

DEUTSCHER FÜSSBALLMEISTER 2025



Photo: DFL/Getty Images/Jan Hetfleisch

GERMAN LICENSED FOOTBALL

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Foreword by the League President of the DFL e.V.

**Dear Sir or Madam,
Dear readers,**

25 years after the founding of the league association, we present the DFL Economic Report for the 2024-25 season. This founding, which also led to the creation of the DFL as an organisation, was at the time both a groundbreaking and farsighted decision, laying the foundation for consistent professionalisation. German professional football has undergone rapid development over the past 25 years – in sporting, structural, and economic terms alike. The league association and the DFL are a success story – the current figures underscore this impressively.

Never before have the 36 clubs together reported such high revenues: €6.33 billion. Never before have so many people been employed around the Bundesliga and Bundesliga 2: more than 64,000. Never before has professional football paid so much in taxes and contributions: around €1.7 billion.



Hans-Joachim Watzke

League President of the DFL Deutsche Fußball Liga e.V. and
Chairman of the Supervisory Board of the DFL GmbH

From the league association's perspective, it is particularly gratifying that this positive development has led to a noticeable stabilisation of the clubs this year. The fact that 28 of the 36 clubs and corporations have achieved profits – after taxes, interest, and depreciation, mind you – underscores the sustainable management in German professional football and demonstrates that consolidation has taken place following the years of crisis caused by the coronavirus pandemic. At the same time, it is well known that many economic indicators are subject to fluctuations in view of the enormous dynamics of business models and financial behaviours in global football. Responsible handling of our resources, along with the 50+1 rule and fan-friendly ticket prices, is a core value of German professional football that we must always keep in focus.

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*The league association and the DFL are a success story
– the current figures underscore this impressively.*

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In light of recent debates about police costs and stadium security, it is all the more important to document football's positive societal impact. This influence goes far beyond the economic significance and the billions that the industry contributes to public coffers. Our leagues remain magnets of public attention, moving millions of people. Even in the 2024-25 season, German professional football once again sold a record number of tickets: nearly 21 million. And this was achieved with declining police deployment hours and further reduced injury numbers, which were already at a very low level.

We consistently use the reach of our sport for positive social messages. Our clubs are committed to integration and inclusion, actively advocate for social cohesion and democracy, and take a stand even when it does not only garner applause – for example, in the fight against antisemitism. This applies not only to our themed matchdays, which once again had an impact in 2024-25, but also in everyday life and at every single location.

However, clubs and associations can only engage in such efforts on a stable economic and sporting foundation. Creating this foundation was the most important goal of founding our league association 25 years ago. Today, German professional football is in better shape than ever before, based on its key figures. This does not mean there is nothing left to optimise. On the contrary: in the coming years, we will need to further develop in areas such as talent development and internationalisation and strengthen centralised marketing. But on the current foundation, we can approach the World Cup year in 2026 with confidence and optimism.

Yours sincerely,



Hans-Joachim Watzke
League President

Forewords from the DFL CEOs

**Dear Sir or Madam,
Dear readers,**

The economic figures of German professional football are stronger than ever before. This is evident from the DFL Economic Report, the official source for the cumulative figures of the 36 clubs in the Bundesliga and Bundesliga 2 – from new teams in the second tier to the Bundesliga's record champions. Accordingly, the balance sheets are equally diverse when looking at the details. All the more gratifying and remarkable is the overall picture. It clearly shows that the existential crisis caused by the coronavirus pandemic has now been overcome and clubs are competitive in their various competitions and act to a very large extent rationally with their finances.



Marc Lenz and Steffen Merkel
CEOs of the DFL Deutsche Fußball Liga GmbH

Regarding the strong growth on the revenue side, the overall balanced mix of revenue sources is worth highlighting. With their revenue growth combined with rational use of resources, the clubs have consolidated and strengthened their position on all key levels:

- As businesses generating €6.33 billion in revenue, with the vast majority posting profits and holding positive equity.
- As employers providing jobs for more than 64,000 people.
- As taxpayers contributing around €1.7 billion to public budgets.

