



BRASILEIRÃO

# SERIE A & SERIE B

INTERNATIONAL AUDIOVISUAL MEDIA RIGHTS



2022

PALMEIRAS CAMPEAO BRASILEIRO DE 2022

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PALMEIRAS CA



**Brazil is synonymous with the best football in the world.** There are over 2.1 million registered players in Brazil, where Football is considered more a religion than a sport.

The national squad, known as the *Verderamarela*, is the most accolated team in the world.

Brazil is home of the *jogo bonito* and has provided many of the all time greatest football stars, including **Pele, Ronaldo, Zico, Ronaldinho, Garrincha, Romario and Neymar among many others.**

**All of Brazil's Legends started their careers playing in Brasileirao,** Brazil's top domestic football league and the most important local competition..



**5**

**FIFA WORLD CUP  
TITLES MOST OF  
ALL TIME**


**9 COPA AMÉRICA**

**4 CONFEDERATIONS CUP**

**5 U20 WORLD CUP**

**4 U17 WORLD CUP**

**1 OLYMPIC GAMES GOLD MEDAL**



# BRASILEIRAO SERIE A

Involves the top-20 domestic Clubs, some of them with a very prestigious history in the sport and huge fanbases both in Brazil and abroad: **Flamengo, Corinthians, Palmeiras, Sao Paulo, Gremio among others.**

It's competition format is a double round-robin system, meaning each Club plays the others twice (Home and Away matches) for a total of 38 matches per club and a grand total of 380 matches per season.

***\*Season runs from April through December. There are no in-season breaks. Great content to showcase during European Leagues***

***"The most important football competition played in Brazil each year, and one of the most prestigious leagues in the world"***

A player in a Flamengo jersey is seen from behind, holding a large, ornate silver trophy high above their head. The jersey has 'crefisa' written on the back. The background is a dark stadium with some lights visible.

# BRASILEIRAO BY NUMBERS

**€1.3 Billion**

## **BRASILEIRAO SERIE A PLAYERS MARKET VALUE**

Ranked #6 in the world and #1 outside of Europe behind only the Big-5 European Leagues

**101**

## **BRAZILIAN PLAYERS COMPETING IN EUROPE'S TOP-5 LEAGUES**

#1 provider of football players for World Class Competitions

**#1**

## **RANKED LEAGUE IN THE WORLD**

According to 2021 IFFHS League Ranking.

**150M**

## **SOCIAL MEDIA FOLLOWERS**

Flamengo (#15) and Corinthians (#18) rank among the TOP20 most followed teams in social media worldwide (the only 2 non-european clubs)

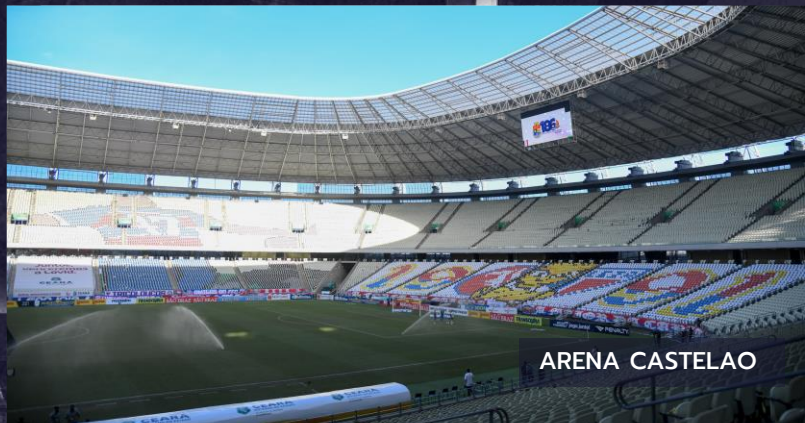
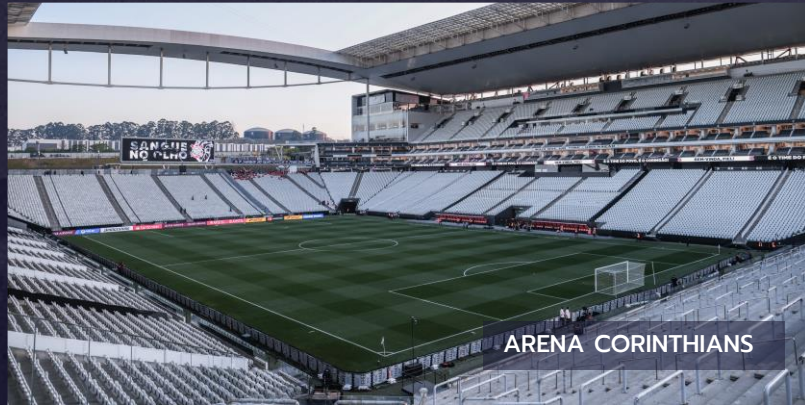
# BRASILEIRO STATE OF THE ART VENUES

Some fantastic and iconic stadiums host Serie A and Serie B matches delivering a top class football experience for the fans in the stands and watching from their homes around the world.



