

uniqFEED's virtual advertising technology secures league-wide approval for the German Bundesliga

Zurich, Switzerland, June 4th, 2025 – uniqFEED, a leading provider of virtual advertising solutions, has received league-wide approval from the DFL Deutsche Fußball Liga (German Football League) to deploy its AI-powered AdApt® technology across the Bundesliga. The approval covers both the virtual replacement of LED boards and the insertion or overlay of goal-side carpets, within the live match broadcasts. It follows extensive testing conducted by the DFL and its host broadcaster Sportcast involving several Bundesliga club stadiums.

The Bundesliga is Germany's premier professional football league, which is broadcast in more than 200 FIFA member countries, reaching millions of football fans worldwide. As an integral part of the broadcast signal, any virtual advertising technology approved for use in the league must undergo rigorous evaluation to ensure it can deliver a seamless viewer experience. Technologies are evaluated based on image quality, reliability, and technical integration, and must also prove themselves in a fully remote, live production environment. uniqFEED's AdApt® software met all required criteria and is now one of only two software-based solutions approved for use in the German Bundesliga.

With this approval, uniqFEED is now positioned to support the Bundesliga clubs to turn technical capability into commercial value. Beyond the technology, uniqFEED's focus will be on delivering a greater return on investment for the clubs by combining its high-quality software with flexible, affordable commercial models, and regional inventory sales support, to enable more clubs to benefit from virtual advertising.

Virtual advertising allows the 18 Bundesliga clubs to offer their sponsors region-specific advertising opportunities by creating localized broadcast feeds with different advertising for international audiences. This increases the commercial value of their games and drives incremental revenue.

Built to support such targeted advertising strategies, uniqFEED's AdApt® requires no specific LED boards or camera equipment, making it easy to deploy remotely in the existing production environment. The software produces virtual content that is indistinguishable from physical advertising, maintaining the highest visual quality for the viewers – under all lighting and weather conditions. A key advantage of uniqFEED's software is also its exceptionally fast calibration time, the shortest in the industry, which contributes to more efficient live production workflows.

uniqFEED's CEO, Roger Hall, says:

"The league-wide approval for the German Bundesliga is yet another major milestone for uniqFEED and a clear validation of the quality, reliability, and performance of our software. With a proven track record across multiple football leagues, Major League Baseball, and international tennis and golf tournaments, our solutions are trusted by some of the most demanding rights holders in live sports."

Tom Huston, CCO at uniqFEED, adds:

"We are proud of this achievement and look forward to continuing our collaboration with the DFL and Sportcast to build strong, long-term relationships with the Bundesliga clubs. Our goal is to work alongside the clubs as partners to develop virtual advertising strategies that unlock new, recurring commercial revenue streams that are both sustainable and profitable across seasons and markets."

Dominik Scholler, Vice President Product Management & Innovation at DFL, says:

"With the Bundesliga-wide approval of the uniqFEED system, Bundesliga clubs now have access to another powerful, software-based technology for virtual perimeter advertising. We are delighted to welcome uniqFEED as a new, certified provider for the Bundesliga. This gives clubs an additional opportunity to implement perimeter advertising and cam carpets in international Bundesliga productions with the high quality they have come to expect."

About uniqFEED

uniqFEED is an AI-powered sports tech company that provides virtual advertising solutions for sports rights holders. uniqFEED's proprietary software AdApt® uses artificial intelligence and computer vision to seamlessly integrate virtual content into live sports broadcasts. This enables rights holders to unlock new revenue opportunities by customizing advertising across different international broadcast feeds.

uniqFEED's solutions require no intrusive hardware and are designed for a range of sports, including football, baseball, racket sports, golf, and many others. uniqFEED is headquartered in Zurich, Switzerland and was founded as an ETH Zurich spin-off. For more information about uniqFEED, please visit: <https://www.uniqfeed.com>.