- As social institutions taking responsibility in their regions and giving back the trust, support, and loyalty of their fans.
- And not least as creators of great emotions and unforgettable moments, bringing together more people than ever before in stadiums and in front of screens.

Many figures and development are linked, either directly or indirectly. Only financially stable clubs can achieve lasting presence and sporting success. Only clubs with strong roots in their community clubs can reach millions of fans. Only clubs that inspire and move people can fulfill their role as emotional homes and valued communities. And only clubs that combine all these aspects stand on a financially healthy foundation.

The DFL's task is to positively and sustainably shape the framework conditions in which the clubs operate both sportingly and economically. We are most convincing in these areas when our rationally managed clubs can be seen as success models. The DFL Economic Report for the 2024-25 season sends very positive signals in this regard. This also applies on the expenditure side, where the share of payroll costs for players and coaches in the Bundesliga are still significantly lower in comparison to other European leagues.

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*The economic figures of German professional football
are stronger than ever before.*

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It is essential to use this strong foundation to move forward together – because rapid changes and shifts are not limited to football. As part of the league association and the DFL Deutsche Fußball Liga, we are more than ever required to find paths to sustainable growth, adapt our business models, and work with our partners in European football to ensure fair and transparent competition conditions. It is also important to keep a close eye on our own league and, not least, to recognise potential undesirable developments in good time by means of modern and appropriate licensing mechanisms. Anticipating in this way has always been a strength of the league association in order to secure its strong economic position.

Looking ahead to 2026, the DFL Group will adjust its corporate structure. This step will position us structurally for a successful future in the core areas of association and club affairs, sports, and marketing – with three central business units:

- **DFL Deutsche Fußball Liga GmbH** will continue to act as the overarching parent company, responsible for central functions in association and club affairs (e.g., licensing, association law, institutional and political relations, football, match operations, and fan affairs) as well as overarching corporate functions (e.g., legal, finance, strategy, corporate development, communication, human resources).
- A new sales and digital unit, **Bundesliga Media GmbH**, will consolidate, as a 100 per cent DFL subsidiary, all media rights, products (media products and digital products), commercial partnerships, and marketing.
- **Sportcast GmbH** will continue to operate as a 100 per cent subsidiary and central production unit of the DFL Group.

The requirements for a league organisation have evolved significantly – whether financially, legally, sportingly, in sports politics, or in marketing. This step ensures an even stronger positioning of the DFL Group – to continue driving the growth and development of German professional football together with the professional clubs on this foundation.

Yours sincerely,



Marc Lenz
DFL CEO



Steffen Merkel
DFL CEO

The 2024-25 season at a glance

After Bayer 04 Leverkusen won the championship trophy for the first time in the 2023-24 season, record champions FC Bayern München reclaimed the title in the 2024-25 season in impressive fashion.

By gathering 82 points, FC Bayern played an extraordinary season, with only five teams in Bundesliga history achieving more. Under head coach Vincent Kompany, in his first season, the team particularly impressed with its outstanding attack. On average, FC Bayern took 19 shots per game, more than any other team in Europe's top five leagues. By the end of the season, they had scored 99 goals – the third-highest total for a team in Bundesliga history.

A significant contribution came once again from Harry Kane, who, after a lot of individual success – first in the Premier League and since 2023 in Germany – finally won his first club title. The captain of the English national team scored 26 goals and became the Bundesliga's top scorer for the second consecutive season, followed by Leverkusen's Patrik Schick and Borussia Dortmund's Serhou Guirassy, who each scored 21 goals. With a total of 959 goals scored (an average of 3.1 per game), the Bundesliga was once again Europe's highest-scoring top league.

The Bundesliga also bid farewell to a legend: Thomas Müller left FC Bayern for Canada. Müller achieved the treble of Bundesliga, DFB Pokal and Champions League victories with Munich in 2013 and 2020, wore the club's jersey for 25 years, and played 756 competitive matches, scoring 250 goals, including 503 Bundesliga appearances (150 goals), of which he won 362. Müller won a total of 33 titles with Bayern. He is a unique icon who has left a lasting legacy.