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# BRASILEIRAO BY NUMBERS

SUCCESSFUL INTERNATIONAL TRACK RECORD

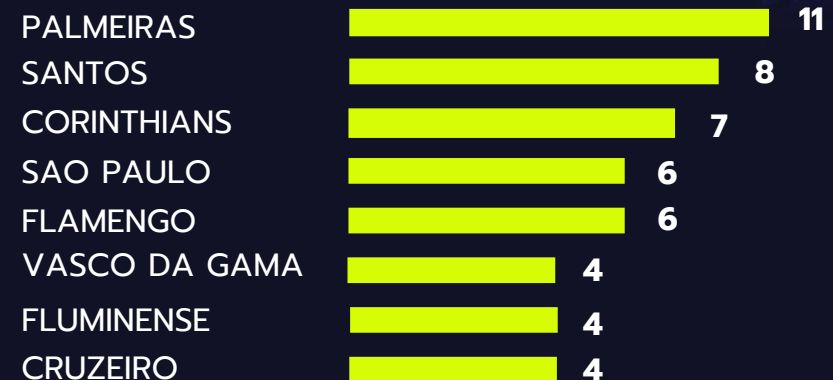
## BRAZILIAN CLUBS INTERNATIONAL TITLES



## GREATEST RIVALRIES



## ALL TIME CHAMPIONS LIST





# BRASILEIRAO SERIE A 2023

**DEFENDING CHAMPION:** PALMEIRAS

**KICKOFF DATE:** APRIL 15TH\* 2023

**SEASON FINALE:** DECEMBER 3RD 2023\*

**MATCHWEEKS:** 38

**KICKOFF DATE: 95 INCLUDING PLAYERS FROM**  
Argentina, Uruguay, Colombia, Paraguay,  
Estados Unidos, Portugal, Italy, South Korea,  
among others.

## PARTICIPATING CLUBS



América MG



Athletico Paranaense



Vasco



Atlético Mineiro



Flamengo



Fluminense



Fortaleza



Goiás



Grêmio



Botafogo



Bahia



Corinthians



Internacional



Cruzeiro



Palmeiras



Red Bull Bragantino



Coritiba



Cuiabá



Santos



São Paulo

# BRASILEIRAO SERIE A

A LEAGUE WITH DEPTH SERIE A



## BIG 10

The BIG10, Brasileirao's most popular and successful clubs, deliver a wide range of Derby's and Clasicos, guaranteeing multiple marquee games each matchweek..

## 9

Brasileirao offers one of the most competitive leagues in the world with 9 different champions over the last 20 years



# BRASILEIRO A SERIE B



ABC Futebol



Juventude



Juventude



Juventude



Juventude



ABC Futebol



Juventude



Juventude



Juventude



Juventude



Londrina



Mirasol



Novorizontino



Botafogo SP



Ponte Preta



Sampaio



Sport



Tombense



Vitória



Vila Nova

**DEFENDING CHAMPION:** CRUZEIRO

**KICKOFF DATE:** APRIL 15TH\* 2023

**SEASON FINALE:** DECEMBER 3RD 2023\*

**MATCHWEEKS: 38**

**TOTAL MATCHES: 380**

**FOREIGN PLAYERS:** 37 INCLUDING PLAYERS FROM Argentina, Uruguay, Colombia, Paraguay, Ecuador, Italy among others.

**INTERNATIONAL  
AUDIOVISUAL  
MEDIA RIGHTS**





BRASILEIRAO SERIE A & SERIE B

# MEDIA RIGHTS 2020 THROUGH 2023 SEASON

## **LICENSED RIGHTS:**

The right to exhibit all Brazilian Serie A and Serie B matches in full length or in part, either live or delayed, via all means and distribution media, including but not limited to pay TV, free TV, PPV or VOD, Satellite, Cable, DTH, IPTV or internet and mobile Wireless technology.

## **LICENSED TERRITORY:**

Worldwide excluding Brazil

## **LICENSED PERIOD:**

2020, 2021, 2022 and 2023 seasons.

## **LICENSED LANGUAGE:**

Any and all languages.

*\*Streaming and Data Betting Rights are excluded*



BRASILEIRAO SERIE A & SERIE B

# PROGRAMS

## **380 LIVE BRAZILIAN SERIE A MATCHES PER SEASON**

Each season consists of 38 matchweeks (20 teams playing each other on a home and away basis)

## **LICENSED 30' MINUTE HIGHLIGHTS SHOWS:**

Per each Serie A Matchviewer (38 per season).

