



SEASON REPORT
20**18**/**19**



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A short guide to key terms

Österreichischer Fußball-Bund (ÖFB)	Austrian Football Association; the body governing football in Austria
Österreichische Fußball-Bundesliga	the association organising the Tipico Bundesliga and the HPYBET 2. Liga
Tipico Bundesliga	the highest division of club football in Austria, named after its naming rights partner Tipico
HPYBET 2. Liga	the second division of club football in Austria, named after its naming rights partner HPYBET
Regionalliga	the third division of club football in Austria; divided into three groups based on geographic criteria: Ost (East), Mitte (Central), and West (West)



The 2018/19 season was a landmark in the history of the Bundesliga. The reform did not only change the course of both divisions, it also marked the beginning of a new era off the field.

However, the roots of those radical changes can be traced back further. In May 2016, representatives of the Österreichische Fußball-Bundesliga came together and left no stone unturned when restructuring the field of Austrian professional football. Three years later, we can now look back on the first post-reform season, and we can say with confidence that knowing what we know today, we would go down the same road again.

The season was kicked off with a newly introduced uniform football in both divisions for the first time, an important step towards more fairness, higher quality, and an improved image. Additionally, two new TV contracts entered into force, and from December onwards, the 2. Liga has had a new naming rights partner. All in all, it was a successful beginning of the new era—and what came afterwards would surpass our expectations in many regards.

INCREASING THE ATTRACTIVENESS OF A LEAGUE

The 2018/19 season saw exciting and gripping matches. More deciding matches came with more goals scored; this season's average of three goals per match is significantly higher than the average since the league's foundation and the third-highest average amongst Europe's top 15 leagues. Additionally, many deciding moments happened later than usually. When Salzburg again secured the title, only three more rounds were left to be played, and it was in the very last round that three clubs competed for spots in the international competitions, while two others fought to avoid relegation.

New ways of letting fans experience the three phases of a more attractive competition have enhanced the marketing potential, an important factor in the negotiations with Sky and, ultimately, in the 40% increase in proceeds from broadcasting rights compared with the previous season.

The new format has also been well received by the fans. At the very latest, the initial scepticism gave way to excitement when it came to the end of Stage 1 and the split into a championship- and a qualification group. By the end of the season, nine of the twelve clubs had recorded an increase in spectators, seven amongst them in the double-digit percentage range.

One of the top priorities for the next years will be to build upon the momentum generated during the first season. Furthermore, the Tipico Bundesliga clubs will decide whether some tweaks should be made after a comprehensive evaluation process.

EXCELLENT INTERNATIONAL PERFORMANCE

Another upswing could be observed on the international stage. While a few years ago, the 15th position in the UEFA association club coefficient ranking was the declared goal, the tide has turned and the Austrian football scene is now focused on securing the 11th position and the Champions League place that very likely comes with it. Particularly considering their financial means, congratulations are in order for the outstanding work done by Austrian clubs.

For the first time since 2004/05, two Austrian teams—SK Rapid Wien and FC Red Bull Salzburg—made it through the winter break in UEFA competitions. While Rapid had to concede defeat to none other than Inter Milan in the round of 32, Salzburg's international season ended one round later when up against SSC Napoli—two Italian top clubs compared with which Austrian clubs are the odd one out in regard to financial means. Salzburg nevertheless put up a brilliant second-leg match which they won 3-1.

NEW HUB

The start of the new era of the HPYBET 2. Liga was thrilling. The second tier of Austrian football, better adjusted to conditions in Austria and brought more in line with Regionalliga provisions, has developed a notable charm. An interesting mixture of professional and amateur football has emerged from the increase from ten to sixteen teams and the new clubs participating in the league.

The result is a league with both strong regional roots and a nationwide fan community. The league's own naming rights partner and broadcasting contract, which ensures that the matches can be watched live in Austrian households, clearly show that the 2. Liga is an attractive platform for advertising.



The hub that is the 2. Liga should be evaluated and judged by the development of young footballers. The underlying idea is that on average, twelve players—apart from those of the promoted team—should make it to the Tipico Bundesliga per season, a goal that was achieved in the first season.

On a sporting level, things became more gripping, and the point differences between the clubs decreased. Up until the last round, WSG Swarovski Wattens and SV Guntamatic Ried fought for the title and the promotion to the Tipico Bundesliga.

TENSIONS

The fact that the question of relegation was not decided in a sporting way is a fly in the ointment, but there were different factors at play which influenced this outcome. The relegation of FC Wacker Innsbruck II, a team which had celebrated sporting success, was due to Innsbruck's first team being relegated to the 2. Liga and necessary to ensure the integrity of the competition.

The other factors, however, have to be examined through a critical lens. Due to misrepresentations made during the licensing procedure, SC Wiener Neustadt had their licence for the two highest divisions revoked by the association's responsible body. Furthermore, there was no relegation of a third club because no team was promoted from the Regionalliga Ost. In marked contrast to the popular Austrian

doctrine of how difficult it is to meet promotion requirements, this is instead mainly due to many clubs' lacking wish to be promoted.

INFRASTRUCTURE INVESTMENT PACKAGE

On a decidedly more positive note, the infrastructure investment package, which had been introduced in 2013, continued to write success stories in 2018/19. It enabled sustainable projects all across Austria. FK Austria Wien's modernised Generali Arena was opened at the beginning of the season; new stands were built in Altach; and preparations were made for the roofing of away sectors in the Tipico Bundesliga. Renovations were also carried out in Graz, and in both Linz and Lustenau, the planning of new stadiums progressed.

Overall, this positive review of top-class football in Austria can be concluded with a positive outlook. The give-and-go between reforms and infrastructure is working well, and this is the foundation that professional football in Austria needs to ensure future economic and sporting development.

Christian Ebenbauer

Reinhard Herovits

Executive directors of the Österreichische Fußball-Bundesliga





SPORT

6th successive title

FC Red Bull Salzburg celebrated their 6th successive title – a historic best.

19 wins

WSG Swarovski Wattens won 19 of their HPYBET 2. Liga matches and were promoted to the Tipico Bundesliga.

5 ×

FC Red Bull Salzburg had to play as the away team in 5 UNIQA ÖFB Cup matches. Salzburg's only match as home team was the final in Klagenfurt.

2 Austrian Teams

For the first time since 2004/05, 2 Austrian teams made it through the winter in the UEFA Europa League.



Position	Club	Played	Won	Drawn	Lost	Goals	Goals Conceded	Goal Difference	Points
CHAMPIONS GROUP									
1	FC Red Bull Salzburg	32	25	5	2	79	27	52	52 +
2	LASK	32	18	9	5	59	31	28	40
3	RZ Pellets WAC	32	12	10	10	47	47	0	31
4	FK Austria Wien	32	12	6	14	45	48	-3	27
5	SK Puntigamer Sturm Graz	32	10	10	12	37	40	-3	24 +
6	spusu SKN St. Pölten	32	9	9	14	32	50	-18	21
QUALIFICATION GROUP									
1	SK Rapid Wien	32	13	7	12	48	44	4	32 +
2	SV Mattersburg	32	12	7	13	41	48	-7	28 +
3	CASHPOINT SCR Altach	32	9	10	13	48	44	4	28
4	FC Flyeralarm Admira	32	8	9	15	42	62	-20	22 +
5	TSV Prolectal Hartberg	32	10	5	17	48	66	-18	22
6	FC Wacker Innsbruck	32	8	5	19	32	51	-19	20 +

+ Position determined by half point subtracted due to rounding after Stage 1

Europa League Play-off:

SEMI-FINAL

SK Rapid Wien – SV Mattersburg 2:0 (2:0)

FINAL

SK Rapid Wien – SK Puntigamer Sturm Graz 1:2 (0:0)

SK Puntigamer Sturm Graz – SK Rapid Wien 0:1 (0:1)

Goal scorers

Player	Club	Goals	Assists	Goals + Assists	Matches Played	Minutes Played	Minutes per Goal
Munas Dabbur	FC Red Bull Salzburg	20	5	25	29	2,139	106
Joao Victor	LASK	13	7	20	27	2,284	175
Michael Liendl	RZ Pellets WAC	11	11	22	32	2,858	259
Smail Prevljak	FC Red Bull Salzburg	10	2	12	23	926	92
Zlatko Dedic	FC Wacker Innsbruck	9	4	13	28	2,290	254
Martin Pusic	SV Mattersburg	9	1	10	25	1,671	185
Rene Gartler	spusu SKN St. Pölten	9	1	10	31	2,470	274
Hannes Wolf	FC Red Bull Salzburg	8	7	15	22	1,394	174
Rajko Rep	TSV Prolectal Hartberg	8	7	15	30	2,658	332
Alexander Grünwald	FK Austria Wien	8	3	11	22	1,854	231
Sasa Kalajdzic	FC Flyeralarm Admira	8	2	10	15	884	110
Patrick Schmidt	FC Flyeralarm Admira	8	0	8	27	1,541	192
Fredrik Gulbrandsen	FC Red Bull Salzburg	7	7	14	23	1,121	160
Thomas Murg	SK Rapid Wien	7	7	14	32	2,533	361
Florian Flecker	TSV Prolectal Hartberg	7	3	10	32	2,652	378
Mergim Berisha	CASHPOINT SCR Altach	7	2	9	14	1,163	166

The 2018/19 season made history by turning the page to a new chapter, and FC Red Bull Salzburg secured the first Bundesliga title of the new era. With this win, the Bundesliga trophy was brought home to Mozart's hometown for the sixth year in a row—a new historic best!

For the first time, the league was divided into two groups (the so-called championship- and qualification groups) of six teams each after Stage 1 (the first 22 rounds). The teams' points were halved before the start of Stage 2 (the final 10 rounds). The result was a gripping championship from start to finish that left no room for bad patches, as the stats confirm. The season averaged 2.9 goals per match, more than the average since the league's creation. Since the start of detailed data collection, there has never been more action in the penalty area nor a higher pass completion rate than in the 2018/19 season.

CLUB RECORDS

FC Red Bull Salzburg scored the highest number of goals (79) and conceded the fewest (27). Furthermore, Salzburg demonstrated that they can turn the course of a game around by winning four of six games after being down 0-1.

As runners-up, **LASK** celebrated their highest rank since the creation of the Bundesliga in 1974/75.

RZ Pellets WAC came in third, the best result of a Carinthian team in history.

FK Austria Wien's 6-1 home win over SK Rapid is the biggest victory in a derby in the history of the Bundesliga.

Between rounds 13 and 19, **SK Puntigamer Sturm** Graz did not have to concede a goal for 507 minutes, longer than any other team.

spusu SKN St. Pölten finished sixth, a historic best for the club in the Tipico Bundesliga.

SK Rapid Wien scored 2.2 goals per match in spring. Up 1.3 goals from autumn, this is the most pronounced increase amongst all Bundesliga clubs.

SV Mattersburg scored in 18 consecutive matches (match days 11-28), the longest run of the season (a record they share with Salzburg) and a new club record.

CASHPOINT SCR Altach's goal difference at the end of the season was +4, bettering their old record from 2014/15 (+1).

52% of **FC Flyeralarm Admira's** goals resulted from set pieces, the largest share in the Bundesliga in 15 years.

TSV Prolectal Hartberg scored 8 goals in the first 15 minutes. Last season, too, a promoted team had dominated the first 15 minutes.

22% of **FC Wacker Innsbruck's** goals were bagged from outside the penalty area—such a large share by a promoted team had last been achieved in the 2005/06 season by SV Ried.

Christian Ebenbauer, executive director of the Bundesliga: "The three phases of the championship have made the league more gripping and exciting. There are more options for dramatic development—in particular, the consequential split into a championship- and a qualification group has been on everyone's lips. The general disposition has shifted towards a higher number of deciding matches."

1:2 AWARDS (TIPICO BUNDESLIGA)

A jury comprising Tipico Bundesliga club presidents, managers and coaches chose the top players, goalkeepers, and referees active in the 2018/19 season. Additionally, the best coach was honoured for the first time, and the top 5 contestants in each category were named.

FC Red Bull Salzburg striker and, with 20 goals, top scorer Munas Dabbur was voted best player of the season. Salzburg's Cican Stankovic was named best goalkeeper. He was a decisive factor in making Salzburg's defence the best in the league and in having to concede the fewest goals. The newly established category of best coach was won by Salzburg's Marco Rose. His two years as Red Bull Salzburg's head coach saw him establish win percentage records and achieve the league's best-ever points per game return.

Harald Lechner again prevailed in the referees' category, taking home the award for the sixth time in the six years of its existence. He officiated 17 matches and was—for the third time in a row!—the most frequently appointed referee in the Tipico Bundesliga.

THE TEAM OF THE SEASON

As in previous years, Austrian sports journalists have selected the "team of the season" for both the Tipico Bundesliga and the HPYBET 2. Liga. All players who had made at least one appearance could be voted for; the 4-4-2 formation was mandatory.

The Tipico Bundesliga team of the season again mainly comprised players of the champions and runners-up. While all eleven spots had been filled by FC Red Bull Salzburg and SK Puntigamer Sturm Graz players last year, this year's Salzburg- and LASK-heavy team was completed by WAC's Michael Liendl.



THE BEST PLAYERS IN THE TIPICO BUNDESLIGA

1. Munas Dabbur (FC Red Bull Salzburg)
2. Xaver Schlager (FC Red Bull Salzburg)
3. Joao Victor (LASK)
4. Michael Liendl (RZ Pellets WAC)
5. Gernot Trauner (LASK)

THE BEST GOALKEEPERS IN THE TIPICO BUNDESLIGA:

1. Cican Stankovic (FC Red Bull Salzburg)
2. Alexander Schlager (LASK)
3. Christoph Riegler (spusu SKN St. Pölten)
4. Richard Strebinger (SK Rapid Wien)
5. Alexander Kofler (RZ Pellets WAC)

THE BEST COACHES IN THE TIPICO BUNDESLIGA:

1. Marco Rose (FC Red Bull Salzburg)
2. Oliver Glasner (LASK)
3. Christian Ilzer (RZ Pellets WAC)
4. Klaus Schmidt (SV Mattersburg)
5. Dietmar Kühbauer (spusu SKN St. Pölten / SK Rapid Wien)

The proportion of Austrian players has remained at a high level and is comparable to the old 10-team-format.

In total, Austrians accounted for approximately 73% of overall playing time (2017/18: 73.6%). While relative numbers hardly allow for any change to be observed, absolute numbers signal an increase. Due to the new 12-club-format (and including Europa League play-offs), Austrian footballers' playing time increased by 19,395 minutes (7.4%) compared with the previous season. It is interesting to observe that the all-important Stage 2 saw an increased share of Austrians' playing time, accounting for 74.1% compared to 72.4% in Stage 1.

CASHPOINT SCR Altach won this season's club ranking (83.1%), closely followed by SV Mattersburg (82.8%) and TSV Prolactal Hartberg (78.7%). More than any other club, FC Flyeralarm Admira banked on the talents of Austrian U22 players who accounted for 23.4% of overall playing time. In this category—playing time of Austrian U22 footballers—the runners-up were spusu SKN St. Pölten (19.1%) and last year's winners, FK Austria Wien (16.1%).

