



*Telefónica*

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## **OFFICIAL PRESS RELEASE**

LaLiga and Telefónica reach an agreement for the marketing of the exploitation of audiovisual content rights for the pay per soccer in the domestic market, for 2015/16 season.

The 600 million euros agreement signed today, Friday, July 10, grants the exclusive exploitation rights of Liga BBVA, Liga Adelante and all the pay per offer for Copa del Rey matches, to Telefónica.

Telefónica and LaLiga express their satisfaction with this agreement for the 2015/16 season, which considered also beneficial for the rest of the operators, clubs and supporters.