

**In cooperation with DFB Akademie, DFL Deutsche Fußball Liga will become the world's first soccer league to organize an international congress on sports analytics and performance analysis.**

- *DFL is the first professional soccer league to organize an international congress on the subject of match analytics*
- *The congress will feature high-caliber participants, including top experts from the league organization, individual clubs and scientific institutions*
- *Date: November 29–30, 2017, Frankfurt am Main, Germany*

**June 12, 2017** – Deutscher Fußball Bund (DFB) and DFL Deutsche Fußball Liga are taking an innovative approach to underscore their leading position in the field of match analytics and data capture. In November this year, the two partners will stage the first international congress on sports analytics and performance analysis, providing a platform to discuss the latest developments in analytics processes, the use of positioning data, virtual reality and the controversy surrounding the concept of “transparent” players. All these issues have rapidly gained in importance in recent years and look set to become even more dominant in the future. After all, it is not only fans that get a kick out of the myriad informative and entertaining statistics published on their favorite soccer stars; whole teams of coaches and scouts are already using analytical data to optimize the fitness of their players, make their technical and tactical training more efficient, and prepare for future opponents.

The two-day sports analytics congress will be held in Frankfurt am Main, Germany, on November 29–30, 2017. For an attendance fee, participants will gain access to a select international group of high-caliber speakers, including numerous scientists and university professors of high standing as well as Joachim Löw, the coach of Germany's national soccer team. Likely as many as 200 attendees can look forward to hearing not only from experts from DFL and some of its member clubs, but also from guest speakers and specialists from top international clubs such as FC Barcelona, FC Arsenal and Manchester City FC.

The first day of the congress will revolve around the latest analytical-process developments and refinements that have reached the market and potential uses for these. Other key topics on day one will include the concept of perception and the influence it can have in teaching game skills as well as the opportunities opened up by virtual reality.

Day two of the congress will focus first on decisive action training and diagnostics and on the utilization of positioning data in the analytical process, before concluding with a panel discussion between Germany's national soccer coach and members of his team along with a sports director and an analyst from the Bundesliga.

Together with DFB Akademie, DFL is raising the benchmark with this new project and underscoring its innovative strength in the generation, processing and utilization of match data.

“Data and performance analytics have made huge strides in recent years and our assumption is that this innovative field can only gain in importance going forward,” says Dr. Hendrik Weber, Head of Technology & Innovation at DFL. “By founding Sportec Solutions GmbH, we have already paved the way for DFL to play a central role in analytics worldwide. The congress in November offers us an opportunity to share our skills and expertise with others.”