REGULATIONS:

The match report has to include a minimum of twelve footballers who are either Austrian citizens or who were first registered in Austria before turning 18 and are eligible to play for the U22s. Funds are distributed according to minutes played by Austrians, with minutes played by Austrian U22 footballers being multiplied by four.

Note: U22 players who were registered in Austria before turning 18 can be used to fulfil eligibility criteria. However, their minutes played are not considered when distributing funds.

Christian Ebenbauer, executive director of the Bundesliga: "Having 12 teams in the league creates opportunities for Austrian footballers to get top-tier minutes on the pitch under their belts. This is a valuable advantage when it comes to fostering talents, also in regard to the national team."

Typico Bundesliga – Einsatzminuten Österreicher Summe U22 + älter von Gesamtsumme R 1. – 32.

Club	round 1. – 32.	% of total time played	% of time played by club	weighed (U22 players' minutes multiplied by 4 according to the fund's criteria)
CASHPOINT SCR Altach	26,318	9%	83%	34,331
SV Mattersburg	26,246	9%	83%	29,681
TSV Prolactal Hartberg	24,937	9%	79%	26,668
RZ Pellets WAC	24,758	9%	78%	26,543
SK Puntigamer Sturm Graz	24,565	9%	78%	39,514
SK Rapid Wien	24,099	9%	76%	36,039
LASK	23,919	9%	76%	23,919
spusu SKN St. Pölten	23,513	8%	74%	41,711
FC Wacker Innsbruck	22,724	8%	72%	30,692
FC Flyeralarm Admira	21,923	8%	69%	44,132
FK Austria Wien	20,975	8%	66%	36,290
FC Red Bull Salzburg*	13,363	5%	42%	23,998
TOTAL	277,340			393,518
72.95% Austrians				

* Eligibility criteria laid out in section 12 of the financial directive not met



Position	Club	Played	Won	Drawn	Lost	Goals	Goals Conceded	Goal Difference	Points
1	WSG Swarovski Wattens	30	19	8	3	59	26	33	65
2	SV Guntamatic Ried	30	18	9	3	61	21	40	63
3	SC Austria Lustenau	30	14	8	8	55	34	21	50
4	KSV 1919	30	13	7	10	44	40	4	46
5	FC Blau Weiß Linz	30	14	2	14	46	48	-2	44
6	FC Juniors OÖ	30	13	3	14	52	55	-3	42
7	SK Austria Klagenfurt	30	9	14	7	43	35	8	41
8	FAC Wien	30	11	8	11	35	41	-6	41
9	SKU Ertl Glas Amstetten	30	10	6	14	45	43	2	36
10	FC Liefering	30	10	5	15	50	54	-4	35
11	Young Violets Austria Wien	30	9	7	14	46	62	-16	34
12	SV Licht-Loidl Lafnitz	30	8	9	13	36	42	-6	33
13	SV Horn	30	6	7	17	33	62	-29	25
14	SK Vorwärts Steyr	30	5	6	19	32	68	-36	21
15	SC Wiener Neustadt ¹	30	12	8	10	39	41	-2	44
16	FC Wacker Innsbruck II ²	30	10	11	9	40	44	-4	41

¹ SC Wiener Neustadt does not have a licence for 2019/20 and is therefore relegated to the Regionalliga

² Due to the relegation of FC Wacker Innsbruck to the HPYBET 2. Liga, FC Wacker Innsbruck has to be relegated to the Regionalliga in accordance with section 4(3) of the match operations regulations

Goal scorers

Player	Club	Goals	Matches Played	Minutes Played	Minutes per Goal
Ronivaldo	SC Austria Lustenau	26	30	2,657	102
David Peham	SKU Ertl Glas Amstetten	15	27	2,168	144
Marko Raguz	FC Juniors OÖ	15	28	2,371	158
Thomas Sabitzer	KSV 1919	12	27	2,082	173
Benjamin Pranter	WSG Swarovski Wattens	12	29	2,486	207
Darijo Pecirep	SV Guntamatic Ried	11	25	1,497	136
Valentin Grubeck	FC Juniors OÖ	11	29	2,365	215
Milan Jurdik	WSG Swarovski Wattens	10	26	1,635	163
Manprit Sarkaria	Young Violets Austria Wien	10	21	1,764	176
Julian Wießmeier	SV Guntamatic Ried	10	28	2,012	201
Mario Ebenhofer	FC Blau Weiß Linz	10	25	2,090	209
Ante Bajic	SV Guntamatic Ried	9	20	1,183	131
Alan Lima Carius	FC Blau Weiß Linz	9	27	2,272	252
Matthias Puschl	KSV 1919	9	28	2,340	260
Patrik Eler	SV Guntamatic Ried	8	13	871	108
Dominik Fitz	Young Violets Austria Wien	8	18	1,491	186
Benedikt Pichler	SK Austria Klagenfurt	8	22	1,911	238
Nicolas Meister	FC Juniors OÖ	8	24	1,978	247
Miroslav Milosevic	SV Horn	8	27	2,362	295

The second tier of Austrian football trod new paths in the 2018/19 season. The 2. Liga, with its new naming rights partner HPYBET and increased in size to 16 teams, has started off producing success stories.

The most impressive one likely was WSG Swarovski Wattens' last-round championship win in a thrilling final and the club's subsequent promotion.

After months of battling for the title, the HPYBET 2. Liga's first season was decided by a hair's breadth in the last round. Finally, an away win in Horn made **WSG Swarovski Wattens** the league's champions, two points ahead of **SV Guntamatic Ried**. While Ried scored the highest number of goals (61) and had to concede the fewest (21), Wattens won more matches than any other club (19). **SC Austria Lustenau**, **KSV 1919**, and **FC Blau Weiß Linz**—three clubs with a long tradition in the former "Sky Go First League", the 2. Liga's predecessor—finished on positions three to five. SC Austria Lustenau's attack was the third-best behind Ried's and Wattens'; KSV 1919's fourth position was their best result in five years. Fans of Blau Weiß Linz had an emotional rollercoaster for a season: only two games of the club ended in a draw, while 14 of the remaining 28 matches were won and 14 were lost.

The highest-ranking promoted team, **FC Juniors OÖ**, came in sixth. With an average of 3.56, their matches also yielded the highest number of goals per match. A strong performance in spring catapulted **SK Austria Klagenfurt** into the top half of the table. Having been on the 13th position in autumn, the Carinthians only lost one of their matches in spring. **FAC Wien's** 8th position was the club's best since having been promoted to the 2. Liga. Looking exclusively at away games, the club hailing from Vienna's Floridsdorf district would even come in 4th.

SKU Ertl Glas Amstetten managed to stay in the league in their first season. In 9th position, they are one of six teams with a positive goal difference. With 50 scored goals—the fifth-highest number in the league—**FC Liefering** came in 10th. **Young Violets Austria Wien's** matches also brought about many goals—over 100 were scored in total. Two other teams'

matches also saw more than 100 goals this season.

SV Licht-Loidl Lafnitz finished in 12th place. The Styrians best showed their potential in autumn, going into the winter break ranking 7th.

In four of their six wins, **SV Horn** kept a clean sheet. **SK Vorwärts Steyr** were strongest between rounds 11 and 14, when the Upper Austrians won three out of four matches. **SC Wiener Neustadt** did not lose a single match between rounds 13 and 18. After their licence had been revoked, the Lower Austrian club was relegated to the Regionalliga Ost at the end of the season. **FC Wacker Innsbruck II** had no losses to record between rounds 15 and 24. Due to the relegation of Innsbruck's first team from the Bundesliga, the young Tyroleans had to face relegation to the Regionalliga.

1:5 AWARDS (HPYBET 2. LIGA)

A jury comprising HYPBET 2. Liga club presidents, managers and coaches chose the top players, goalkeepers, and referees active in the 2018/19 season. As in the Tipico Bundes-liga, the coach of the season and the top 5 of each category were named for the first time.

SC Austria Lustenau's goal-getter Ronivaldo was named best player. Ronivaldo, who hails from Brazil, also took home the 2. Liga's top scorer award after scoring 26 goals in the 2018/19 season. Johannes Kreidl (SV Guntamatic Ried) came out on top in the goalkeeper category. At 22 years old, he did not miss a single minute on the pitch and kept a clean sheet in 17 matches. WSG Swarovski Wattens' coach Thomas Silberberger received the best coach award. The native Tyrolean has coached Wattens since 2013, leading them from the Regionalliga to the Tipico Bundesliga.

THE TEAM OF THE SEASON

Players of six different clubs were voted into the team of the season, which was put together by sports journalists. SV Guntamatic Ried and WSG Swarovski Wattens have the most players in the team (four and three, respectively), but FAC Wien, KSV 1919, SC Austria Lustenau and FC Wacker Innsbruck II are also represented.



THE BEST PLAYERS OF THE SEASON:

1. Ronivaldo, SC Austria Lustenau
2. Benjamin Pranter, WSG Swarovski Wattens
3. Thomas Sabitzer, KSV 1919
4. Matthäus Taferner, FC Wacker Innsbruck II
5. Lukas Grgic, SV Guntamatic Ried

THE BEST GOALKEEPERS OF THE SEASON:

1. Johannes Kreidl, SV Guntamatic Ried
2. Fabian Ehmann, KSV 1919
3. Ferdinand Oswald, WSG Swarovski Wattens
4. Michael Zetterer, SK Austria Klagenfurt
5. Tobias Lawal, FC Juniors OÖ

THE BEST COACHES OF THE SEASON:

1. Thomas Silberberger, WSG Swarovski Wattens
2. Kurt Russ, KSV 1919
3. Gernot Plassnegger, SC Austria Lustenau
4. Gerald Baumgartner, SV Guntamatic Ried
5. Ferdinand Feldhofer, SV Licht-Loidl Lafnitz

In the 2018/19 season, Austrian players accounted for approximately 72% of the overall playing time in the HPYBET 2. Liga. SKU Ertl Glas Amstetten, FAC Wien and FC Wacker Innsbruck II are at the head of this ranking (91% each). The number of minutes played by Austrian players eligible to play for the U22 are used for the allocation of funding. This ranking is led by FC Juniors OÖ, followed by FC Wacker Innsbruck II and KSV 1919.



REGULATIONS:

To be eligible to receive financial support from the fund for the advancement of Austrian players, every match report has to include a minimum of twelve players who are either Austrian citizens or who were registered in Austria before turning 18 and who are eligible to play for the U22s. The funds are allocated on the basis of minutes played by Austrian U22 footballers; however, to be eligible, the general criteria for the fund have to be met in every match of the accounting period. Amateur teams of Tipico Bundesliga clubs are not awarded funding via this scheme.

**HPYBET 2. Liga
minutes played by Austrian footballers**

Club	rounds 1.-30.	% of total time played	% of time played by club
SKU Ertl Glas Amstetten	27,164	8%	91%
FAC Wien	27,081	8%	91%
FC Wacker Innsbruck II**	26,930	8%	91%
FC Blau Weiß Linz	24,882	7%	84%
SV Licht-Loidl Lafnitz	24,284	7%	82%
SV Horn	24,120	7%	81%
Young Violets Austria Wien**	23,799	7%	80%
KSV 1919	23,224	7%	78%
FC Juniors OÖ	22,509	7%	76%
SV Guntamatic Ried	21,074	6%	71%
SK Vorwärts Steyr	19,547	6%	66%
SC Wiener Neustadt	18,495	5%	62%
WSG Swarovski Wattens*	16,605	5%	56%
SK Austria Klagenfurt*	15,945	5%	54%
SC Austria Lustenau*	14,547	4%	49%
FC Liefering*	11,548	3%	39%

TOTAL **341,754** **71.9% Austrians**

* Eligibility criteria laid out in section 10 of the financial directive not met
 ** Not eligible for funding under section 9 of the financial directive

**HPYBET 2. Liga
U22 player according to the applicable definition**

Club	rounds 1.-30.
FC Juniors OÖ	17,559
FC Wacker Innsbruck II**	16,312
KSV 1919	15,306
Young Violets Austria Wien**	15,024
FAC Wien	13,996
FC Liefering*	11,548
SC Austria Lustenau*	9,814
SV Horn	8,329
SK Austria Klagenfurt*	7,072
SV Licht-Loidl Lafnitz	6,124
SC Wiener Neustadt	5,446
WSG Swarovski Wattens*	4,743
SKU Ertl Glas Amstetten	4,419
SK Vorwärts Steyr	3,898
FC Blau Weiß Linz	3,313
SV Guntamatic Ried	2,753

TOTAL **145,656**

UNIQA ÖFB CUP FC RED BULL SALZBURG CELEBRATE THEIR 6TH CUP TITLE

At the UNIQA ÖFB Cup final, the table was set for a celebration of football: 24,200 fans came to watch the game in the Wörtherseestadion in Klagenfurt on a sunny public holiday, the atmosphere was cheerful and the match between FC Red Bull Salzburg and SK Rapid Wien was highly emotional.

The two teams had blazed their own trails to get to the final and had faced different challenges: While Salzburg had always been the away team, Rapid had had to go up against four Tipico Bundesliga clubs before the final.

In the first round, FC Kufstein—a Regionalliga West club—went up against Rapid; the Viennese club did not show any weaknesses and won 5-0. In the second round, SK Rapid faced off against another Bundesliga team. In an away game against SV Mattersburg, Rapid had to go into extra time and finally won 5-4 after a penalty shoot-out. The third round yielded a 3-0 away win against RZ Pellets WAC, and in the quarter final—their only home game in the Cup this season—Rapid won 5-2 against TSV Proletar Hartberg. The semi-final again went into extra time, but Rapid, coached by Dietmar Kühbauer, won the penalty shoot-out against LASK 4-3 and secured their spot in the UNIQA ÖFB Cup final.

Rapid's opponents in the final, FC Red Bull Salzburg, had started their UNIQA ÖFB Cup season with an away game against ASKÖ Oedt in Upper Austria. The Landesliga club posed no threat to Salzburg, who had been finalists in last year's cup, and Marco Rose's

team made their way to the second round by winning 6-0. Going up against the Regionalliga West club SC Schwarz next, Salzburg secured a 6-0 win with their usual aplomb. Narrower victories followed for Salzburg with their third-round win over SC Austria Lustenau (1-0) and their quarter-final triumph over SC Wiener Neustadt (2-1). In the semi-final, again an away game for Salzburg, they faced off against GAK, the Regionalliga Mitte's shooting star. Salzburg kept their cool and secured their spot in the final by winning 6-0 over the Styrians.

In the final, both Rapid and Salzburg created scoring chances. Ultimately, Salzburg netted a brace in less than two minutes (Patrick Farkas 37' and Munas Dabbur 39'). Thanks to this quickly doubled tally, Salzburg were crowned winners of the UNIQA ÖFB Cup 2018/19. It is the sixth ÖFB cup title in the club's history.





