



blue Sport secures Swiss football rights from 2021

Swisscom blue TV remains the biggest platform for Swiss sport: blue Sport has secured the rights to the top Swiss football leagues until 2025. All matches will also be available to customers of other providers. The decision also ensures that some matches can still be seen on free TV.

For 14 years now, blue Sport has been the go-to channel for Swiss football. And this is set to remain: blue Sport has secured the broadcasting rights for all matches in the Super League and Challenge League from the start of the 2021 season until the end of the season in summer 2025. It's business as usual for blue Sport customers: they will continue to receive all matches live. As before, blue Sport will provide comprehensive and high-quality live coverage in German, French and Italian, with studio productions in Volketswil and Granges-Paccot.

At the same time, at least one match per round from both leagues will continue to be shown on free TV: As before, one Super League match per round will be broadcast on the SRG channels. All blue Sport broadcasts are also available to customers of other providers – on the Swisscom blue TV app for example.

“We started broadcasting Swiss football 14 years ago and have been producing world-class programmes ever since – from Switzerland, for Switzerland. This strong Swiss focus is very important to us, which is also reflected in the comprehensive reporting and full live coverage of all Sports matches on blue Sport. We are proud that we can continue this success story,” says Wolfgang Elsässer, CEO of blue Entertainment Ltd. “We are delighted that the Swiss Football League appreciates our services and puts its trust in us.”

Additional information:

www.blue.ch/sport

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