Bayer 04 Leverkusen once again played impressively over large parts of the season. The runners-up, coached by world star Xabi Alonso, did not lose a single away game for the second consecutive season. Eintracht Frankfurt finished third, nine points behind Leverkusen – the club's best league position in 32 years and its first qualification for the UEFA Champions League via the league.

Borussia Dortmund also qualified for European's elite competition thanks to an impressive comeback. From 11th place on Matchday 19, coach Niko Kovac led his team to ten wins in the remaining 15 games, finishing fourth. SC Freiburg claimed fifth place and qualified for the UEFA Europa League, marking their seventh participation in a European club competition – a remarkable achievement, especially as head coach Christian Streich had stepped down after 13 years in charge at the end of the previous season. His successor, Julian Schuster, immediately continued Freiburg's success story and was even named "Coach of the Year" by the sports magazine "kicker." There were also celebrations at 1. FSV Mainz 05. After narrowly avoiding relegation, the team produced an impressive season, qualifying for the UEFA Conference League.

The season was less favorable for RB Leipzig, which missed European club competitions for the first time in its ninth Bundesliga season, and for the previous runners-up VfB Stuttgart, which finished ninth. However, Stuttgart celebrated their first title since the 2007 championship by winning the DFB-Pokal, securing UEFA Europa League qualification.

The bottom of the table also provided excitement, with TSG Hoffenheim and promoted FC St. Pauli celebrating direct survival. The relegation battle was even tighter for 1. FC Heidenheim 1846. In their second Bundesliga season, the club from eastern Baden-Württemberg had to go into the relegation playoffs, narrowly defeating SV Elversberg, the surprise team in Bundesliga 2. Holstein Kiel, however, failed to stay in the Bundesliga after their first promotion and were relegated alongside VfL Bochum 1848.

Bundesliga Final standings 2024-25

		Matches	W	D	L	Goals	+/-	Points
	1. FC Bayern München	34	25	7	2	99:32	+67	82
	2. Bayer 04 Leverkusen	34	19	12	3	72:43	+29	69
	3. Eintracht Frankfurt	34	17	9	8	68:46	+22	60
	4. Borussia Dortmund	34	17	6	11	71:51	+20	57
	5. Sport-Club Freiburg	34	16	7	11	49:53	-4	55
	6. 1. FSV Mainz 05	34	14	10	10	55:43	+12	52
	7. RB Leipzig	34	13	12	9	53:48	+5	51
	8. SV Werder Bremen	34	14	9	11	54:57	-3	51
	9. VfB Stuttgart	34	14	8	12	64:53	+11	50
	10. Borussia Mönchengladbach	34	13	6	15	55:57	-2	45
	11. VfL Wolfsburg	34	11	10	13	56:54	+2	43
	12. FC Augsburg	34	11	10	13	35:51	-16	43
	13. 1. FC Union Berlin	34	10	10	14	35:51	-16	40
	14. FC St. Pauli	34	8	8	18	28:41	-13	32
	15. TSG Hoffenheim	34	7	11	16	46:68	-22	32
	16. 1. FC Heidenheim 1846	34	8	5	21	37:64	-27	29
	17. Holstein Kiel	34	6	7	21	49:80	-31	25
	18. VfL Bochum 1848	34	6	7	21	33:67	-34	25

In Bundesliga 2, a multitude of big names contributed to a spectator record and an exciting race for promotion. Fifteen of the 18 clubs in the 2024-25 season had previously played in the Bundesliga, and eleven had even been German champions – two of which finished at the top of the table and returned to the Bundesliga.

FC Köln, after their seventh relegation, initially struggled but established themselves in the top group from Matchday 11 onwards, ultimately becoming Bundesliga 2 champions. For Friedhelm Funkel, who took over from Gerhard Struber two matchdays before the end of the season and secured two decisive victories, it was the seventh promotion of his coaching career – a record. Köln also achieved their seventh promotion and their fifth championship title in Bundesliga 2. The foundation was laid primarily in defense. Köln kept a clean sheet eleven times.