The way to the final–UNIQA ÖFB Cup 2018 / 19



1ST ROUND

ASKÖ Oedt - FC Red Bull Salzburg
0-6 (0-2)

FC Kufstein - SK Rapid Wien
0-5 (0-3)

2ND ROUND

SC Schwaz - FC Red Bull Salzburg
0-6 (0-2)

SV Mattersburg - SK Rapid Wien
4-5 o.p. (1-1 / 1-1 / 1-1)

3RD ROUND

SC Austria Lustenau - FC Red Bull Salzburg
0-1 (0-0)

RZ Pellets WAC - SK Rapid Wien
0-3 (0-2)

QUARTER-FINAL

SC Wiener Neustadt - FC Red Bull Salzburg
1-2 (0-0)

SK Rapid Wien - TSV Prolectal Hartberg
5-2 (1-0)

SEMI-FINAL

Grazer AK - FC Red Bull Salzburg
0-6 (0-4)

LASK - SK Rapid Wien
3-4 o.p. (1-1 / 1-1 / 1-0)

FINAL

FC Red Bull Salzburg - SK Rapid Wien
2-0 (2-0)

o.p.: on penalties





UEFA Champions League

Round	Home Team	Away Team	Result
Q2	Ajax Amsterdam (NED)	SK Puntigamer Sturm Graz	2-0
Q2	SK Puntigamer Sturm Graz	Ajax Amsterdam (NED)	1-3
Q3	FC Red Bull Salzburg	Shkendija 79 Tetovo (MKD)	3-0
Q3	Shkendija 79 Tetovo (MKD)	FC Red Bull Salzburg	0-1
Play-Off	Roter Stern Belgrad (SRB)	FC Red Bull Salzburg	0-0
Play-Off	FC Red Bull Salzburg	Roter Stern Belgrad (SRB)	2-2

UEFA Europa League

Round	Home Team	Away Team	Result
Q2	LASK	Lillestrom (NOR)	4-0
Q2	Lillestrom (NOR)	LASK	1-2
Q2	CSKA Sofia (BUL)	FC Flyeralarm Admira	3-0
Q2	FC Flyeralarm Admira	CSKA Sofia (BUL)	1-3
Q3	SK Puntigamer Sturm Graz	AEK Larnaca FC (CYP)	0-2
Q3	AEK Larnaca FC (CYP)	SK Puntigamer Sturm Graz	5-0
Q3	Besiktas Istanbul (TUR)	LASK	1-0
Q3	LASK	Besiktas Istanbul (TUR)	2-1
Q3	SK Slovan Bratislava (SVK)	SK Rapid Wien	2-1
Q3	SK Rapid Wien	SK Slovan Bratislava (SVK)	4-0
Play-Off	SK Rapid Wien	Steaua Bukarest (ROU)	3-1
Play-Off	Steaua Bukarest (ROU)	SK Rapid Wien	2-1
Group Stage	SK Rapid Wien	Spartak Moskau (RUS)	2-0
Group Stage	RasenBallSport Leipzig (GER)	FC Red Bull Salzburg	2-3
Group Stage	FC Red Bull Salzburg	Celtic Glasgow (SCO)	3-1
Group Stage	Glasgow Rangers (SCO)	SK Rapid Wien	3-1
Group Stage	FC Red Bull Salzburg	Rosenborg Trondheim (NOR)	3-0
Group Stage	Villarreal CF (ESP)	SK Rapid Wien	5-0
Group Stage	SK Rapid Wien	Villarreal CF (ESP)	0-0
Group Stage	Rosenborg Trondheim (NOR)	FC Red Bull Salzburg	2-5
Group Stage	Spartak Moskau (RUS)	SK Rapid Wien	1-2
Group Stage	FC Red Bull Salzburg	RasenBallSport Leipzig (GER)	1-0
Group Stage	SK Rapid Wien	Glasgow Rangers (SCO)	1-0
Group Stage	Celtic Glasgow (SCO)	FC Red Bull Salzburg	1-2
Round of 32	SK Rapid Wien	Inter Mailand (ITA)	0-1
Round of 32	Inter Mailand (ITA)	SK Rapid Wien	4-0
Round of 32	Club Brügge (BEL)	FC Red Bull Salzburg	2-1
Round of 32	FC Red Bull Salzburg	Club Brügge (BEL)	4-0
Round of 16	SSC Napoli (ITA)	FC Red Bull Salzburg	3-0
Round of 16	FC Red Bull Salzburg	SSC Napoli (ITA)	3-1

UEFA CLUB COMPETITIONS 2018 / 19

Five teams represented Austria in international competitions in the 2018/19 season. For the first time since 2004/05, two Austrian teams—SK Rapid Wien and FC Red Bull Salzburg—made it through the winter break on the international stage.

Two Austrian teams started their season dreaming big and eyeing the UEFA Champions League. In the second qualifying round, SK Puntigamer Sturm Graz had to go up against the Dutch runners-up Ajax Amsterdam. The Styrians were the first international team to lose to Amsterdam but were set to be in good company, given that on their phenomenal path to the Champions League semi-final, Ajax Amsterdam beat, amongst others, Real Madrid and Juventus Turin. Having lost, SK Sturm Graz entered the UEFA Europa League qualifying round. The third Champions League qualifying round saw the entrance of Austrian champion FC Red Bull Salzburg. Shkendija 79 Tetovo were no obstacle for Salzburg, and even when up against Red Star Belgrade, it looked like Salzburg might progress to the group stage of the UEFA Champions League for the first time since the start of the Red Bull era. After a goalless draw in Belgrade, Salzburg were leading 2-0 in their home game before the Serbians levelled, scoring twice in less than a minute and securing their promotion thanks to the away goals rule. Salzburg, as in previous years, continued in the UEFA Europa League, for which four other Austrian teams had also entered the qualifying rounds. FC Flyeralarm Admira were defeated twice by CSKA Sofia and dropped out after the second qualifying round. LASK, however, beat the Norwegian

club Lillestrom twice. The third round ended in LASK's narrow defeat by Turkish top club Besiktas Istanbul; a goal scored late during their home game and the away goals rule sealed the fate of LASK after a hard-fought match. SK Puntigamer Sturm Graz got a second chance after having dropped out of the Champions League qualifying rounds but had to concede defeat in both matches played against Cypriots AEK Larnaca. SK Rapid Wien lost their away game against Slovan Bratislava 1-2 but came back strong at home, winning 4-0 and entering the play-offs, where they won against Steaua Bukarest and progressed to the group stage.

As in previous years, FC Red Bull Salzburg generated a buzz in the Europa League—by winning all six of their matches in the group stage against their strong opponents RB Leipzig, Celtic Glasgow and Rosenborg Trondheim, they progressed to the knockout phase. SK Rapid Wien also got to compete against top-class clubs and managed to finish second behind Villareal and ahead of Glasgow Rangers and Spartak Moskau. This was the first time that two Austrian clubs made it through the winter in international competitions since GAK and Austria Wien managed to do so in 2004/05.

The round of 32 would be Rapid's last—the Viennese club lost to Italian top club Inter Milan. FC Red Bull Salzburg were defeated in their away game but came back strong in their home game, winning 4-0 over Club Brugge and progressing to the round of 16, where they went head-to-head with international football heavyweight SSC Napoli. In Naples, Salzburg had to concede defeat (0-3), and while they nearly managed to level the overall score at home, their 2-0 home win did not suffice, and Marco Rose's team had to say their goodbyes to international football for the season.

The Austrian clubs were able to collect 6.2 points for the UEFA association club coefficient.





FANS

1,483,451

fans attended matches in 2018/19.

16,101

people watched SK Rapid Wien play on average –
the highest number amongst all Tipico Bundesliga clubs.

9 out of 12

Tipico Bundesliga clubs saw a rise in attendance figures.

3,449

With an average of 3,449 fans attending, SV Guntamatic Ried
attracted more viewers than any other HPYBET 2. Liga club.

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2:1 ATTENDANCE FIGURES (TIPICO BUNDESLIGA)

1,260,625 people—a plus of 9.5%—visited the stadiums in the first season of the 12-club-Bundesliga. Bundesliga matches averaged 6,465 fans who had come to the stadium. While it is difficult to compare numbers between the 10-club- and the 12-club-league due to the different numbers of teams and games, this Bundesliga average is a slight increase of 1%.

The rise in attendance figures becomes clearer when looking at individual clubs: 9 out of 12 clubs reported higher attendance figures, and 7 amongst them saw a double-digit percentage rise in their attendance numbers. On average, the clubs' attendance figures went up by 27.5%.

Tipico Bundesliga			
Average attendance season 2018/19			
Club	total	Ø	Year-over-year change
SK Rapid Wien	289,815	16,101	-14.3%
SK Puntigamer Sturm Graz	190,854	11,227	8.5%
FK Austria Wien	159,963	9,998	47.0%
FC Red Bull Salzburg	151,206	9,450	24.1%
LASK	83,162	5,198	5.7%
FC Wacker Innsbruck	66,704	4,169	19.6%
Cashpoint SCR Altach	66,121	4,133	-3.6%
RZ Pellets WAC	58,345	3,647	28.0%
spusu SKN St. Pölten	56,220	3,514	31.3%
TSV Pro lactal Hartberg	50,417	3,151	183.6%
SV Mattersburg	44,813	2,801	-16.5%
FC Flyeralarm Admira	43,005	2,688	16.8%
	1,260,625	6,465	1%



HPYBET 2. Liga**Average attendance season 2018/19**

Club	total	Ø
SV Guntamatic Ried	51,735	3,449
SC Austria Lustenau	23,878	1,592
SK Vorwärts Steyr	22,948	1,530
SKU Ertl Glas Amstetten	18,414	1,228
SK Austria Klagenfurt	18,027	1,202
WSG Swarovski Wattens	16,209	1,081
FC Blau Weiß Linz	14,894	993
SC Wiener Neustadt	8,979	599
SV Licht-Loidl Lafnitz	8,700	580
SV Horn	8,631	575
KSV 1919	7,495	500
FAC Wien	6,786	452
FC Juniors OÖ	5,049	337
FC Liefering	4,984	332
FC Wacker Innsbruck II	3,087	206
Young Violets Austria Wien	3,010	201
	222,826	928

The HPYBET 2. Liga attracted 222,826 fans (an average of 928 per match) to their stadiums in its first season. SV Guntamatic Ried topped the attendance table with an average of 3,449 spectators who saw their matches in the Josko Arena. SC Austria Lustenau came in second place, averaging 1,592 spectators in their Planet Pure stadium. Promoted club SK Vorwärts Steyr attracted the third-highest number—an average of 1,530 fans—to their matches in the S.I.S. Arena.

The Upper Austrian derby in the 14th round marked the peak in terms of attendance: 4,585 people watched the SV Guntamatic Ried and the FC Blau Weiß Linz battle it out. The league attracted two to three times more spectators than the Regionalliga.





TRAVELLING AWAY TO BACK THE TEAM

The 2018/19 season came with preparations for the installation of roofs over the away sectors. Additionally, the price cap on away tickets was maintained.

From the kick-off of the 2019/20 season onwards, all away fans will have a roof over their head at Bundesliga matches. After this decision had been made during the previous season, clubs were busy taking preparatory steps in 2018/19. The away sectors' mandatory roofing has long been a wish of fans travelling to support their clubs in away games year-round and supporter liaison officers. This crucial step is part of an infrastructure investment package, and clubs who currently do not have a roofed away

sector have been financially supported by the Österreichische Fußball-Bundesliga: grants of up to 100,000 EUR or a maximum of 50% of the total investment sum could be claimed.

PRICE CAP ON AWAY TICKETS

It was agreed that the price cap on away tickets would be maintained after the end of the 2018/19 season. Since summer 2017, away sector prices have been capped, allowing for a maximum of 16 EUR for stands without roof and a maximum of 20 EUR for roofed stands in 2018/19. In the 2019/20 season, the cap will remain the same, and prices will not be raised or adjusted for inflation.

ONGOING DIALOGUE

The league values the ongoing dialogue with fans and fan representatives. In the 2018/19 season, this dialogue included regular correspondence with the Bundesliga clubs' over 30 supporter liaison officers as well as 443 consultations of fans in the stands by Bundesliga match observers, covering all Tipico Bundesliga matches and many HPYBET 2. Liga games.

Additionally, the Ministry for Sport and the Ministry of the Interior joined forces to organise an event titled "Dialogue with Perspective" in the "House of Sports". Supporter liaison officers of Bundesliga clubs as well as of GAK and SV Austria Salzburg and representatives of the Bundesliga and the ÖFB participated in the meeting. Amongst other topics, the derogation granted to use pyrotechnics and arising practical issues from the fans' viewpoint were discussed.

The fans' congress has become another well-established forum for fans to voice their concerns and wishes. Items are put on the agenda by the support liaison officers. After an in-depth discussion, the issues are raised with clubs and other stakeholders to make fans' voices heard. This forum's success is demonstrated by

- the mandatory roofing of away sectors,
- the non-application of section closures and matches behind closed doors as sanctions following security incidents caused by fans, and
- the introduction of a price cap on away tickets.





INFRASTRUCTURE

591,000 Euro

were made available for infrastructure projects
and safety and security measures from Bundesliga funds.

35

funding applications were accepted.

100,000 Euro

could be claimed in grants for roofing the away sectors.

1.25

With a mark of 1.25 (Austrian grading system),
SK Puntigamer Sturm Graz' Merkur Arena
is the top-rated Tipico Bundesliga venue.

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CONTINUOUS IMPROVEMENT

Infrastructure improvements remained a top priority of the Bundesliga in the 2018/19 season.

For example, the modernisation of FK Austria Wien's Generali Arena was finalized in the summer of 2018. The Generali Arena sets new standards in sustainability matters.

Since summer 2018, Hartberg's stadium has also been fit for top-tier football. In a short period of time, several measures were taken to improve the pitch (adapting the field's dimensions, installing undersoil heating), the stands (away sectors, stands behind the goals), and spaces relevant to match operations. Investments were also made in CCTV and TV-related infrastructure.

Following the clubs' decision in 2017, two new A criteria took effect at the end of the 2018/19 season: the mandatory roofing of away sectors and higher quality standards for CCTV. All top-tier stadiums now meet these requirements. The completion of the CASHPOINT Arena's North Stand is particularly impressive in this regard.

Due to increased problems with lawn fungus, placing disinfectant mats on access routes to the pitch will be recommended as a C criterion from now on. This

measure is taken to prevent the spread of lawn fungus to other stadiums. Partial funding of up to 50% of the costs is available via the infrastructure fund.