## **380 LIVE BRAZILIAN SERIE B MATCHES PER SEASON**

Each season consists of 38 matchweeks (20 teams playing each other on a home and away basis)

## **ANCILLARY CONTENT**

Short form content featuring Match Highlights, Goals, Interviews, Rivalries, Legends and Stadiums among other content to help promote BRASILEIRÃO

BRASILEIRAO SERIE A & SERIE B

# PROGRAMS

A live international feed will be available for all matches via Aldea.

**SERIE A:**

International feed will feature English graphics, international sound + English and Portuguese commentary.

**SERIE B:**

International feed will feature English graphics, international sound + Portuguese commentary

MIDWEEK MATCHWEEKS

WEDNESDAY

THURSDAY

SATURDAY

SUNDAY

16:00  
16:30  
17:00  
17:30  
18:00  
18:30  
19:00  
19:30  
20:00  
20:30  
21:00  
21:30  
22:00  
22:30  
23:00  
23:30  
00:00

10:00  
11:00  
12:00  
13:00  
14:00  
15:00  
16:00  
17:00  
18:00  
19:00  
20:00  
21:00  
22:00  
23:00  
00:00

11:00  
MATCH 4

19:15  
MATCH 1  
19:15  
MATCH 2  
19:15  
MATCH 3  
20:30  
MATCH 4  
20:30  
MATCH 5  
21:30  
MATCH 6  
21:30  
MATCH 7

19:00  
MATCH 8  
20:00  
MATCH 9  
21:00  
MATCH 10

17:00  
MATCH 1  
19:00  
MATCH 2  
21:00  
MATCH 3

16:00  
MATCH 5  
18:15  
MATCH 7  
20:30  
MATCH 9

16:00  
MATCH 6  
18:15  
MATCH 8  
20:30  
MATCH 10

WEEKEND MATCHWEEKS

Tentative scheduling subject to change according to CBF discretion

BRASILEIRAO SERIE A 2023

TENTATIVE FIXTURES (LOCAL TIME GMT-3)



**MIDWEEK MATCHWEEKS**

|       | <b>WEDNESDAY</b>         |                          | <b>THURSDAY</b>          |                           |
|-------|--------------------------|--------------------------|--------------------------|---------------------------|
| 16:00 |                          |                          |                          |                           |
| 16:30 |                          |                          |                          |                           |
| 17:00 |                          |                          |                          |                           |
| 17:30 |                          |                          |                          |                           |
| 18:00 |                          |                          |                          |                           |
| 18:30 |                          |                          |                          |                           |
| 19:00 |                          |                          |                          |                           |
| 19:30 | <b>19:15<br/>MATCH 1</b> |                          | <b>19:15<br/>MATCH 3</b> | <b>19:00<br/>MATCH 8</b>  |
| 20:00 |                          |                          |                          | <b>20:00<br/>MATCH 9</b>  |
| 20:30 | <b>20:30<br/>MATCH 4</b> | <b>20:30<br/>MATCH 5</b> |                          |                           |
| 21:00 |                          |                          |                          | <b>21:00<br/>MATCH 10</b> |
| 21:30 |                          |                          |                          |                           |
| 22:00 | <b>21:30<br/>MATCH 6</b> | <b>21:30<br/>MATCH 7</b> |                          |                           |
| 22:30 |                          |                          |                          |                           |
| 23:00 |                          |                          |                          |                           |
| 23:30 |                          |                          |                          |                           |
| 00:00 |                          |                          |                          |                           |

**WEEKEND MATCHWEEKS**

|       | <b>SATURDAY</b>          |  | <b>SUNDAY</b>            |                           |
|-------|--------------------------|--|--------------------------|---------------------------|
| 10:00 |                          |  |                          |                           |
| 11:00 |                          |  |                          |                           |
| 12:00 |                          |  | <b>11:00<br/>MATCH 4</b> |                           |
| 13:00 |                          |  |                          |                           |
| 14:00 |                          |  |                          |                           |
| 15:00 |                          |  |                          |                           |
| 16:00 |                          |  | <b>16:00<br/>MATCH 5</b> | <b>16:00<br/>MATCH 6</b>  |
| 17:00 | <b>17:00<br/>MATCH 1</b> |  |                          |                           |
| 18:00 |                          |  |                          |                           |
| 19:00 | <b>19:00<br/>MATCH 2</b> |  | <b>18:15<br/>MATCH 7</b> | <b>18:15<br/>MATCH 8</b>  |
| 20:00 |                          |  |                          |                           |
| 21:00 | <b>21:00<br/>MATCH 3</b> |  | <b>20:30<br/>MATCH 9</b> | <b>20:30<br/>MATCH 10</b> |
| 22:00 |                          |  |                          |                           |
| 23:00 |                          |  |                          |                           |
| 00:00 |                          |  |                          |                           |

*Tentative scheduling subject to change according to CBF discretion*

**BRASILEIRAO SERIE B 2023**

TENTATIVE FIXTURES (LOCAL TIME GMT-3)



BRASILEIRÃO

# SERIE A & SERIE B

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