment.

The application will be available free of charge to all consumers via the Google Play Store and the Apple App Store.

**This licence will be required from 22 July 2022. Registrations must be made via the unique platform [b2b.elevensports.be](https://b2b.elevensports.be).**

However, in order to give all bars and restaurants sufficient time to get their house in order, Eleven is introducing a transition period until 31 August 2022. This means that for all registrations made, the licence will only be due and collected from September 2022.

**In addition, any registration made before 31 August will give a reduction of one month free. Bars and restaurants that opt for a licence and annual payment will benefit from a further month's discount.**

**Price quotation:**



**Bars and restaurants that have not subscribed to this licence at the start of the championship will no longer be in good standing. A control body will be appointed to ensure that the rights of Eleven Sports are respected.**

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(\*) PROFACTS RESEARCH – June 2022