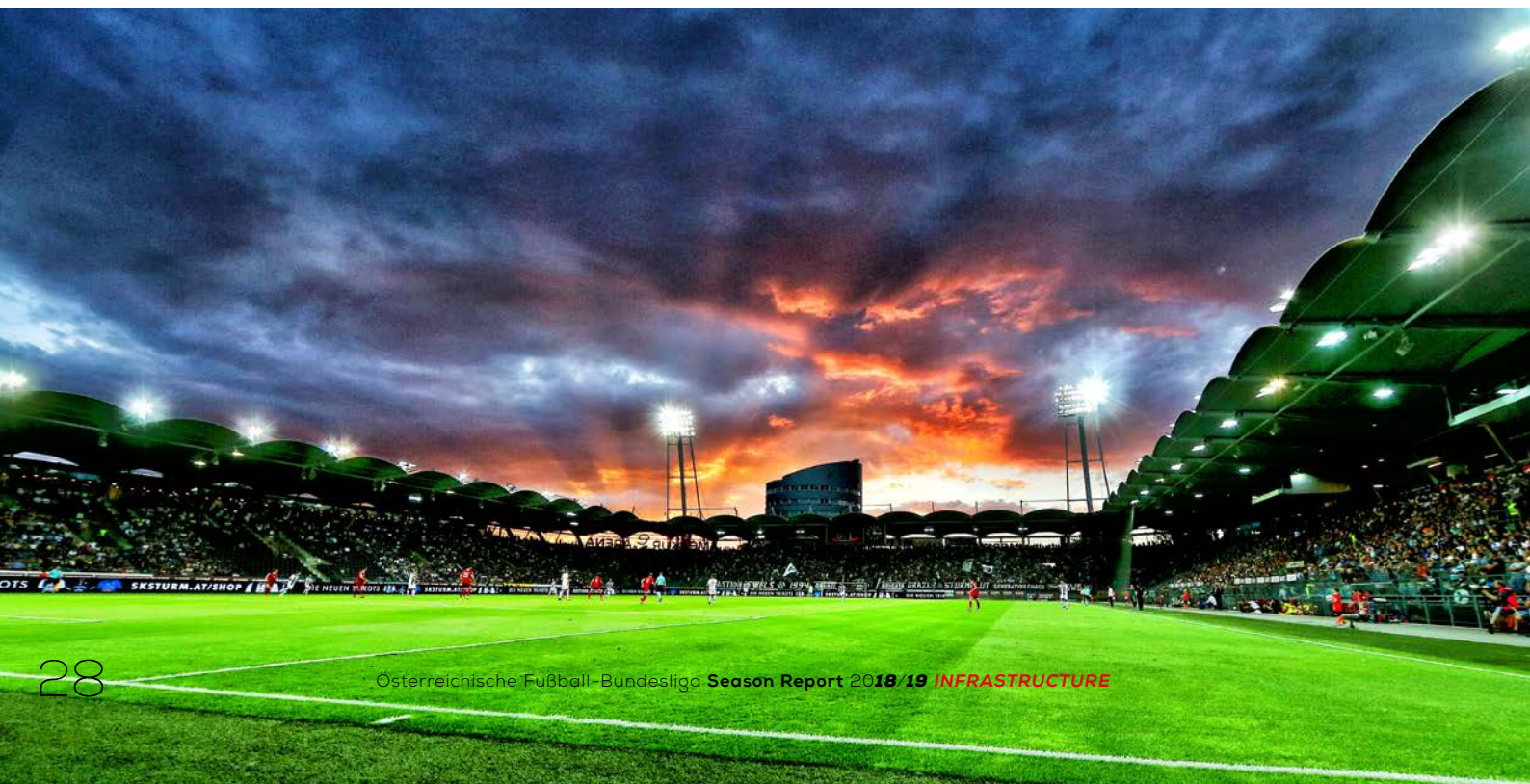
Additionally, for the second time, the Bundesliga and 2. Liga pitch rankings were published. After every match, the two captains and the referee graded the pitch on a scale from 1 to 5 (1 being the best grade). The high average scores (Tipico Bundesliga: 1.66, HPYBET 2. Liga: 1.64) are particularly pleasing. In the Bundesliga, SK Puntigamer Sturm Graz' Merkur Arena topped the table for the second season in a row. In the HPYBET 2. Liga, FC Juniors OÖ's TGW Arena received the best grades.

THE BEST PITCHES (TIPICO BUNDESLIGA):

1. **Merkur Arena** (SK Puntigamer Sturm Graz): 1.25
2. **TGW Arena** (LASK): 1.27
3. **CASHPOINT Arena** (CASHPOINT SCR Altbach): 1.31

THE BEST PITCHES (HPYBET 2. LIGA):

1. **TGW Arena** (FC Juniors OÖ): 1.17
2. **Red Bull Arena** (FC Liefering): 1.18
3. **Franz-Fekete-Stadion** (KSV 1919): 1.27



As licensor, the Bundesliga works with the clubs to specify minimum standards in relation to infrastructure. Over the past years, a complementary incentive scheme built upon funds for specific purposes has proven successful and is continually being refined.

THE SAFETY AND SECURITY FUND

All contributions to this fund are fines inflicted by Committee 1 (Disciplinary Committee) for violations of the Bundesliga’s safety and security regulations under consideration of applicable ÖFB regulations. This way, fines e.g. for unauthorised use of pyrotechnics are transformed into an opportunity for clubs to refinance investments in enhanced stadium safety, fan club projects on nonviolent fan culture, or security staff trainings. In 2018/19, this fund has been used to financially support, amongst other things, segregation fences, CCTV, access routes and stand adaptations. This internationally renowned support mechanism has been in place for over ten years and has contributed to Bundesliga clubs’ sustainable refinement of match safety and security measures.

THE INFRASTRUCTURE FUND

Established in 2014/15, this fund supports licensed clubs in improving stadium infrastructure beyond the minimum requirements (i.e. in meeting C criteria, but not A and B criteria). Financial support is available for investments in stadium comfort, improved dressing rooms for players and referees, and for improvements made to the infrastructure available for broadcasters and other media. In the 2018/19 season, projects funded included the installation of roofs, additional referee dressing rooms (for female referees), and press conference room equipment.

Both funds described above generally function according to the “first come, first serve” principle, but funding is capped per club, season, and fund. The amount of funding awarded by the executive directors is based on directives on financial support passed by the clubs as well as longstanding practice. This ensures equal treatment of all clubs while and also allows to recognise club-specific infrastructural matters.

USE OF FUNDS 2018 / 19

In 2018/19, 35 funding applications were accepted and a total of more than 500,000 EUR were made available.

Both funds are very well received by the clubs. A potential carryover increases the amount available from the respective fund in the following year.

Statistics 2018/19

	Safety and security fund	Infrastructure fund
Endowment	624,000 EUR	684,000 EUR
Use of funds	399,000 EUR	192,000 EUR
No. of applications by clubs	27 (last year: 17)	8 (last year: 15)



FINANCE

33.94 million €

The Bundesliga generated 33.94 million € in revenue in 2018/19.

71.1%

The Bundesliga has an equity ratio of 71.1%.

35.53 million €

The BLM Marketing & Event GmbH generated 35.53 million € in revenue in 2018/19.

57.2%

The BLM Marketing & Event GmbH has an equity ratio of 57.2%.

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Management report (abridged form)

BUSINESS PERFORMANCE AND IMPORTANT EVENTS IN THE FINANCIAL YEAR 2018 / 19

The financial year 2018/19 was marked by

- the first season of the leagues' new format (increase from 20 to 28 clubs in the two highest tiers), which, particularly in the Tipico Bundesliga that now counts 12 clubs, came with thrilling deciding matches and kept everyone in suspense right until the end of the season (e.g. through halving points after 22 rounds and play-offs)
- the first 2. Liga season with 16 competing teams, with appropriate support being provided by the 2. Liga administration department in the Bundesliga offices
- the once again impressive international performance in the UEFA Europa League: for the first time since 2004/05, two Austrian clubs made it through the winter on the international stage. FC Red Bull Salzburg won their group with aplomb. Having been victorious in the round of 32, they progressed to the round of 16 in which they narrowly lost to SSC Napoli. SK Rapid, too, made it to the round of 32 but had to concede defeat to Inter Milan.
- a joint audit of wage-dependent levies ("GPLA") for the period from 2014 to 2017, which was concluded with no negative findings
- a multi-day UEFA compliance audit to ensure the proper application of the UEFA club licensing system (the first audit since the system's introduction in 2003), which was concluded with no significant negative findings
- an "armchair decision" of Committee 5 to revoke SC Wiener Neustadt's licence for the 2019/20 season due to misrepresentations made during the licensing procedure. Additionally, Committee 1 imposed fines as well as several-month-long bans on exercising their functions on the responsible club officials.
- the timely administration of the licensing procedure (for which the cutoff date had been moved up by two weeks to be suitable for the new league format) by both clubs and licensing administration
- decisions to restructure the sanctioning guidelines applicable after security incidents from 2019/20 onwards. In the future, sanction options will increasingly go beyond matches behind closed doors and section closures and will include better-targeted sanctions, such as fines and the deduction of points
- implementation of a joint panel on bans from entering stadiums by the Bundesliga and the ÖFB
- a diverse range of services for top-tier clubs (e.g. automated camera system/"scoutingfeed", player tracking data)

- appointment of the new supervisory board at the extraordinary general meeting on 18/07/2018
- appointment and reappointment of committee and panel members at the general meeting on 07/12/2018
- pay-out of media rights funds (administered by the subsidiary) under new, performance-oriented distribution criteria

The 1,236,000 EUR in annual profit are primarily based on the requirement to reevaluate the holding in the wholly-owned subsidiary BLM GmbH.

The Bundesliga has 5,486,000 EUR in equity. This corresponds to an equity ratio of 71.1%. Therefore, the Bundesliga continues to operate on a sound financial basis and would be prepared for hypothetical crises. The year-over-year increase is purely due to matters of accounting based on the requirement to reevaluate the holding in the subsidiary.

OUTLOOK FOR THE FINANCIAL YEAR 2019 / 20

The Bundesliga office's detailed multi-annual plan covering 2019 and 2020 forms the foundation for the medium- and long-term orientation of the office's operations.

The 2019/2020 budget is based on the multi-annual plan and the Bundesliga office's catalogue of services. It includes the contractual arrangements related to having sold the broadcasting rights from 2018/19 onwards.

Furthermore, we will lay emphasis on the following areas in 2019/20:

- evaluating the evolution of the new Bundesliga and 2. Liga formats
- evaluating and, if applicable and under consideration of financial aspects, preparing the introduction of video assistant referees (VAR)
- preparing the digitalisation of the licensing procedure for a start in the 2021/22 season

PRINCIPAL RISKS AND UNCERTAINTIES

Due to the previous years' business developments and the current general conditions, no major risks and/or uncertainties are anticipated.

Executive directors of the Österreichische Fußball-Bundesliga

Mag. Christian Ebenbauer, LL.M.

Mag. Reinhard Herovits

Vienna, 12 September 2019

Balance sheet of the Bundesliga as at 30 June 2019

ASSETS		2018 / 19	2017 / 18
		in €	in €
A. Fixed assets			
	I. Intangible fixed assets	15.00	15.00
	II. Tangible fixed assets	828.67	1,363.68
	III. Financial assets	3,033,374.81	1,635,575.81
		3,034,218.48	1,636,954.49
B. Working capital			
	I. Accounts receivable and other assets		
	1. Trade receivables	85,649.47	139,860.67
	2. Intercompany receivables	429,877.20	438,133.78
	3. Other receivables	50,000.00	100,029.13
		565,526.67	678,023.58
	II. Cash holdings and current account holdings	4,120,920.76	4,467,609.88
		4,686,447.43	5,145,633.46
C. Accruals			
		0.00	0.00
		7,720,665.91	6,782,587.95

LIABILITIES AND EQUITY		2018 / 19	2017 / 18
		in €	in €
A. Equity			
	I. Capital of the association	2,071,611.82	2,071,611.82
	II. Retained earnings	795,346.96	795,346.96
	III. or loss for the year	2,619,400.25	1,383,455.82
		5,486,359.03	4,250,414.60
B. Provisions			
	1. Provisions for severance payments	117,618.61	107,751.94
	2. Other provisions	1,568,238.24	1,557,141.87
		1,685,856.85	1,664,893.81
C. Liabilities			
	1. Trade payables	47,579.91	106,403.52
	2. Intercompany payables	330,000.00	600,000.00
	3. Other payables	170,870.12	160,876.02
		548,450.03	867,279.54
		7,720,665.91	6,782,587.95

**Profit and loss account of the Bundesliga
covering the financial year from 1 July 2018 to 30 June 2019**

2018/19
in €

2017/18
in €

1. Operating revenue and other income	35,218,120.72	25,932,994.91
2. Material expenses and other purchases (Cost of sales)	-32,333,662.54	-23,585,226.58
3. Personnel expenses	-1,752,627.93	-1,687,120.60
4. Amortisation and depreciation	-535.01	-2,239.29
5. Other operating expenses	-1,316,404.13	-1,196,792.72
Operating result	-185,108.89	-538,384.28
6. Income from write-ups to financial assets	1,397,799.00	0.00
7. Interest and interest-related income	23,255.73	44,642.32
8. Expenses arising from financial assets	0.00	0.00
9. Interest and interest-related expenses	-1.41	0.00
Financial result	1,421,053.32	44,642.32
Net income	1,235,944.43	-493,741.96
10. Reversal of untaxed reserves	0.00	0.00
11. Reversal of retained earnings	0.00	868,849.42
12. Revaluation of retained earnings	0.00	-300,000.00
Net income for the year	1,235,944.43	75,107.46
13. Profit carried forward from the prior year	1,383,455.82	1,308,348.36
Profit for the year	2,619,400.25	1,383,455.82

Financial indicators

Indicator in 1000 EUR	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13
Revenue	33,939	24,460	25,571	19,058	14,814	27,816	9,126
Net income for the year	1,236	75	48	10	36	45	3
Number of employees	19	19	19	19	18	18	17
Total assets	7,721	6,783	6,805	6,729	6,519	6,132	5,380
Equity	5,486	4,250	4,744	4,317	4,207	4,138	4,116
Equity ratio in %	71.1	62.7	69.7	64.2	64.5	67.5	76.5
Liquid funds	4,121	4,468	4,410	4,158	4,009	3,984	3,397
Cash flow	-347	57	252	149	25	587	-663

Explanation: The year-over-year change in turnover is mainly due to sporting success on the European level and related income (see above for association dues). From 2015/16 onwards, the Financial Reporting Amendment Act (RAG 2014) applies.

Management report (abridged form)

BUSINESS PERFORMANCE AND IMPORTANT EVENTS IN THE FINANCIAL YEAR 2018 / 19

The following aspects were at the core of our work:

- implementing the new TV formats covering the two highest tiers
- implementing the "12 clubs–more teams, more opportunities, more thrill" advertising campaign at the start of the season and promoting the new league format both online and via billboards for several weeks
- securing a naming rights partnership with HPYBET for the second tier of Austrian football, the HPYBET 2. Liga
- providing all clubs with uniform, Bundesliga-branded adidas footballs for the first time
- applying a branding strategy to fortify the position of the Tipico Bundesliga and the HPYBET 2. Liga on the basis of a newly developed concept, including separate websites and social media presences for both tiers, a new 2. Liga app, the relaunch of the 2. Liga journal, and a new 2. Liga trophy
- the selling of Tipico Bundesliga radio broadcasting rights
- successfully organising the eBundesliga competition, which included touring all top-tier clubs and two Vienna-based finals, which were won by FC Red Bull Salzburg (team competition) and a spusu SKN St. Pölten player (individual competition). The eBundesliga was nominated for an event marketing prize awarded by the Federal Ministry for Digital and Economic Affairs.
- cooperating with the Austrian Federal Economic Chamber to provide everyone who successfully completes their apprenticeship a voucher for two tickets to a Bundesliga match of their choice, an initiative that started in 2016
- launching a social media campaign in cooperation with the Austrian Road Safety Board to raise awareness for injury prevention
- further developing our services in the areas of market research (detailed analysis of reasons for visiting stadiums and the public image and perception of the Bundesliga and its clubs) and sponsorship valuation (increasing the number of sponsors to be analysed and including social media platforms)
- launching the interactive fantasy football app "Bundesliga Fußball-Manager"
- optimising the Bundesliga's public relations work (press conferences, start of the season, trophy presentation, media events, joint events with sponsors)

In the financial year 2018/19, a profit of 794,000 EUR was generated, thus increasing equity to 3,253,000 EUR (equity ratio: 57.2%). The BLM GmbH therefore continues to operate on a sound financial basis.

