

One-two pass between Istanbul and Ismaning: DAZN produces studio show for UEFA Champions League Final at PLAZAMEDIA's briX|woRk.studio

- **Michael Bracher, SVP Production and Editorial at DAZN-DACH:** “Every year, the Final of the UEFA Champions League is the absolute highlight for all soccer fans and at the same time the conclusion of an exciting soccer season. That’s why it’s important to us at DAZN to offer all fans the highest quality and most impressive broadcast of the Final possible. We are therefore very happy that, with briX|woRk.studio, we have a perfect environment to expand our live broadcast with an extensive and detailed studio show.”
- **Jens Friedrichs, Chairman of the Management Board of PLAZAMEDIA GmbH:** “DAZN and PLAZAMEDIA are constantly looking for new ways to produce top sports events in the highest quality for all viewers. Our new briX|woRk.studio offers many possibilities to present sports coverage in a new look & feel.“

Ismaning, June 12, 2023 – The Final of Europe’s top club soccer competition live on DAZN – presented from one of Germany’s most innovative studios: PLAZAMEDIA produced the UEFA Champions League Final in Istanbul between Manchester City and Inter Milan (1:0) last Saturday night for DAZN in the briX|woRk.studio.

One-two pass between Istanbul and Ismaning – powered by PLAZAMEDIA: This is how DAZN presented the Final of the UEFA Champions League

The central studio, from which host Laura Wontorra and expert Sebastian Kneissl presented the pre-game show in the run-up to the kick-off at 9 p.m. after the broadcast began at 8 p.m., was located in front of the 22-meter-wide and five-meter-high LED wall. The LED wall was also used to include other guests live from Istanbul. In the virtual briX|woRk.studio, various virtual monitors in the stadium backdrop were connected via the LED wall using special playback technology; among other things, drone flights were also integrated into the broadcast. In the Atatürk Olympic Stadium, presenter Alexander Schlueter and expert Michael Ballack were on duty for DAZN. Also on site, Karl-Heinz Rummenigge was available for an exclusive interview during the DAZN broadcast. Commentary on the Final was provided live from the stadium by commentator Uli Hebel and Michael Ballack. In the run-up to the Final, the studio provided in-depth analyses of both teams, among other things, and also focused on City coach Pep Guardiola. After the match and the award ceremony, DAZN offered half an hour of post-game coverage with summaries, analyses and the best pictures of the match – also presented from the briX|woRk.studio.

With regards to the technical production implementation for DAZN, PLAZAMEDIA broadcast live from the studio with the TV control rooms permanently connected. All signals for the broadcast ran from Istanbul via PLAZAMEDIA’s broadcast center. There, they were fed to the DAZN Production Room (PCR) area for the briX|woRk.studio, TV control rooms, central monitoring, highlight editing, post production, analytics graphics and archive, and from there to the distribution channels to the customers. The interaction of the high

PRESS RELEASE

connectivity of the broadcast center in Ismaning with the briX|woRk.studio could be fully exploited in this production.

Michael Bracher, SVP Production and Editorial at DAZN-DACH: “Every year, the Final of the UEFA Champions League is the absolute highlight for all soccer fans and at the same time the conclusion of an exciting soccer season. That’s why it’s important to us at DAZN to offer all fans the highest quality and most impressive broadcast of the Final possible. We are therefore very happy that, with briX|woRk.studio, we have a perfect environment to expand our live broadcast with an extensive and detailed studio show.”

Jens Friedrichs, Chairman of the Management Board of PLAZAMEDIA GmbH: “We are very pleased to be able to support our long-term partner DAZN in the realization of the UEFA Champions League Final 2023 with our new XR LED Studio, among other things. DAZN and PLAZAMEDIA are constantly looking for new ways to produce top sports events in the highest quality for all viewers. Our new briX|woRk.studio offers many possibilities to present sports coverage in a new look & feel. The studio can also be used for the production of other genres such as fiction, reportage or fashion shoots. We thank DAZN for the trust and the always good cooperation!”

About briX|woRk.studio – one of the most innovative studios in Germany

“Where Physical and Digital Worlds Meet”: The briX|woRk.studio seamlessly combines real set architecture with virtual worlds via the LED wall and can be extended into a 360° space via augmented reality. The studio set features a 24-meter wide and 5-meter high L-shaped LED wall. The outstanding viewing angle stability allows filming of the LED wall even from extreme camera angles. In addition, an incredibly low moiré behavior is convincing thanks to a pixel pitch of 1.9 millimeters.

When planning and implementing its studio projects, PLAZAMEDIA supports its customers fully with the extensive know-how of its teams, which include production management, graphics and XR experts, production and recording technology, audio engineering, deco and stage construction, and green consultants to ensure sustainable production. Thanks to these technical and economic advantages, the briX|woRk.studio offers almost unlimited application possibilities for novel and sustainably realized productions. XR technology enables customers to stage their projects and brands in an innovative and resource-saving way: The spectrum ranges from film and TV productions as well as broadcasts to corporate productions such as commercials or photo shoots to on-site, hybrid and virtual (live) events, presentations and training courses.

“Green Production” in Munich: When it comes to sustainability, the new XR LED Studio sets standards.

With productions in the briX|woRk.studio that meet the ecological standards of “Green Motion”, PLAZAMEDIA can help its clients reduce their carbon footprint: Specially trained and IHK-certified “Green Consultants Film & TV” advise customers on request right from the start of planning and implementing their projects. The use of green electricity, the use of LED lighting and also the reduction of material, cast and crew transports to the filming location lead to significant CO₂ savings in the XR LED Studio.

PRESS RELEASE

Attached please find photos of the studio production for DAZN for the UEFA Champions League Final with host Laura Wontorra and expert Sebastian Kneissl (Copyright: PLAZAMEDIA GmbH) as well as a photo of Jens Friedrichs (Copyright: PLAZAMEDIA GmbH) for free editorial use within the scope of reporting.

About PLAZAMEDIA GmbH: Leading provider of smart content solutions

PLAZAMEDIA, a Sport1 Medien AG company, has developed into a leading sports TV producer in the German-speaking region since its foundation in 1976. Today, with its roots in classic television production, PLAZAMEDIA is also an established provider of smart, digital content solutions for all media platforms. Its customers include not only public and private broadcasters, but also platform operators, international sports associations, agencies for sports rights and national and international companies.

The range of services is broad: classic OB van-based production or remote production, staging of live sports or entertainment events, state-of-the-art content management solutions, editing, archiving and target group-specific content distribution on all media platforms – with convergent solutions, PLAZAMEDIA supports customers in the digital transformation of their business models along the entire content value chain.

Smart solutions for customer content: production, management, archiving and distribution – worldwide, digital and customized for all requirements.

More information: www.plazamedia.com.

PRESS CONTACT

Sport1 Medien AG | PLAZAMEDIA GmbH

Michael Roehrig

Director Communication

Phone: +49 (89) 96066 1210

Email: michael.roehrig@sport1-medien.de

If you no longer wish to receive any communications from PLAZAMEDIA GmbH, please send us an email (Subject: Please unsubscribe).