



THE BEST FOOTBALL OF ASIA

THE CHINESE SUPER LEAGUE

THE COMPETITION GOES FROM APRIL TO DECEMBER,
WHICH PROVIDES QUALITY CONTENT DURING THE
SEASON BREAK FOR EUROPEAN FOOTBALL.

THE UPCOMING CHINESE SUPER LEAGUE SEASON 2021
WILL BE PANDEMIC-CONSCIOUS AND SHALL BE PLAYED
IN A 'BUBBLE' MODEL WITH THE TWO HOST ZONES TO
OFFER 4 STADIA EACH.

FOR THE 2021 SEASON, THE MATCHES
WILL TAKE PLACE IN 2 CHINESE ZONES
(GUANGZHOU AND SUZHOU)



Suzhou

Guangzhou



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FOR THE 2021 SPECIAL SEASON

THE CSL SHALL BE PLAYED IN A SPECIAL FORMAT WITH **30 MATCH ROUNDS** TAKING PLACE IN **THREE DIFFERENT PHASES**

PHASE 1 14 MATCH ROUNDS

2 GROUPS WITH 8 CLUBS

GROUP A



GROUP B



EACH CLUB TO PLAY HOME AND AWAY ROUND ROBIN WITHIN EACH GROUP

PHASE 2 8 MATCH ROUNDS

BASED ON PERFORMANCE OF THE CLUBS IN PHASE 1, TWO NEW GROUPS WILL BE FORMED:

GROUP A PHASE 1

TOP 4 CLUBS OF GROUP A (P1) AND BOTTOM 4 OF GROUP B (P1)

GROUP B PHASE 1

TOP 4 CLUBS OF GROUP B (P1) AND BOTTOM 4 OF GROUP A (P1)

TEAMS TO PLAY DOUBLE ROUND ROBIN WITHIN EACH GROUP

PHASE 3 8 MATCH ROUNDS

BASED ON PERFORMANCE OF THE CLUBS IN PHASE 1, TWO NEW GROUPS WILL BE FORMED:

GROUP A PHASE 2 GROUP B PHASE 2

TOP 4 CLUBS OF GROUP A (P1) AND BOTTOM 4 OF GROUP B (P1)

TOP 4 CLUBS OF GROUP B (P1) AND BOTTOM 4 OF GROUP A (P1)

TEAMS TO PLAY DOUBLE ROUND ROBIN WITHIN EACH GROUP

THE FINAL STANDINGS WILL SUM UP THE RESULTS OF EACH CLUB IN THE THREE DIFFERENT PHASES. THE WINNER WILL BE THE ONE THAT REACHES MOST POINTS AFTER 30 MATCH ROUNDS AND THE BOTTOM 2 TEAMS WILL PLAY THE CHINA LEAGUE ONE PROMOTION PLAYOFFS

CCL PLAYOFFS:

BOTTOM 2 CLUBS OF GROUP B (P2) OF CSL TO PLAY TWO LEGGED PLAYOFF MATCHES WITH TOP 3RD AND 4TH CCL CLUBS.

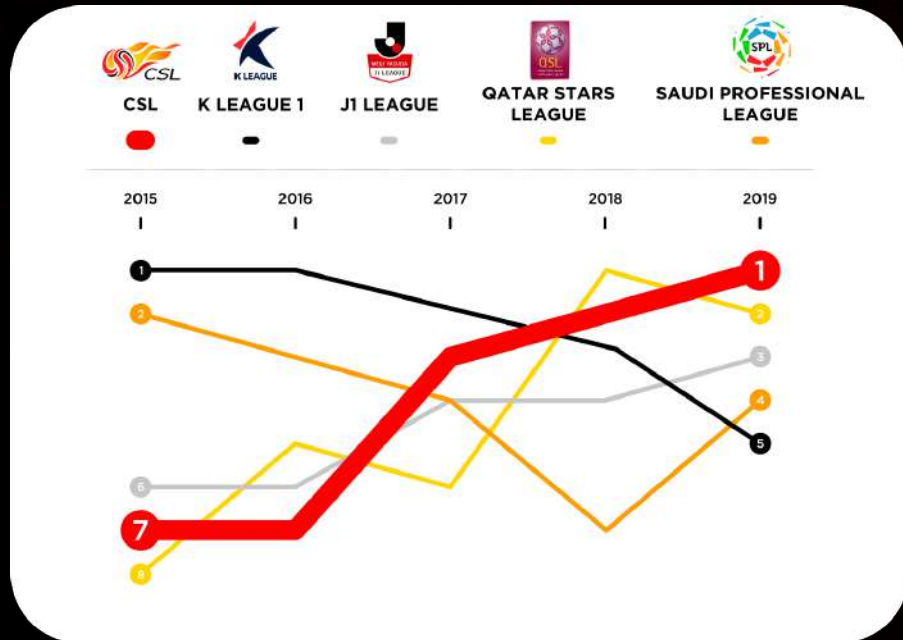


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CHINESE SUPER LEAGUE STANDS OUT BOTH IN THE ASIAN FOOTBALL SCENARIO...