The level of profits and the subsequent increase in equity are strongly influenced by a one-off effect related to an audit of the years 2014–2017 which resulted in a corporation-internal transfer of 709,000 EUR from the Österreichische Fußball-Bundesliga to its subsidiary.

OUTLOOK FOR THE FINANCIAL YEAR 2019 / 20

An optimised presentation of our product, professional football, in public and amongst football consumers and potential consumers with a focus on increasing the game's attractiveness for spectators and viewers is a key focus of our work.

Based on both the budget and the multi-annual plan, the financial year 2019/20 will see the main emphasis being put on the following aspects:

- evaluating the marketing-related positioning of both Bundesliga and 2. Liga
- preparing and securing a naming rights partnership for the top tier of Austrian football from season 2020/21 onwards
- carrying forward and extending the eBundesliga competition, which was first implemented in 2017

Executive directors of the Österreichische Fußball-Bundesliga

Mag. Christian Ebenbauer, LL.M.

Mag. Reinhard Herovits

Vienna, 12 September 2019

Balance sheet of the BLM GmbH as at 30 June 2019

ASSETS		2018 / 19	2017 / 18	2016 / 17
		in €	in €	in €
A. Fixed assets				
	I. Intangible fixed assets	42,966.63	86,014.65	58,145.98
	II. Tangible fixed assets			
	1. Real estate	1,760,694.28	1,790,106.59	1,819,807.53
	2. Equipment	182,585.26	222,725.07	278,998.34
	3. Assets under construction	-	-	-
		1,943,279.54	2,012,831.66	2,098,805.87
		1,986,246.17	2,098,846.31	2,156,951.85
B. Working capital				
	I. Accounts receivable and other assets			
	1. Trade receivables	349,205.07	153,012.21	182,346.41
	2. Intercompany receivables	330,000.00	600,000.00	224,287.92
	3. Other assets (Cost of sales)	2,749,735.26	1,611,365.22	1,109,151.46
		3,428,940.33	2,364,377.43	1,515,785.79
	II. Cash holdings and current account holdings	241,159.66	778,632.42	1,016,171.77
		3,670,099.99	3,143,009.85	2,531,957.56
C. Accruals				
		27,728.07	14,906.42	98,527.22
		5,684,074.23	5,256,762.58	4,787,436.63

LIABILITIES AND EQUITY		2018 / 19	2017 / 18	2016 / 17
		in €	in €	in €
A. Equity				
	I. Authorised capital	72,800.00	72,800.00	72,800.00
	II. Capital reserves	1,635,574.81	1,635,574.81	1,635,574.81
	III. Retained earnings	530,000.00	30,000.00	30,000.00
	IV. Profit or loss for the year	1,015,058.24	720,674.50	670,608.14
		3,253,433.05	2,459,049.31	2,408,982.95
B. Investment grants				
		236,779.50	283,612.90	333,924.40
C. Provisions				
	Other provisions	419,251.49	937,911.49	497,978.30
D. Liabilities				
	1. Trade payables	400,581.28	111,251.21	237,651.90
	2. Intercompany payables	429,877.20	438,133.78	280,613.07
	3. Other payables	944,151.71	1,026,803.89	1,028,286.01
		1,774,610.19	1,576,188.88	1,546,550.98
E. Accruals				
		0.00	0.00	0.00
		5,684,074.23	5,256,762.58	4,787,436.63

Financial indicators

Indicator in 1000 EUR	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14	2012/13
Revenue	35,528	28,467	27,948	26,277	26,109	24,761	24,733
Net income for the year	794	50	36	37	18	44	8
Number of employees	-	-	-	-	-	1	1
Total assets	5,684	5,257	4,787	4,393	4,261	3,954	3,040
Equity	3,253	2,459	2,409	2,373	2,336	2,318	2,274
Equity ratio in %	57.2	46.8	50.3	54.0	54.8	58.6	74.8
Liquid funds	241	779	1,016	974	1,481	1,741	873
Cash flow	-538	-237	42	-507	-260	868	807

Note: Up to and including 2014/15, one freelancer worked for the BLM GmbH. From 2015/16 onwards, the Financial Reporting Amendment Act (RÄG 2014) applies.

Profit and loss account of the BLM GmbH covering the financial year from 1 July 2018 to 30 June 2019

	2018/19 in €	2017/18 in €
1. Operating revenue and other income	36,654,132.66	29,228,556.07
2. Material expenses and other purchases (Cost of sales)	-34,852,864.20	-27,964,119.89
3. Amortisation and depreciation	-130,772.06	-125,669.53
4. Other operating expenses	-857,131.56	-1,081,073.01
Operating result	813,364.84	57,693.64
5. Interest and interest-related income	0.00	1,200.91
7. Interest and interest-related expenses	-510.10	0.00
Financial result	-510.10	1,200.91
Earnings before taxes	812,854.74	58,894.55
6. Taxes	-18,471.00	-8,828.19
Earnings after taxes	794,383.74	50,066.36
7. Reversal of untaxed reserves	0.00	0.00
Net income	794,383.74	50,066.36
8. allocation to reserves	-500,000.00	0.00
9. Profit carried forward from the prior year	720,674.50	670,608.14
Profit for the year	1,015,058.24	720,674.50

4:3 AUDITOR'S REPORT

The KPMG Austria GmbH Wirtschaftsprüfungs- und Steuerberatungsgesellschaft audited the annual financial statements of the Österreichische Fußball-Bundesliga and the BLM Marketing und Event GmbH as at 30 June 2019 in accordance with applicable laws on companies and associations. The reports were submitted to the executive directors and the supervisory board of the Bundesliga.

Paraphrased excerpts from the auditor's reports:

- We have audited the annual financial statements of the Österreichische Fußball-Bundesliga and the BLM Marketing und Event GmbH as at 30 June 2019, including the accounting records, as provided for in Austrian company laws and section 21 of the Austrian Law on Associations (2002).
- Compilation and content of the annual financial statements are the responsibility of the legal representatives. Our responsibility is to provide an audit opinion on the financial statements that is based on the audit evidence.
- We have concluded that the financial statements have been prepared in accordance with the applicable financial reporting and accounting frameworks. The management reports have been compiled in accordance with legal requirements and are consistent with the annual financial statements.
- The legal representatives provided the disclosures and evidence we requested.
- Based on the conclusion of our audit, we express the opinion that the annual financial statement of the BLM Marketing and Event GmbH as at 30 June 2019 complies with legal requirements and gives a true and fair view in accordance with section 274(1) of the Austrian Commercial Code (UGB). Our liability to the company and to third parties for this audit is regulated by section 275 of the Austrian Commercial Code.

- Based on the conclusion of our audit, we express the opinion that the annual financial statement of the Österreichische Fußball-Bundesliga as at 30 June 2019 complies with legal requirements and gives a true and fair view in accordance with section 274(1) of the Austrian Commercial Code in conjunction with section 21 of the Law on Associations.
- The use of funds of the Österreichische Fußball-Bundesliga was in accordance with the association's statutes.

KPMG Austria GmbH
Wirtschaftsprüfungs- und
Steuerberatungsgesellschaft
Mag. Walter Reiffenstuhl
Auditor

Vienna, 12 September 2019

ACCOUNTING FOR FUNDS RECEIVED FROM THE FEDERAL SPORTS PROMOTION FUND (BSFF) IN 2018

The Österreichische Fußball-Bundesliga annually receives a proportion of the funds allocated to the ÖFB by the BSFF. Those funds aim to support elite sports and are recorded in a separate bank account in a separate accounting entity in accordance with BSFF guidelines.

1. Use of funds			
Basic funding for elite sports 2018		€ 976,294.56	
Carryover (Basic funding for elite sports 2017)		€ 281.53	
Available funds 2018		€ 976,576.09	
The funds are exclusively used to finance the Bundesliga office's personnel costs.			
2. Account			
Balance as at 01 / 01 / 2018		€ 281.53	
Basic funding for elite sports 2018		€ 976,294.56	
Total use of funds in 2018		€ 976,000.00	
Balance		€ 576.09	
Account maintenance	Interest received (01-12 / 2018)	€ 3.14	
	Bank charges (01-12 / 2018)	-€ 198.67	-€ 195.53
Balance as at 31 / 12 / 2018 (= carryover 2019)		€ 380.56	

The last audit was performed on 19 / 02 / 2019 and found that both management and use of funds are sound and in accordance with the Federal Sports Promotion Act.



ORGANISATION

26 red cards

The Disciplinary Committee had to review a total of 26 red cards from Tipico Bundesliga and HPYBET 2. Liga games (last year: 27).

4-match ban

A four-match ban (two of which were on probation) was the longest suspension issued.

13 requests

Committee 2 received 13 requests to register players outside of the transfer window.

17th season

It was the 17th season without suspension of match operations, meaning that over 6,000 matches have taken place as scheduled.

5:1 HONORARY MEMBERS

HONORARY PRESIDENTS OF THE ÖSTERREICHISCHE FUSSBALL-BUNDESLIGA:

Hans Reitinger †
Frank Stronach
Martin Pucher
KR Ing. Hans Rinner †

HONORARY MEMBERS OF THE ÖSTERREICHISCHE FUSSBALL-BUNDESLIGA:

BM a. D. Rudolf Edlinger
Ing. Hans Fötsch
Ing. Anton Hirschmann †
Beppo Mauhart †
Dkfm. Dr. Rudolf Potocnik
Herbert Prohaska
Rudolf Quehenberger
Prof. Gerhard Skoff
Ing. Gerhard Stocker
Dr. Reinhard Zimmermann †

5:2 SUPERVISORY BOARD

The Supervisory Board consists of a Chair, his or her two Deputies and four further members. It is elected at the general meeting for a duration of four years.

Chair:	Ing. Gerhard Stocker
Deputy chair (Typico Bundesliga)	Dr. Siegmund Gruber, MBA MAS
Deputy chair (HPYBET 2. Liga)	Diana Langes-Swarovski
	Christian Jauk, MBA
	Mag. Philip Thonhauser
	Dr. Volker Viechtbauer
	KR Erwin Fuchs

STATUTORY TASKS OF THE SUPERVISORY BOARD IN 2018 / 19

- appointing, monitoring, and dismissing the executive directors as well as arranging the division of competences between them
- voting on resolutions regarding shared responsibilities of the executive directors in cases where the executive directors have not reached a consensus, either on an executive director's request or ex officio

- proposing motions to be considered at the general meeting
- approving the budget and the annual financial statements
- adopting the rules of procedure for the supervisory board and the executive directors
- representing the Bundesliga in business proceedings between the Bundesliga and an executive director
- expulsion of members, unless it is another body's responsibility
- providing a recommendation for the appointment of the auditor (section 13(2)d)
- appointing the Election Committee (section 17(1))
- approving business activities of the executive directors (section 19(2))
- consultative preparation of resolutions on strategic principles and long-term goals of each division
- deciding on members' requests for being exempted from A criteria stadium regulations for the highest division for a maximum of one season in case of a new stadium being built. The member concerned has the right to register a protest against the supervisory board's decision which is to be considered at the general meeting.

5:3 COMMITTEE 1 (DISCIPLINARY COMMITTEE)

COMPOSITION

Chair:	Dr. Manfred Luczensky
Members:	Mag. Rainer Graf
	Dr. Konrad Koloseus, LL.M.
	Mag. Andreas Stöckl until 07/12/2018
	Dr. Norbert Wess LL.M., MBL
	Mag. Johannes Wutzlhofer LL.M.
	Mag. Vanessa Rögner since 07/12/2018
	Dr. Oliver Scherbaum since 07/12/2018
	Mag. Thomas Schützenhöfer since 07/12/2018

STATUTORY TASKS

- attestation of Bundesliga match results
- internal investigation into violations of the ÖFB's regulations and imposition of disciplinary measures.

2018 / 19 SEASON REVIEW

35 meetings were held in 2018/19. The main items on the agenda were red cards, referees' complaints about players, coaches, and club officials as well as complaints about clubs made by the executive directors of the Österreichische Fußball-Bundesliga.

Overall, 224 proceedings were initiated. Those comprised 64 proceedings against players (due to red cards and complaints about them), 31 against club officials, and 129 against clubs. The total fines amounted to 265,550 EUR. The longest suspension issued was a four-match ban (two of which were on a six-month probation) due to unsporting behaviour directed at a match official.

The abovementioned numbers include 34 ÖFB Youth League proceedings (27 expulsions and 6 complaints) as well as 5 ÖFB Women's Bundesliga proceedings (2 expulsions and 3 complaints). 24 proceedings were discontinued.

In the two top tiers of Austrian football, the 2018/19 season saw the following number of expulsions (note that players receiving an indirect red card are automatically banned from one official fixture without being heard by the Disciplinary Committee):

2018 / 19	Tipico Bundesliga	HPYBET 2. Liga
Red cards	15	11
Double yellow cards	17	26

5:4

COMMITTEE 2
(DISPUTE RESOLUTION AND
MONITORING COMMITTEE)

COMPOSITION

Chair:	Mag. Norbert Vanas
Members:	Univ. Prof. Dr. Wolfgang Brodil
	Dr. Harald Christandl
	DDr. Hubert Fuchs until 06/12/2018
	Dr. Claus Hofer
	Dr. Stefan Korn
	Mag. Rainer Porics
	Mag. Franz Thaurer member nominated by the trade union

STATUTORY TASKS:

- internally settling and/or deciding disputes between members
- internally settling disputes related to financial interests and/or disputes related to employment matters between members or limited companies controlled by members and players or staff
- internally deciding disputes between members or limited companies controlled by members and players or staff if those may have legal consequences
- internally settling and deciding disputes related to financial matters between members or limited companies controlled by members and players' agents operating in Austria
- internally investigating and sanctioning players' and clubs' misconduct as defined in the ÖFB's statutes and special provisions as well as in the ÖFB's regulations of working with players' agents
- deciding on disputed player registration applications and reacquisitions of amateur status

2018 / 19 SEASON REVIEW

In the 2018/19 season, the Dispute Resolution and Monitoring Committee processed 28 requests. These comprised of:

- 13 requests to register players outside of the transfer window
- nine requests for reacquisition of amateur status
- one request for settlement of a dispute pertaining to labour law between members and players in which case no settlement could be reached
- two financial disputes (training compensation, transfer revenue) between members, one of which could be settled, while the second request was denied
- three reported violations of section 133 of the ÖFB Disciplinary Regulations

An appeal was lodged against one of the Committee's decision; the appeal was rejected.