Hamburger SV, on the other hand, focused entirely on attack. The team, coached by Merlin Polzin, scored 78 goals, 14 more than SV Elversberg and 1. FC Magdeburg, the next-best teams in Bundesliga 2. Thanks to a 6-1 victory against SSV Ulm 1846, Hamburg secured the long-awaited promotion on the penultimate matchday after seven tough years.

Attacking football was once again a hallmark of Bundesliga 2 overall. A total of 925 goals were scored, averaging 3.0 per game – more than in the top leagues in England, France, Spain, or Italy. The top scorer was HSV striker Davie Selke with 22 goals, followed by Martijn Kaars of 1. FC Magdeburg with 19.



Exciting statistics and exclusive analyses from the DFL subsidiary Sportec Solutions can be found in the Benchmark Report for the 2024-25 season.



With **959** goals
the Bundesliga was once again the
highest scoring top league in the
2024-25 season.



















SV Elversberg narrowly missed causing a sensation. In only their second Bundesliga 2 season, the Saarland club qualified for the relegation playoffs after finishing third in the table but missed out on promotion due to an added-time goal in the second leg against Heidenheim. SSV Ulm 1846 and SSV Jahn Regensburg were relegated to the third division. Eintracht Braunschweig saved themselves in the relegation playoffs against 1. FC Saarbrücken – also dramatically, with goals in extra time in the second leg.

The enduring popularity of the Bundesliga and Bundesliga 2 among fans was once again reflected in strong media reach and spectator numbers. With 34,288 tickets sold per game, top tier football in Germany achieved the highest average attendance in its history.



Details on attendance numbers can be found in the Spectator Report for the 2024-25 season.

Bundesliga 2 Final standings 2024-25

		Matches	W	D	L	Goals	+/-	Points
	1. 1. FC Köln	34	18	7	9	53:38	+15	61
	2. Hamburger SV	34	16	11	7	78:44	+34	59
	3. SV Elversberg	34	16	10	8	64:37	+27	58
	4. SC Paderborn 07	34	15	10	9	56:46	+10	55
	5. 1. FC Magdeburg	34	14	11	9	64:52	+12	53
	6. Fortuna Düsseldorf	34	14	11	9	57:52	+5	53
	7. 1. FC Kaiserslautern	34	15	8	11	56:55	+1	53
	8. Karlsruher SC	34	14	10	10	57:55	+2	52
	9. Hannover 96	34	13	12	9	41:36	+5	51
	10. 1. FC Nürnberg	34	14	6	14	60:57	+3	48
	11. Hertha BSC	34	12	8	14	49:51	-2	44
	12. SV Darmstadt 98	34	11	9	14	56:55	+1	42
	13. SpVgg Greuther Fürth	34	10	9	15	45:59	-14	39
	14. FC Schalke 04	34	10	8	16	52:62	-10	38
	15. SC Preußen Münster	34	8	12	14	40:43	-3	36
	16. Eintracht Braunschweig	34	8	11	15	38:64	-26	35
	17. SSV Ulm 1846 Fußball	34	6	12	16	36:48	-12	30
	18. SSV Jahn Regensburg	34	6	7	21	23:71	-48	25

Records in context

The key financial indicators from the 2024-25 season confirm the image of a very healthy, rationally-managed professional football structure in Germany. Never before have total revenues, spectator numbers, employment rates, and taxes and duties paid been so high. The majority of the 36 clubs and corporations in professional football have thus strengthened their economic foundation.

German professional football remains a fan and spectator magnet, with rationally-managed clubs and limited companies of significant overall economic and social importance. This is underlined by the figures in the DFL Deutsche Fußball Liga Economic Report 24-25, which is based on the financial statements of the 36 clubs in the Bundesliga and Bundesliga 2 from the 2024-25 season.

