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## **Bundesliga International signs partnership deal with AIS, Thailand's leading communications provider**

- **Bundesliga International has signed a partnership agreement with Thailand's top telecoms provider AIS**
- **Three-year deal starts from the beginning of the 2026-27 season**
- **Thailand is a key market for the Bundesliga in the Asia-Pacific region**

Bundesliga fans in Thailand can keep up to date with the best of *Football As It's Meant To Be* after Bundesliga International signed a three-year deal with Thai telecommunications giant AIS from the start of the 2026-27 season.

The new deal will see all nine Bundesliga matches available each matchday on the AIS PLAY platform, including the Franz Beckenbauer Supercup between the Bundesliga champions and DFB Pokal (German Cup) winners to kick off the 2026-27 campaign.

AIS is the biggest intelligent infrastructure company in Thailand, with their streaming platform AIS PLAY providing top-tier entertainment access to its customers, including a wide range of world-class sports content, such as the NBA, PGA Tour and ATP Tour.

"The Bundesliga has long been a home for Asian talent, from Witthaya Laohakul to current Thailand international Nicholas Mickelson and FC Bayern München newcomer Maycon Cardozo. Through our partnership with AIS, we're bringing the excitement of the Bundesliga even closer to Thai fans — making it easier than ever to follow every match, wherever they are and whenever they want to watch," said Peer Naubert, Chief Executive Officer of Bundesliga International.

"Eight million fans in Thailand follow the Bundesliga, and more than half stay up to watch the matches live despite the time difference," Naubert added. "That passion is incredible. Together with AIS, we want to make sure Thai fans never miss a moment of Football As It's Meant To Be."

The partnership between Bundesliga International and AIS will focus on various marketing and promotional efforts to win over more fans of German top-flight football, with a broad range of exclusive Bundesliga content available for AIS customers.

"The Bundesliga is recognised as one of the top five leagues in Europe," said Pratthana Leelapanang, Chief Executive Officer of AIS.

"We recognise the Bundesliga is defined by its unique DNA: fast-paced, aggressive attacking football paired with the intense passion of the fans. This aligns with our vision of elevating the national sports scene to foster tangible growth in Thai sports.

"Therefore, we are moving forward to join hands and work together strategically with Bundesliga International in a full-scale manner."

The new deal will also see AIS work closely with the Bundesliga, which signed a Memorandum of Understanding with the Sports Authority of Thailand in 2023, in supporting its local efforts by offering young talent a path to German football.

As part of this collaboration, AIS will also highlight its strong commitment to supporting local youth football initiatives aimed at nurturing the next generation of Thai footballers, through the Asia-wide *Bundesliga Dream* project, which gives young players the chance to train at the academies of Germany's top clubs.

*Bundesliga Dream Thailand*, of which the fourth edition takes place later this year, has been one of the region's most successful and most consistent iterations of the ground-breaking project. Previous editions have already contributed to players progressing along the professional football pathway.

The Bundesliga's connection with Asia is well established, with more Asian players featuring in Germany's top flight over the last 20 years than the other top four European leagues combined.

The Bundesliga is the most active of the top five European leagues on the ground across Asia, working together with partners and governments to support the growth of football, with local projects such as ['Bundesliga Common Ground'](#).

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Bundesliga & AIS at SPORTEL Singapore

## **NOTES TO EDITOR**

### **About the Bundesliga**

The Bundesliga is the premier professional association football league in Germany and the football league with the highest average stadium attendance worldwide. The league was established in 1963 and comprises 18 teams which operate on a system of promotion and relegation with the Bundesliga 2.

### **About AIS**

Advanced Info Service (AIS), is a digital infrastructure service provider driving Thailand's digital transformation through four business groups, serving a customer base of over 52 million. These include mobile phone services on the 5G network with the highest frequency band of 1460 MHz, catering to over 46.8 million users; Broadband internet services under the AIS 3BB FIBRE3 with over 5.2 million users; corporate customer services; and digital service businesses. All of these are in line with the vision of becoming a leading telecommunications and smart technology organisation – Cognitive Tech-Co, supporting the strength of the digital economy and elevating the quality of life for Thai people.