COMPOSITION

Chair:	DI Horst Jäger
Members:	HR Dr. Peter Jedelsky until 07/12/2018
	Generalmajor Manfred Komericky until 07/12/2018
	Dr. Günther Marek until 07/12/2018
	Dr. Peter Truzla until 07/12/2018; chief prosecutor since
	Dr. Richard Krisch until 07/12/2018; on the ÖFB's panel on bans from entering stadiums since 2018/19
	Mag. Michael Leitner until 07/12/2018; on the ÖFB's panel on bans from entering stadiums since 2018/19
	Mag. Michael Sulzbacher
	DI Markus Gaugl since 07/12/2018
	DI Michael Mauch since 07/12/2018
	Bmstr. Ing. Stefan Wedl since 07/12/2018
	Ing. Jörg Peter Viertel since 07/12/2018

STATUTORY TASKS UNTIL 07 / 12 / 2018:

- reviewing applications for federal sport funding and for funding from the safety and security fund to support members' infrastructure investment, and making a recommendation to the executive directors
- approving sports facilities for Bundesliga matches and revoking the approval as well as internally investigating and sanctioning ÖFB rule violations (on request or ex officio)
- deciding whether a spectator should be banned from entering stadiums nationwide (on request or ex officio)
- reporting players and match officials to Committee 1 in cases of serious unsporting conduct not noticed (and therefore not decided on) by the referee

STATUTORY TASKS SINCE 07 / 12 / 2018:

- internally investigating and sanctioning violations of regulations applicable to stadiums in the two highest tiers (on request or ex officio)
- approving sports facilities for Bundesliga matches and revoking the approval

2018 / 19 SEASON REVIEW

Committee 3 underwent restructuring in the 2018/19 season. Firstly, the Committee was renamed ("Stadium Committee") and its abovementioned responsibilities were specified. In turn, safety and security matters, funding recommendations and the role of the disciplinary prosecutor were removed from the Committee's responsibilities. Issuing nationwide stadium bans also ceased to be a responsibility of the Committee due to the ÖFB's panel on bans from entering stadiums being established at the start of the 2018/19 season.

These changes have also affected the composition; now, all members are infrastructure experts. In 2018/19, the Committee decided on approving stadiums' licences, deadlines by which B criteria according to stadium regulations had/will have to be met, and, if necessary, carried out on-site inspections.

COMPOSITION

Chair:	Dr. Thomas Hofer-Zeni
Members:	Dr. Peter Dösinger
	Dr. Stefan Lutz
	Dr. Rudolf Novotny
	Mag. Peter Pros
	Dr. Hanno Schatzmann
	Mag. Bernhard Schwarz
	Mag. Norbert Vanas

STATUTORY TASKS:

- assessing the organisational and economic viability of the licence applicant
- issuing, refusing, or withdrawing licences
- imposing conditions
- investigating and sanctioning violations of regulations set out in the licensing handbook
- authorising the outsourcing of a member's match operations in accordance with section 5(2) and section 5(3) of the Bundesliga statutes
- assessing the compliance with section 8(11) of the Bundesliga statutes regulating fair competition

2018 / 19 SEASON REVIEW

- It was the 17th season in a row without suspension of match operations: the main target of the licensing procedure, the continuity of competition, was met again. Since the 2002/03 season, more than 6,000 matches have taken place as scheduled.
- The licensing process for the first season using the league's new format was moved up by two weeks (cutoff date 03/03 instead of 15/03). Thanks to the thorough preparation by clubs and other stakeholders, the deadline could be met.
- Auditors assigned by UEFA conducted an extraordinary, four-days-long compliance audit in September 2018 and reviewed the 2018/19 season's licensing decisions, including a detailed review of three clubs' licensing documentation. The audit was very satisfactory and the auditors attested to the commendable implementation of the UEFA Club Licensing Regulations by the Österreichische Fußball-Bundesliga.
- In May 2019, SC Wiener Neustadt 08 had their licence revoked shortly after having obtained it, and they will therefore not participate in Österreichische Fußball-Bundesliga competitions in the 2019/20 season. In several instances, the club had provided inaccurate information in relation to fulfilling mandatory requirements. The club's protest was dismissed; the club did not demand that the case be referred to arbitration.

LICENSING PROCEDURE OUTCOMES 2019 / 20

All 17 Bundesliga and 2. Liga licence applicants were issued a licence in 2019 (however, SC Wiener Neustadt's licence was revoked in May 2019). 15 of the 16 licence applications for the 2. Liga and the Regionalliga were successful. SK Austria Klagenfurt were able to address formal defects in relation to legal criteria, while FC Mauerwerk withdrew their protest after the licence had been denied for financial reasons.

One team promoted from the Regionalliga and three further clubs were issued their licences under added financial conditions. Existing financial conditions were extended in the case of three clubs. Furthermore, four clubs are obliged to revise their 2019/20 budgets by autumn 2019 due to non-compliance with defined indicators.

5:7 APPEALS PANEL

5:8 ETHICS PANEL

COMPOSITION

Chair:	Dr. Andreas Grundei
Members:	Dr. Michael Friedrich for licensing matters
	Univ.-Prof. MMag. Dr. Klaus Hirschler since 07/12/2018
	Dr. Gregor Holzknicht member nominated by the trade union
	Dr. Andreas Jank
	Univ. Prof. Dr. Martin Karollus
	Univ. Prof. Dr. Andreas Kletečka
	Mag. Kurt Temm
	Mag. Walther Wawronek

STATUTORY TASKS:

- hearing appeals against Committee decisions

Those concerned by the Committees' decisions have the right to appeal to the Appeals Panel. The Panel's decisions cannot be appealed internally.

The Appeals Panel comprises lawyers and public accountants. All members have several years of experience in professional football in addition to their professional training.

2018 / 19 SEASON REVIEW

The Appeals Panel reversed 13 Committee decisions in 2018/19 (Committee 1: 8, Committee 2: 1, Committee 5: 4). In ten cases, the Committees' decisions were upheld, while in two cases, protests were partially accepted. Those concerned the reduction of a suspension and the issuance of a licence for the 2. Liga. One appeal was withdrawn by the party concerned.

COMPOSITION

Chair:	Dr. Wolfgang Pöschl
Members:	emer. o. Univ. Prof. Dr. Gerhard Luf
	Dir. Gerhard Marischka
	Dr. Johann Rzeszut
	Dr. Michael Rohregger

STATUTORY TASKS:

- monitoring compliance with and enforcement of the fundamental values and goals of the Österreichische Fußball-Bundesliga's mission statement and monitoring members' fair approach to cooperating and working with external partners

The Ethics Panel of the Österreichische Fußball-Bundesliga is engaged on request or ex officio if fundamental values necessary for mutual trust, such as integrity, trustworthiness, and fairness, have been infringed; or if someone damages the reputation of the Österreichische Fußball-Bundesliga through public provocation, defamation, or slander.

Decisions of the ethics panel are final and cannot be appealed internally. However, it is possible to appeal to the Permanent Arbitration Tribunal of the Österreichische Fußball-Bundesliga.

2018 / 19 SEASON REVIEW

In 2018/19, there was no cause for an Ethics Panel procedure.

PERMANENT CHAIRS

Dr. Gottfried Korn

head of the Arbitration Tribunal's office

Univ. Prof. Dr. Raimund Bollenberger

until 30/03/2019 †

Mag. Johann Guggenbichler

since 07/12/2018

Dr. Christoph Herbst

emer. o. Univ. Prof. Dr. Walter Rechberger

emer. o. Univ. Prof. Dr. Walter Schrammel

Statutory tasks:

- judicial review of Committee decisions and decisions rendered by the Appeals Panel in line with the Austrian Code of Civil Procedure (sections 577 ff.)
- deciding disputes between the Bundesliga and its members or former members
- deciding disputes between two or more members or former members of the Bundesliga

Once internal appeals and conciliation attempts have been exhausted, disputes between the Bundesliga and its members and officials as well as disputes between members and/or officials are referred to the Permanent Arbitration Tribunal (an Arbitration Tribunal as defined in sections 577 ff. of the Austrian Code of Civil Procedure) of the Österreichische Fußball-Bundesliga, which renders the final decision.

The Bundesliga's Permanent Arbitration Tribunal has several advantages, primarily the possibility to nominate trusted sports law experts as arbitrators and the swiftness of the procedure.

The five Permanent Chairs of the Arbitration Tribunal are renowned lawyers and university professors. The Arbitration Tribunal has its office in Dr Korn's law firm.

2018 / 19 SEASON REVIEW

The Permanent Arbitration Tribunal heard one case during the 2018/19 season. It concerned the attestation of the relegation play-off match between SKN St. Pölten and SC Wiener Neustadt that had taken place on 03/06/2018. The case brought forward by SC Wiener Neustadt against the Österreichische Fußball-Bundesliga was dismissed.



Executive Director

Mag. Christian Ebenbauer, LLM



Executive Director

Mag. Reinhard Herovits



Assistant to the Executive Director

Verena Polacek

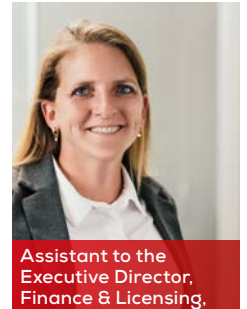
bis Jänner 2019



Assistant to the Executive Director

Franziska Temper, MA

seit Februar 2019



Assistant to the Executive Director, Finance & Licensing, Administration of the 2. Liga

Ursula Thalhammer



Office-Management

Barbara Eichinger



Head of Match Operations

Mag. David Reisenauer



Match Operations

Adrian Rathay



Legal Affairs

Dr. Elisabeth Kadlec-Korn



Safety and Security, Fans, Administration of the 2. Liga

Mag. Alexander Schwärzler



Head of Marketing / PR

Mag. (FH) Patrick Lenhart



Marketing

Philipp Pfeffer, BA



Media

Michael Eisner



Media

Mathias Slezak, BA



TV / Production

Bernhard Fuchs



IT

Georg Rothensteiner



IT

Thomas Mitteregger



Controlling, Licensing

Lukas Mörtelmayr, MSc



Accounting

Helga Anzböck



Facility

Anneliese Harbich



COMMUNICATIONS

584 pages

were published in the Bundesliga's journal.

329 stickers

could be collected for the season's official Panini album.

736 players

qualified for the krone.at-eBundesliga club events.

15,000 €

A total of 15,000 € could be won
in the krone.at-eBundesliga's second edition.

0

AUSTRIANS' VIEWS OF THE BUNDESLIGA

Studies are conducted regularly to understand how Austrian football fans view the Österreichische Fußball-Bundesliga, its competitions, and its clubs. The studies also examine the fans' satisfaction with and interest in different areas of the Bundesliga's work. The annual "Monitoring Football" study, a survey of 1,200 football fans between 16 and 69, was carried out by pollster market Institut.

SELECTED RESULTS OF THE "MONITORING FOOTBALL" STUDY:

The study shows that the Austrian population takes a keen interest in football. On a scale from 1 to 10, 51% of respondents rate their personal interest in football a 5 or above. Furthermore, both leagues continue to enjoy a good reputation. Approximately 42% of respondents view the Tipico Bundesliga in a positive light, while only 10% have an unfavourable image of the league. Following the radical overhaul of the HPYBET 2. Liga, a wait-and-see attitude can be observed. However, a significantly larger number of respondents have a positive opinion than a negative one.

IMAGE TIPICO BUNDESLIGA

Football fans

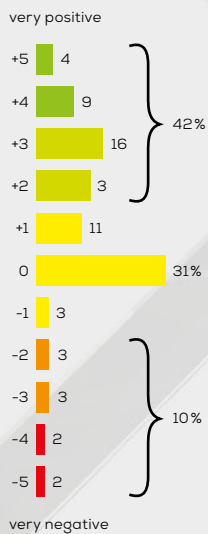
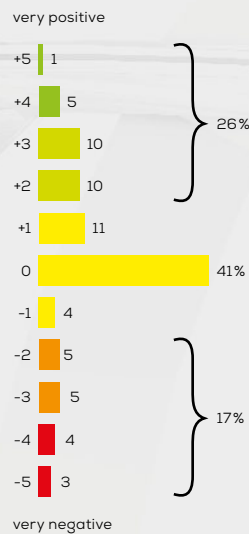


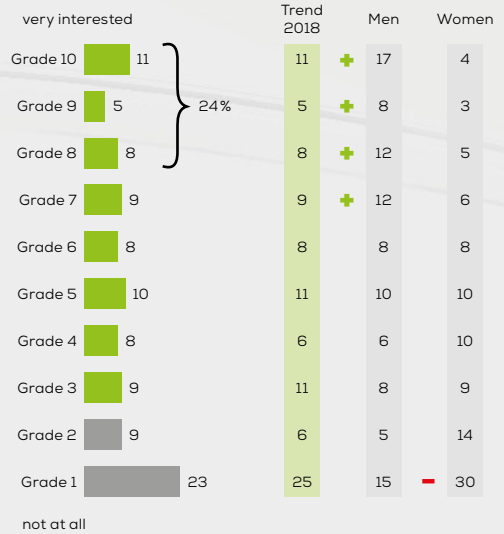
IMAGE HPYBET 2. LIGA

Football fans

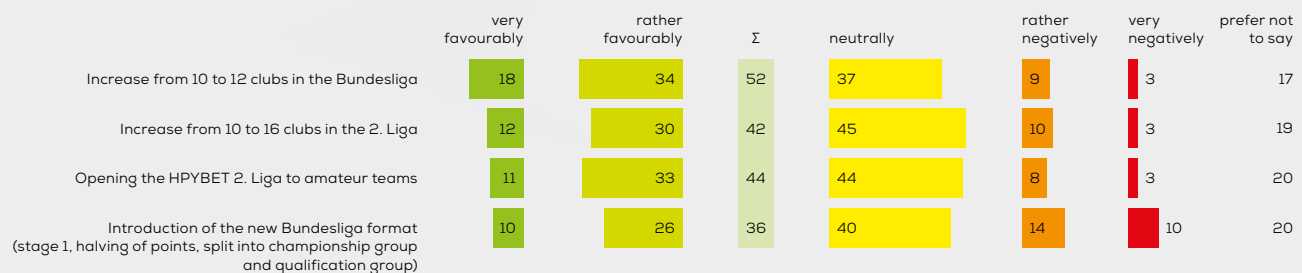


INTERESTED IN FOOTBALL

Austrian general population



OPINIONS ON CHANGES DUE TO THE REFORM



The move to more clubs in both Bundesliga and 2. Liga is the modification viewed most favourably. The new format has been explicitly criticised by approximately 25% of respondents.

The reform itself is viewed favourably. This includes the move to a 12-club Tipico Bundesliga (52% approve) and to a 16-club HPYBET 2. Liga (42% approve). Only a small number of respondents consider the changes to be negative (13% and 12%, respectively). The opening of the HPYBET 2. Liga to amateur teams and the new format in the Tipico Bundesliga is met with significantly more approval than disagreement.