Key trends in detail:

Professional football is growing

With €6.33 billion, the 36 clubs achieved the highest collective revenue in history. They exceeded the previous record of €5.87 billion from the 2023-24 season by 7.9 per cent.

Bundesliga 2 confirms its record figures

For the second consecutive time, Bundesliga 2 contributed more than €1 billion in total revenue to the overall result of German licensed football. The record sum from the previous year was further increased by €140.4 million to €1.21 billion – a growth of 13.1 per cent.

Professional football creates value and jobs

The Bundesliga and Bundesliga 2 create jobs. Encouragingly, the number of people finding paid employment directly and indirectly related to the game has risen again. With more than 64,000 people, there are more individuals working in and around professional football than ever before. The total amount of taxes and duties also rose again, reaching a record number of €1.69 billion. Over the past ten seasons, taxes and contributions from professional football have totaled more than €14 billion.



BUNDESLIGA

Revenue mix

(€ million)

Match revenue	Advertising	Media revenue (all competitions)
599.0	1,146.1	1,702.7
Contribution to total revenue 11.69%	Contribution to total revenue 22.37%	Contribution to total revenue 33.24%
Transfers	Merchandising	Other
872.6	285.4	516.8
Contribution to total revenue 17.03%	Contribution to total revenue 5.57%	Contribution to total revenue 10.09%

Total

5,122.7

MATCH REVENUE Primarily income from ticket sales for matches in national and international competitions

ADVERTISING Primarily income from contracts with main sponsors and shirt sponsors as well as stadium and club rights

MEDIA REVENUE Primarily revenue from the marketing of media rights to matches in national (including the DFB Cup) and international competitions, as well as revenue from other joint marketing such as commercial partnerships

TRANSFERS Revenue from all transfer and training compensation fees

MERCHANDISING Income from merchandising

OTHER TAKINGS Revenue from the transfer of utilisation rights, public catering, letting and leasing, membership fees and other items

Clubs strengthen their economic foundation

Significantly more clubs than in the previous year reported positive results and growing equity. In total, 13 Bundesliga and 15 Bundesliga 2 clubs achieved profits – compared to nine and eight respectively the previous year. On an EBITDA basis – before interest, taxes, and depreciation – all 18 clubs and corporations in the Bundesliga and 16 of the 18 clubs and corporations in Bundesliga 2 closed with a positive balance. Equity in the Bundesliga exceeded €2 billion for the first time, reaching €2.17 billion. All 18 clubs reported positive equity.

German professional football operates responsibly

The proportion of the clubs' total expenditure accounted for payroll costs for match operations remains low. If the Bundesliga and Bundesliga 2 are considered together, this share is 33 per cent. This is particularly remarkable in an international comparison.

In the overall view, professional football achieved the highest profit in its history: approximately €271 million. Remarkably, compared to the figures from the previous season, this economic success was achieved despite a slight decline in transfer revenues – the revenue mix remains very healthy. On this basis, the clubs and corporations were able to spend slightly more on player transfers than they earned.

Full stadiums remain a hallmark of German football

The number of tickets sold by the 36 professional clubs reached an all-time high in the 2024-25 season, totaling 20,983,964. This surpassed the record from the previous season (20,737,276).

German professional football is growing significantly faster than the German economy overall, contributing not only emotionally but also economically in a highly positive way to life in this country.



BUNDESLIGA

Revenue mix

(€ million)

Match revenue	Advertising	Media revenue (all competitions)
273.4	216.5	288.3
Contribution to total revenue 22.62%	Contribution to total revenue 17.92%	Contribution to total revenue 23.85%
Transfers	Merchandising	Other
158.7	96.4	175.1
Contribution to total revenue 13.13%	Contribution to total revenue 7.98%	Contribution to total revenue 14.49%

Total

1,208.5

MATCH REVENUE Primarily income from ticket sales for matches in national and international competitions

ADVERTISING Primarily income from contracts with main sponsors and shirt sponsors as well as stadium and club rights

MEDIA REVENUE Primarily revenue from the marketing of media rights to matches in national (including the DFB Cup) and international competitions, as well as revenue from other joint marketing such as commercial partnerships

TRANSFERS Revenue from all transfer and training compensation fees

MERCHANDISING Income from merchandising

OTHER TAKINGS Revenue from the transfer of utilisation rights, public catering, letting and leasing, membership fees and other items

Structure and financial organisation

German professional football consists of the 36 professional clubs, DFL e.V. and DFL GmbH. But what form does the organisational and financial framework take?