1ST AFC'S CLUB COEFFICIENT FOR 2021 & 2022 (AFC) CONSISTENT CLUB SUCCESS HAVE HELPED THE CSL CLIMB TO THE TOP OF AFC'S RANKING

RANKING OF CLUB COMPETITIONS IN THE ORDER OF TOTAL POINTS (2015 / 2019)



IN 2019, CSL 'S AVERAGE GOALS PER GAME (3.1) 20% HIGHER THAN THE JAPANESE J LEAGUE AND KOREAN K LEAGUE (DELOITTE)

....AS WELL AS IN THE INTERNATIONAL ONE

5TH WORLD'S BEST SUPPORTED LEAGUE BY ATTENDANCE IN 2019 WITH AVERAGE OF 23,336 FANS PER MATCH (DELOITTE)



7TH MOST ENTERTAINING FOOTBALL LEAGUE IN THE WORLD (BLEACH REPORT)



THE BEST FOOTBALL OF ASIA

VENUES SOME OF THE GREATEST STATE-OF-ART ASIAN STADIA



TIANHE STADIUM



JIANGYIN CITY SPORTS CENTER



KUNSHAN CITY SPORTS CENTER



SUZHOU CITY SPORTS CENTER



THE BEST FOOTBALL OF ASIA

THE ASIAN DESTINATION FOR INTERNATIONAL STARS

CURRENT STARS

A HISTORY FULL OF FOOTBALL LEGENDS



OSCAR
SHANGHAI SIPG



BAKAMBU
BEIJING SINOBO GUOAN



ARNAUTOVIC
SHANGHAI SIPG



FELLAINI
SHANDONG LUNENG TAISHAN



PAULINHO
GUANGZHOU EVERGRANDE

FORMER LEGENDS



AXEL WITSEL
TIANJIN QUANJIAN



CARLOSTEVEZ
SHANGHAI SHENHUA



YANNICK CARRASCO
DALIAN PROFESSIONAL



HULK
SHANGHAI SIPG



EZEQUIEL LAVEZZI
HEBEI CHINA FORTUNE



RAMIRES
JIANGSU SUNING F. C.



JAVIER MASCHERANO
HEBEI CHINA FORTUNE



ALEXANDRE PATO
TIANJIN QUANJIAN





THE BEST FOOTBALL OF ASIA

PREMIUM PRODUCTION STANDARDS

ALL CHINESE SUPER LEAGUE GAMES ARE PRODUCED WITH AT LEAST 11 CAMERAS PER MATCH AND 15 CAMERAS FOR TOP MATCHES

ALL MATCHES TO BE PLAYED AT **18:00 & 20:00 (CST)** / 10:00 & 12:00 (GMT)

ALL MATCHES FOR INTERNATIONAL PACKAGE ARE PRODUCED AND DELIVERED IN HD WITH ENGLISH COMMENTARY AND INTERNATIONAL GRAPHICS.



DELIVERY :

LIVE MATCHES - MATCHES TO BE AVAILABLE ON A SATELLITE WITH FOOTPRINT IN YOUR TERRITORY
· IP SOLUTIONS SUCH AS SRT CAN ALSO BE PROVIDED

HIGHLIGHT SHOW - MATERIAL TO BE PROVIDED BY FTP

INTERNATIONAL MEDIA RIGHTS PACKAGE :

LIVE MATCHES - 2 FULLY PRODUCED MATCHES PER MATCH ROUND
ADDITIONAL MATCHES MAY BE PROVIDED UPON REQUEST

HIGHLIGHT SHOW - A DEDICATED 30 MINS HIGHLIGHT SHOW
FULLY PRODUCED FOR EACH MATCH ROUND

SEASONS AVAILABLE: 2021 / 2022 / 2023 / 2024 / 2025



THANK YOU