Fans primarily travel to the stadiums to have fun, experience the atmosphere, follow the game and support their team. In general, spectators are content with their last visit to the stadium. The categories yielding the best results are "view of the pitch", "feeling of safety and security", "cleanliness", and "atmosphere".

DETAILED ASSESSMENT OF THE RESPONDENTS' LAST VISIT TO THE STADIUM

Sampled population: Regular and occasional visitors

	Very satisfied	Rather satisfied	Σ	Trend 2018	Rather dissatisfied	Dissatisfied	prefer not to say
Seat and view of the pitch	45	36	81	84	14	3	2
Feeling of safety and security	45	39	84	↑ 78	10	4	2
Cleanliness in the stands	40	38	78	80	15	6	2
Positive atmosphere	40	36	76	↑ 71	18	3	3
Structural protection from rain and heat	37	36	73	71	19	5	4
Easy ways to get to the stadium (by car or public transport)	36	40	76	75	15	5	3
No taunts of other spectators	36	41	77	↑ 73	16	3	3
Sufficient space	35	39	74	↑ 68	14	4	9
Helpful and friendly stadium staff	33	45	78	75	15	3	3
Enough food and drink options	32	44	76	69	17	4	3

REASONS FOR VISITING THE STADIUM

	fully agree	rather agree	Σ	rather disagree	fully disagree	prefer not to say
Fun, joy, and entertainment	27	35	62	17	18	3
Experiencing the atmosphere	26	33	59	19	18	4
The game itself	24	30	54	22	21	3
Being engrossed in the match	23	30	53	22	22	4
Meeting friends	19	36	55	22	21	3
Supporting one's favourite team	16	30	46	24	26	4

Fun and experiencing the atmosphere are the top reasons for travelling to the stadiums right before the match itself. A third of respondents put experiencing a game in the stadium before watching it on TV



The krone.at-eBundesliga continued its success story in all its glory in its second season: Top players, grandiose live broadcasts, exciting innovations, and unforgettable moments paid tribute to the global eSports trend.

The krone.at-eBundesliga connects the turf with the screen. Innovations introduced before the start of the season helped to achieve the set goals—to increase gamers' identification with the Bundesliga clubs and to help the international phenomenon spread to and in Austria.

In line with the Bundesliga reforms, the eBundesliga featured 12 teams instead of 10 and the match calendar was extended from October to February. Instead of one extremely intense final, two separate finals were held to conclude the team competition and the individual competition.

The team competition final, fought in 85 OVR mode, took place in the "Studio 44". The individual competition final, played in ultimate mode, became a part of EA Sports' Global Series and was held in the studios of the eBundesliga's new official broadcaster Sky in Vienna. Glory, honour, and a cash prize were not the only things to be won—participants also earned precious points needed to qualify for the FIFA eWorld Cup.

The optimized format, cash prizes totalling 15,000 EUR and Sky's spotlight served as the perfect set-up for 2,468 gamers fighting to win the title for their team all across Austria.

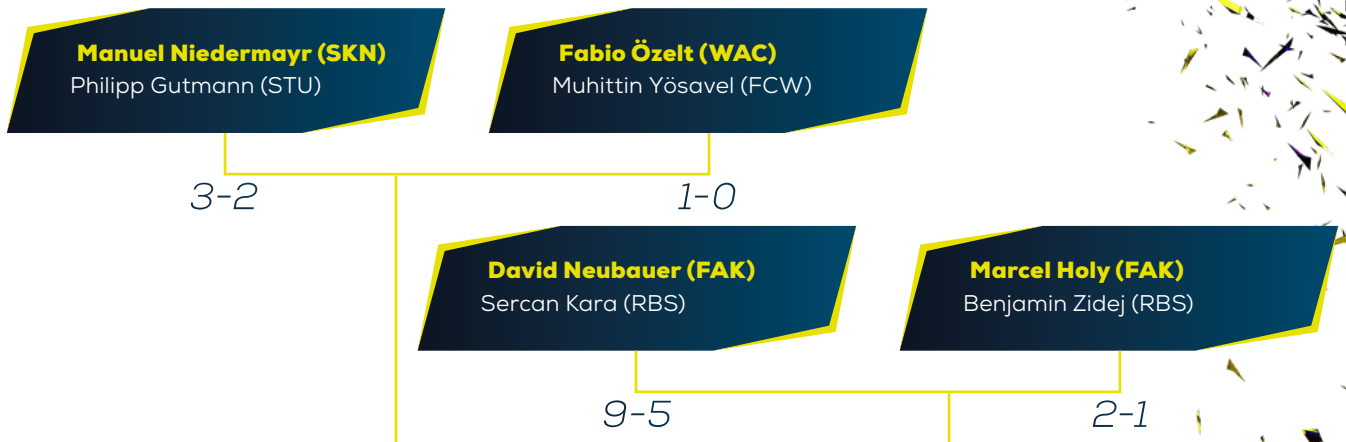
THE WAY TO THE TOP

After the online qualifiers, participants got right down to business: the remaining 736 players battled it out to secure one of six spots in each club's eSports team (and therefore in the 12-team-final). The club events let participants experience the feeling of playing for a Bundesliga team in front of large audiences, as Sky's broadcast brought the eBundesliga to all Austrian households.





QUARTER-FINAL



SEMI-FINAL



FINAL





A WELL-DESERVED TITLE

A thrilling final saw FC Red Bull Salzburg win the krone.at-eBundesliga title in the team competition, and their path to being crowned champions had been gripping to the very last minute.

FC Red Bull Salzburg emerged as the leader after the first round and held on to this position with a strong performance in the following games. It was only in the eighth round when coming head to head with FK Austria Wien, who would finish the tournament as runners-up, that things were shaken up again. In this round, FK Austria Wien reaped 11 out of 15 points. The team competition then turned into a three-way fight between Salzburg, Austria Wien, and spusu SKN St. Pölten, another team with a consistently strong performance. Everything came down to the final round, where FC Red Bull Salzburg was up against last year's champions SK Puntigamer Sturm Graz, and FK Austria Wien played FC Flyeralarm Admira. The trophy went to Salzburg, and the players could celebrate not only the prestigious title but also the 5,000 EUR cash prize. FK Austria Wien finished as runners-up, while SKN St. Pölten came in third place.

The krone.at-eBundesliga in stats

Players

Active participants	2,468
Club events	736
Team competition	72
Individual competition	16

Coverage

Articles (print and online)	250
Impressions	10,429,158
Advertising value of articles	673,762.47 €

Social media

Follower	10,833
Impressions	2,172,623

Livestreams

Total hours streamed	50
Livestream views	107,200
Total minutes watched	618,173

Sky broadcast

Total hours broadcast	20
Total hours covered live	10
TV cameras	12
Production staff	60



A PHENOMENAL SKN PLAYER

Two weeks after the team event, it was time for the final of the krone.at-eBundesliga individual competition in the Sky studios in Vienna. The best players of the twelve Bundesliga clubs and the four best runners-up that had emerged from the team competition entered a two-legged knockout phase at the end of which the best FIFA player of Austria would be crowned.

The event started with a twist of fate when Sercan Kara and Herbert Schachner were drawn as first round opponents. The two gamers had played for the same team and finished as runners-up in last year's team competition. This year, they played for different clubs, and Salzburg player Kara won against Hartberg player Schachner by the day's highest margin (12-0).

However, Kara could not defend his title and lost to David Neubauer (FK Austria Wien) in round two. Neubauer, who had been the best player in the team competition, was eliminated by Marcel Holy, also FK Austria Wien, in the semi-final.

But someone else was the shooting star of this eBundesliga season: Manuel Niedermayr. Having started the team competition as a St. Pölten substitute and finished as the team's second-best player, he peaked in the individual competition's final against Marcel Holy (Austria Wien) for which he had qualified by beating Dominik Lampacher (Altach), Philipp Gutmann (Sturm), and Fabio Özelt (WAC). The two-legged final was packed with drama. Holy won the first game, Niedermayr the second, the aggregate

score was 2-2—a deciding third match, using the golden goal rule, was needed. Tension was high when finally, Holy shot against the post, and Niedermayr followed up with a breakaway goal and won the title.



Position	Club	Played	Won	Drawn	Lost	Goals For	Goals Against	Goal Difference	Points
1	FC Red Bull Salzburg	11	37	9	9	138	77	61	120
2	FK Austria Wien	11	34	10	11	129	60	69	112
3	SKN St. Pölten	11	29	7	19	114	100	14	94
4	RZ Pellets WAC	11	25	14	16	93	75	18	89
5	FC Flyeralarm Admira	11	26	7	22	112	93	19	85
6	TSV Prolectal Hartberg	11	20	14	21	98	97	1	74
7	SK Rapid Wien	11	20	14	21	88	96	-8	74
8	SK Puntigamer Sturm Graz	11	21	11	23	86	98	-12	74
9	LASK	11	16	14	25	90	108	-18	62
10	CASHPOINT SCR Altach	11	13	12	30	77	121	-44	51
11	SV Mattersburg	11	11	16	28	70	108	-38	49
12	FC Wacker Innsbruck	11	10	8	37	61	123	-62	38

BUNDESLIGA ON EAR

Bundesliga ON EAR has made visits to the stadiums more accessible for disabled fans since it started in 2010. FC Red Bull Salzburg, SK Rapid Wien, FK Austria Wien, and SK Puntigamer Sturm Graz home games have commentary with full audio descriptions delivered by specifically trained individuals. Having started out as a project nine years ago, Bundesliga ON EAR has grown into a fully-fledged accessibility feature.



DAY OF SPORTS AND SPORT & FUN

As in previous years, the Bundesliga made its way to the Day of Sports in Vienna and to the Sport & Fun Fair in Ried to spur enthusiasm for football, particularly among young people. The Day of Sports took place in September and ÖFB and Bundesliga were represented by Leo Windtner (ÖFB president), Franco Foda (national team manager), and players of FK Austria Wien, FC Flyeralarm Admira, and SV Mattersburg. A goal wall, a keepie-uppie competition, and a street soccer court generated a buzz amongst the foot-



ball-loving crowd. At the Sport & Fun Fair in Ried in March, visitors could get their picture with the Bundesliga trophy taken, flip through historical Panini albums and Bundesliga journals, try to beat eBundesliga participants Manuel Niedermayr and Andres Torres on the game console, and get the autographs of SV Guntamatic Ried and Vorwärts Steyr players and others. Coaches Gerald Baumgartner (SV Guntamatic Ried), Thomas Sageder (FC Blau Weiß Linz), and Gerald Scheiblehner (SK Vorwärts Steyr) represented their clubs in a panel discussion and discussed the HPYBET 2. Liga, their clubs' outlook, and the future of Austrian and Upper Austrian football.



JOINT CAMPAIGN #SICHERFUSSBALL FOR SAFETY ON THE PITCH LAUNCHED BY THE ÖSTERREICHISCHE FUßBALL-BUNDESLIGA AND THE AUSTRIAN ROAD SAFETY BOARD

About 565,000 Austrians play football, at least occasionally. Unfortunately, some of them sustain injuries, many of which could be averted through preventive measures.

In early 2019, the Österreichische Fußball-Bundesliga and the Austrian Road Safety Board pledged to make football safer by spreading information about how to prepare one's body for the physical challenges of playing football and how to prevent injuries.

With scientific support and building upon the know-how of physiotherapists, doctors specialising in sports medicine, and six-time referee of the year



Harald Lechner, videos informing about warming up, mobilisation, nutrition, and fair play were produced. The clips feature demonstrations of exercises which can be integrated into one's personal training and warm-up routine.

Tagged #SICHERFUSSBALL, the eight-minute tutorial and 18 short clips were shared on social media by the Bundesliga, its clubs, and the Austria Road Safety Board.

Christian Ebenbauer, executive director of the Bundesliga: "With football being the most popular sport in Austria, the Bundesliga and its clubs have a responsibility in terms of preventive health care. We can prepare our bodies to better meet the physical challenges of football without sustaining injuries by regularly completing targeted exercises. If our videos can prevent even one injury, we have achieved our goal."

Christian Kräutler, expert advisor of the Austrian Road Safety Board: "Football is one of the most popular sports in Austria. At the same time, it results in about 47,000 injuries per year. A large proportion of those injuries can be prevented through targeted exercises, particularly warm-up exercises. With our joint video campaign, we reach out to people and share tips which are accessible and can be integrated into everyone's routine."

Did you know that ...

- ... about 565,000 Austrians play football, at least occasionally?
- ... only around 26% of injuries sustained while playing football are results of foul play or body contact?
- ... 24% of football-related injuries are knee injuries?
- ... the optimum speed for warm-up runs has been reached when you still can comfortably have a chat?
- ... static stretching is no longer recommended before the training?

ÖFB AND BUNDESLIGA APPOINT OMBUDSPERSON TO TACKLE HOMOPHOBIA

The ÖFB and the Bundesliga continue to take steps against homophobic discrimination in Austrian football after having participated in the FARE action week in October 2018. One of those steps has been the appointment of an ombudsperson to tackle homophobic discrimination. Announced in June 2019 during the EuroPride in Vienna, the appointment of an ombudsperson is the result of a long learning and discussion process in which ÖFB and Bundesliga sought advice and input from NGOs and fans alike.

The ombudsperson and their team serve as a point of contact for LGBTIQ (lesbian, gay, bisexual, trans*, intersex, queer) people in the football scene, whether they are players, fans, or officials. FC Gratkorn player Oliver Egger has assumed the role of ombudsman. The 26-year-old is the first openly gay male footballer in Austria and has shared his story by starring in the short film "The day will come" (German: "Der Tag wird kommen").

The ombudsperson and their team will cooperate with other organisations and NGOs to ensure that LGBTIQ people receive adequate support and mental health care. The independent association "Football for everyone" serves as organisational structure for the ombudsperson and their team. They are legitimised by both the ÖFB and the Bundesliga to approach clubs and associations to address problems. The work of the ombudsperson and their team is financed by the ÖFB, the Bundesliga, and UEFA funding.

Thomas Hollerer, secretary general of the ÖFB: "The ÖFB recognises that as the largest sports association in the country, we have a responsibility to act as a positive role model in society. Football is for everyone, and we champion diversity, acceptance and inclusivity. The appointment of an ombudsperson is an important next step in this direction."

Reinhard Herovits, executive director of the Bundesliga: "We want to raise awareness for this topic. As Bundesliga, we are in the public eye, and we would like to use this position to set a good example. Over the past few years, a lot of progress has been made, but we cannot just wait for more acceptance to come on its own—we want to actively form a respectful and inclusive environment for everyone."



Oliver Egger, ombudsman: "We still need to raise awareness. For a start, we want to spread the word about the appointment of an ombudsperson, and we hope to connect those players who have already been advocating for a respectful and open-minded atmosphere in the clubs and the stands. This is the best way to ensure that diverse groups of young people can feel welcome and do not have to fear marginalisation."