The 36 clubs and limited companies of the Bundesliga and Bundesliga 2 established the “Ligaverband” on 18 December 2000 with the aim of establishing the independence of German licensed football. In a context of increasing economic strength, constantly evolving requirements and growing interest from the public, there was a realisation that the professional clubs needed their own organisation, which was then created under the name “Die Liga – Fußballverband e.V.”. At the 2016 General Assembly, the clubs voted to change the name to DFL Deutsche Fußball Liga e.V. (or DFL e.V. for short). This brought the name in line with the Frankfurt-based DFL Deutsche Fußball Liga GmbH (or DFL GmbH for short), which has been managing the business operations of DFL e.V. as a wholly owned subsidiary since its foundation.

The members of DFL e.V. are the clubs that receive the appropriate licence for the respective season and thus play in the Bundesliga or Bundesliga 2. This DFL Economic Report provides a cumulative presentation of the key economic performance indicators of the clubs that played in the Bundesliga or Bundesliga 2 during the 2024-25 season.

DFL GmbH is responsible for the organisation and marketing of German professional football in order to create the optimum conditions in the interest of the professional clubs. One of DFL GmbH’s tasks is to market the media rights to matches in the Bundesliga and Bundesliga 2, as well as the Supercup and the relegation play-offs, nationally and worldwide on the best possible terms. As a contracting partner of the rights holders, DFL e.V. ultimately returns the income generated from marketing to the clubs of the Bundesliga and Bundesliga 2. This is a major economic factor that needs to be taken into consideration. In the 2023-24 season, revenues from the marketing of media rights to matches in national and international competitions alone accounted for around 31 per cent of the total revenue of the 36 professional clubs. The majority is attributable to revenues from the central marketing of the rights to the Bundesliga and Bundesliga 2 matches by the DFL.

As an organisation fee, DFL e.V. itself receives a percentage of the national and international broadcast revenue and of the revenue from sponsorship and group marketing – i.e. of the income generated centrally. DFL e.V. largely finances its own budget, including the services provided for it by DFL GmbH.

The structure and financial organisation of German licensed football





Photo: IMAGO/RHR-FOTO

GERMAN LICENSED FOOTBALL

RESPONSIBILITY

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22nd Remembrance Day in German football

Defending democracy – learning from the history of football

On 27 January 1945, the Auschwitz-Birkenau concentration and extermination camp was liberated. Every year on and around this day, German football commemorates, together with the “Nie Wieder!” (“Never again!”) initiative, those persecuted, deported and murdered under National Socialism.

Sport and football – interactions with politics

The Nazi regime utilised sport in various ways. Sport was used, among other things, to boost morale and fitness for war and standardise leisure activities. Above all, sport served as a propaganda tool. The 1936 Olympic Games, held in Berlin 90 years ago was the major sporting event that the Nazis used to demonstrate their power and establish their ideology – far beyond the borders of Germany.

German football, with its English roots and many Jewish pioneers such as Walther Bensemann, who was involved in the founding of the DFB (German Football Association) in 1900 and started the football magazine “kicker” in 1920, was not immune from National Socialist hatred. On the contrary: many clubs actively participated in the disenfranchisement of Jewish citizens – although the Nazi leadership did not at first encourage this in sport, in view of the 1936 Olympic Games. In many places, it was not even necessary to have the top-down imposition of “Gleichschaltung” – the process of Nazification. Even for national players like Julius Hirsch, who was a German champion in 1910 with the Karlsruher FV team, founded by Bensemann, there was no longer any place in their sport. Hirsch was murdered in Auschwitz. Despite all this, many leading sports officials remained in their posts after 1945. It would take more than half a century for clubs and associations to come to terms with their role during the Nazi era.