HPYBET—THE FIRST NAMING RIGHTS PARTNER OF THE NEW 2. LIGA

In the summer of 2018, the new 16-club-format of the 2. Liga heralded a new Bundesliga era. The league, a hub for clubs and players, started out as a success story. Sports betting provider HPYBET (pronunciation: Happy Bet) became naming rights partner of the 2. Liga in February 2019, and the league was renamed to reflect the sponsorship. HPYBET has a network of branches across Austria and Germany and also offers its products online via a web browser or an app. The naming rights partnership is in place for 2.5 years in the first instance (i.e. until summer 2021) and also includes HPYBET's presence in the 2. Liga's logo.

The naming rights partnership was announced at a press conference at the general meeting in December 2018.

Reinhard Herovits, executive director of the Bundesliga: "We are very pleased to announce, in cooperation with LAO-LA1, that HPYBET will be the 2. Liga's new naming rights partner. After last summer's reform, the league's new era has begun and, judging by the set goals, has so far been very successful. HPYBET's commitment to support us on the road ahead clearly shows that our partner believes in the re-orientation of the 2. Liga."

Andreas Köberl, CEO of HPYBET: "We are very happy to work with the 2. Liga. We were quickly convinced that the reformed league would be our ideal brand ambassador, and a charming one at that. For HPYBET, the name of the game is responsible entertainment, and I highly care about authenticity in all our engagements. We want to give back to sports, so our partnership with the 2. Liga really is a perfect match."



NEW HPYBET 2. LIGA TROPHY UNVEILED

The HPYBET 2. Liga's new trophy was unveiled by Reinhard Herovits, executive director of the Bundesliga, and Andreas Köberl, CEO of HPYBET, at a press conference in February 2019.

The similarity of the former second-tier trophy to the Bundesliga trophy did not quite match the newly reformed 2. Liga's more independent position. Therefore, a new trophy was commissioned, and the blacksmiths of the Tyrolean "Edelschmiede" took over 30 hours to craft the new 2. Liga trophy, a shield made from aluminium and stainless steel. Many steps were necessary to transform more than ten kilos of raw material into the object of desire that it is for all 2. Liga clubs. At the beginning of June, the trophy was won for the very first time by the HPYBET 2. Liga champions.



6:5 COOPERATIONS

THE TIPICO BUNDESLIGA TRUSTS IN BLINKFIRE ANALYTICS

Nowadays, it is not enough to analyse the performance on the pitch—one's social media performance also has to be evaluated. For this reason, the Österreichische Fußball-Bundesliga and the Tipico Bundesliga clubs have started to work with Blinkfire Analytics, an internationally renowned company whose services have already been employed by many international football clubs, the Spanish LaLiga, and by US sports protagonists.

Blinkfire specialises in media analyses and sponsorship valuation across Facebook, Twitter, and Instagram and tracks and analyses data in real time. This includes postings by the Bundesliga and its clubs, but also by players and the media. This makes it possible to not only examine the clubs' social media performances in general, but also to individually examine the sponsors' presence (e.g. logos on jerseys). It therefore complements existing valuation analyses, which focus on print media and television. Both the Bundesliga and its clubs will be able to share more detailed data with their sponsors and to better inform them about the value of their sponsorship.



THE BUNDESLIGA HAS TEAMED UP WITH GEOMIX

The kit needs to fit in order to perform at one's best on the pitch. Today, this does not only mean it being the correct size and state-of-the-art, it also has to appeal to the eye. Therefore, the Österreichische Fußball-Bundesliga is happy to work with geomix Soccer Store, a cooperation that began in October 2018.

From season 2019/20 onwards, geomix will equip all Bundesliga referees. Additionally, an exclusive, limited Bundesliga collection was presented at a press conference in February 2019. Fashionable adidas items are finished off with the newly created logo of the Bundesliga collection, which was inspired by the official Bundesliga logo. With the new collection, it is easy to cut a good figure in the stadium and beyond.

SUSTAINABILITY AND ELEGANCE—THE BUNDESLIGA HAS ENTERED A MOBILITY PARTNERSHIP WITH NISSAN WIEN

Football is a moving business, both emotionally and geographically. Employees of the Bundesliga travel about 150,000 kilometres per year to visit clubs and attend matches—and since February 2019, they have been doing so in Nissan cars supplied by NISSAN WIEN, a partnership that will continue until at least the summer of 2021. The cooperation with NISSAN WIEN and the broad range of car models available make it possible to react flexibly and quickly to different challenges, from short-haul and long-haul distances to deliveries.

Nissan is also a pioneer in the e-mobility sector and has equipped the executive directors of the Bundesliga, Christian Ebenbauer and Reinhard Herovits, with electric vehicles. They have been travelling emission-free since February. Compared with two conventional cars, this step will save approximately 4.5 tonnes of CO₂ per year. A forest of about half a hectare would be needed to absorb that much CO₂.

Christian Ebenbauer, executive director of the Bundesliga: *“We are pleased to welcome our new mobility partner NISSAN WIEN into the Bundesliga family. We travel long distances to visit the clubs, and aside from safety and comfort, sustainability is one of our key concerns. For this reason, we are happy to do our bit and to reduce our CO₂ emissions.”*

Christophe Waag, executive director of NISSAN WIEN: *“We are convinced that our innovative vehicles will be ideally suited for the everyday work of the Österreichische Fußball-Bundesliga. The Nissan Leaf is extraordinarily comfortable and comes with an optimum range—an ideal basis for relaxed driving. All further Nissan models are characterised by their modern and appealing design and can be considered a revolution in terms of technology and performance.”*



THE DAWN OF A NEW SOCIAL MEDIA ERA

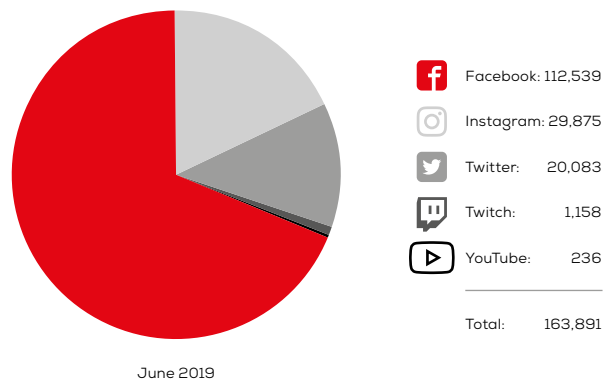
The reform has not only impacted what is happening on the pitch and on the league tables, but it has also revolutionised the social media presence of the Österreichische Fußball-Bundesliga. The presences were diversified, and both the Tipico Bundesliga and the HPYBET 2. Liga now have their own profiles on Facebook and Instagram.* The association's Twitter profile and the five.krone.at-eBundesliga presences on social media, which also feature livestreams, complete the set.

Video clips of Tipico Bundesliga and HPYBET 2. Liga matches also played a central role in 2018/19. The new agreements with Sky and LAOLA1 have made it possible for the Bundesliga and its clubs to use videos of Austria's top footballers on social media for the first time.

Those developments were essential in achieving a significant rise in fans' engagement with the content. In total and across all social media channels used by the Österreichische Fußball-Bundesliga, 24,724,195 impressions were measured, up by 35.6% from 2017/18. The Österreichische Fußball-Bundesliga community counted 163,891 fans across Facebook, Twitter, and Instagram (accurate as of 30/06/2019).

* The HPYBET 2. Liga's Instagram profile was prepared during the 2018/19 season and was launched in the summer of 2019.

SOCIAL MEDIA FOLLOWER



	2018/19	2017/18	Year-over-year change	2018/19 Impressions
ÖFBL				
Twitter	19,632	18,695	5.01%	3,956
Tipico Bundesliga				
facebook	101,193	101,019	0.17%	12,865,684
Instagram	26,859	11,907	125.57%	4,392,623
HPYBET 2. Liga				
facebook	5,374	-	-	2,180,309
krone.at-eBundesliga				
facebook	5,972	4,915	21.51%	1,568,309
Instagram	3,016	1,743	73.03%	446,535
Twitter	451	256	76.17%	143,793
YouTube	236	141	67.38%	8,659
Twitch	1,158	589	96.60%	5,327
Total	163,891	139,265	17.68%	24,724,195



Six issues, 28 covers, one poster and one fan calendar made up the 584 pages of print media produced—more than ever before. This increase can be traced back to the league’s reform, which also made the journal—or, as of now, journals—move on to pastures new. The new HPYBET 2. Liga journal is published biannually and is available for free from all 16 second tier clubs. The four issues of the Bundesliga journal exclusively cover the Tipico Bundesliga and are commercially available and can also be read in the app.

The first special issue shedding light on the Bundesliga’s history, published in June 2019, was a particular highlight. It looked back on the 1970s and celebrated the beginnings of the Bundesliga, its characters and triumphs. The issue, all in black and white, was the first of a series of special issues to be published annually, all of which will cover a bygone decade of Austrian football history.

At the start of the 2018/19 season, a new Bundesliga-licensed fantasy football app was launched. The “Bundesliga Fußball-Manager” by Foosio allows fans to compose their own teams of four players and to collect points on the basis of the players’ performances in real-world matches. Over 6,000 users proved their Bundesliga expertise in the first season of the football manager app. Some matches saw more than 500 users simultaneously managing their teams and trying to pick the four top-scoring players for their squad. The most successful users also had the chance to win jerseys, tickets, and Bundesliga balls.

Additionally, two well-established licensed products hit the market in 2018/19: the Panini sticker album and EA’s FIFA 19. This season, the Panini album was released in August 2018. 329 stickers depicting the Bundesliga clubs’ crests, stadiums, coaches, players, and a team photo were needed to fill all 50 pages.

Slightly more developed fine motor skills were needed on the game console, on which fans could lead their favourite club to glory in EA Sports’ FIFA 19. The Tipico Bundesliga-licensed game features all clubs, players, and original kits.



PARTNERS

Naming right partners



TV partners



Partners



Licence partners





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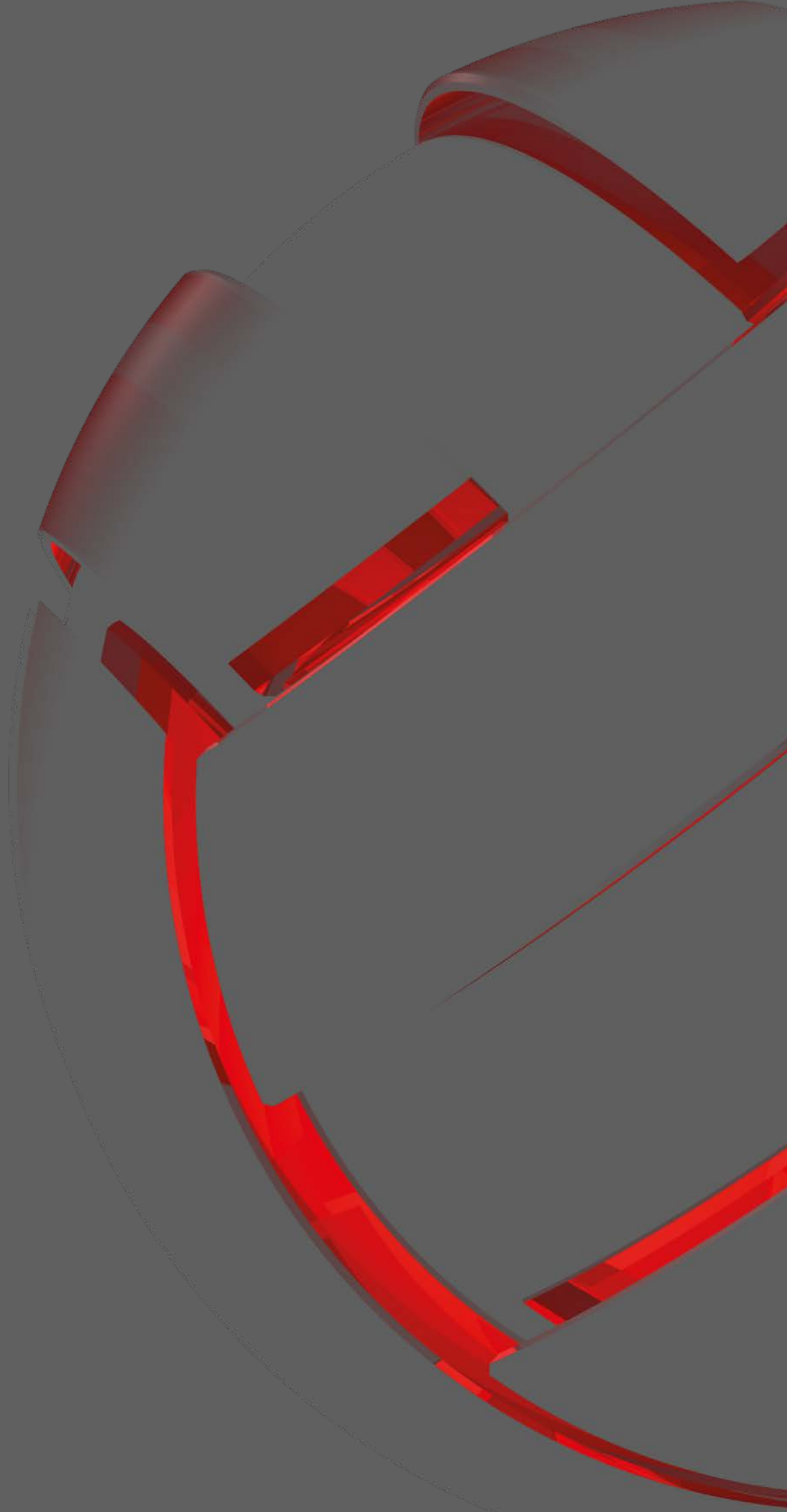
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SEASON REPORT

2018/19

19



BUNDESLIGA



SEASON REPORT
20**18**/**19**



27/07/2018

The 2018/19 season kicks off at the modernised Generali Arena.



28/08/2018

Gerhard Stocker is elected as chair of the Bundesliga's supervisory board.



09/11/2018

Sky becomes the official broadcaster of the krone.at-eBundesliga.



30/11/2018

The new Bundesliga ball, to be used for a year following its presentation, is unveiled by adidas.



07/12/2018

HPYBET is announced as naming rights partner of the 2. Liga.



19/01/2019

FC Red Bull Salzburg win the krone.at-eBundesliga team competition.



02/02/2019

Manuel Niedermayr (spusu SKN St. Pölten) claims victory in the krone.at-eBundesliga individual competition.



20/02/2019

The HPYBET 2. Liga's new trophy is unveiled.



12/04/2019

93% of licence applicants are licensed in the first instance.



05/05/2019

FC Red Bull Salzburg secure the Bundesliga title for the sixth time in a row.



24/05/2019

Committee 5 revokes the licence of SC Wiener Neustadt for the following season.



01/06/2019

WSG Swarovski Wattens win the HPYBET 2. Liga and are promoted to the Tipico Bundesliga.



02/06/2019

By winning the play-off final, SK Puntigamer Sturm Graz are the last Austrian team to qualify for the UEFA Europa League.



13/06/2019

The Bundesliga and the ÖFB appoint an ombudsperson to tackle homophobia.





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