What does this have to do with us today?

A look at history shows this: democracy cannot be taken for granted. And almost always, when democracy comes under threat, it is accompanied by anti-Semitic tendencies. Football, with its charisma, has a responsibility to live and defend our democratic values. Active remembrance therefore means solidarity with Jews, even and especially when – as is currently the case – this requires courage and attitude. In 2026, the message of the survivors of the Auschwitz concentration camp applies all the more resolutely: “Never again!”

“Never again” is now. And always.



Matchday 19: FC Bayern München – FC Augsburg.

Credit: FC Bayern München

TOGETHER! Stop Hate. Be a Team.

In March 2025, German professional football used its annual league-wide matchday to set an example for social cohesion, under the motto “TOGETHER! Stop Hate. Be a Team.” The DFL, DFL Foundation, and the clubs in the Bundesliga and Bundesliga 2 promoted cohesion, respect, and tolerance during Matchday 27 of the 2024-25 season. The campaign period ran parallel to the “International Weeks Against Racism” initiative.

“Cohesion in society is currently particularly important to counteract division and shape a positive future,” said Marc Lenz, DFL CEO and Chairman of the DFL Foundation Council. “All of us, in our society, must stand together as a team again to move forward together – just as football demonstrates week after week on the pitch.”

The DFL, DFL Foundation, and the clubs in the Bundesliga and Bundesliga 2 are convinced that team spirit makes joint success possible. Cohesion, respect, tolerance, diversity, and compassion have a positive impact wherever people come together – whether in sports teams, companies, or fundamentally in society. The way this togetherness is practiced is a crucial foundation for a positive future and joint successes.

The Bundesliga’s positive impact as a unifying element in society is demonstrated, among other things, by the study “Mehr als ein Spiel” (More than a Game) by the consulting firm McKinsey, which analyzed the economic and socio-political relevance of professional football. One finding is: “The positive influence of the Bundesliga is particularly evident in its ability to bring people together. The Bundesliga provides a physical meeting point for a large part of the population, promotes motivation for social engagement, strengthens regional identification, conveys values, and fosters cohesion.”

On Matchday 27 the TOGETHER! message was visible at all stadiums in Germany’s top two leagues. Among other things, match balls, corner flags, and substitution boards displayed the slogan and colours of the campaign. Players’ warm-up clothing and captain’s armbands are equipped with the TOGETHER! logo. National and international media partners of the DFL and reporting broadcasters further spread the campaign through their coverage. The league, foundation, and clubs provided additional coverage with individual campaigns in their digital networks.

The matchday campaign complemented the continuous and diverse commitment of German professional football, which uses its reach for social issues. Since 2012, there have been corresponding matchdays during the *International Weeks Against Racism* initiative. During the 2023-24 season, the focus was on the demand STOP HATE in light of the increasing coarsening of public discourse, especially in social networks. The campaign for the 2024/25 season focused on the message BE A TEAM.

International Day Against Racism

The action week around the *International Day Against Racism* earlier this year was coordinated in Germany by the Foundation Against Racism. The initiative calls on civil society actors to take a stand against racism and discrimination.



A summary of the numerous individual actions of the clubs can be found on the landing page for the matchday.



#BundesligaWIRKT

The 36 clubs of the Bundesliga and Bundesliga 2, which merged in 2000 to form the DFL Deutsche Fußball Liga e.V., are socially committed in a variety of ways. However, there is no simple or short answer to the question of what professional football does for society.

The 36 clubs are so different in their structures and traditions, and the ways and means of becoming socially active are just as diverse. Most clubs are primarily involved in their home region. In many cases, they work together with local partners, projects or institutions. Overall, more than a million people benefit directly from the clubs' involvement every year.



[#BundesligaWIRKT offers an overview of the social commitment of German professional football. Click here to go directly to the platform.](#)



Bundesliga
WIRKT