

## Christian Frodl, LL.M. (Melbourne)



### Contact

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**Languages:** German, English

Christian Frodl, LL.M. (Melbourne), MBA, specializes in advising the sports and media industries. He began his career as a lawyer at Baker & McKenzie and worked at DFL Deutsche Fußball Liga (DFL) from 2009 to 2016, most recently in the position of Senior Legal Counsel. During this time, he focused on advising the DFL Group on their commercial activities. He played a leading role in the tender of the Bundesliga media rights in 2012 and 2016 as well as in the setup and implementation of the DFL's sports data business. In 2017, Christian Frodl moved to Sky Deutschland, where he was responsible for the management of national and international sports rights. In this role, his responsibilities included rights acquisition, media exploitation and the strategic development of new business and sales models. Christian Frodl is considered one of the leading experts at the interface of sports and media in the DACH region. He has an excellent network in the industry following his tenures at DFL and Sky.

### Specializations

- Tender/Acquisition of sports media rights, including strategic and commercial preparations as well as antitrust advice for tender procedures
- Sponsorship, licensing and marketing agreements including all related copyright, personality and media law issues
- Production and distribution agreements for the exploitation of media content across all distribution channels and platforms
- Collection and marketing of sports data, including advice on all associated legal and commercial issues

- Development and establishment of new business, distribution and licensing models for sports/media rights
- Advising sports associations, clubs and sports corporations on corporate, association and club law issues

## Selected Mandates and Projects

- Tenders for media exploitation rights for Bundesliga, Bundesliga 2 and Supercup matches by the DFL
- Strategic, economic and legal advice on the development of a business model of the DFL Group around the collection and marketing of official Bundesliga match data
- Acquisition of national and international sports rights from UEFA, the DFL, the DFB, the HBL and the ATP for Sky Deutschland
- Development, contractual design and operational implementation of commercialization and distribution models for the exploitation of Sky Deutschland's sports/media rights
- Legal consulting for the launch of Dyn Media GmbH's streaming platform

## Publications and Lectures

- "Event owners' rights to sports data and its commercialisation in fantasy sports – illustrated by the licensing schemes of the Bundesliga", *International Sports Law Journal* 2021 [online, <https://doi.org/10.1007/s40318-021-00191-1>]
- "Neuer, Hummels, Müller, Götze & Co: the legal framework governing industrial relations in German professional football", *International Sports Law Journal* 1/2016, p.1
- "Media & Broadcasting Rights in the Bundesliga", *Football Legal #6* (November 2016), p. 60
- "Wird Müller den Sieg festhalten? Zulässigkeit von Befristungen im Berufsfußball", *Neue Zeitschrift für Arbeitsrecht* 2015, p. 657, together with Andreas Katzer
- "Commercialisation of sports data: Rights of event owners over information and statistics generated about their sports events", *Marquette Sports Law Review* 2015, p. 55
- "Kapitalgesellschaften im Sport", in Galli/Elter/Gömmel/Holzhäuser/Straub (Hrsg.), *Sportmanagement*, 2. Auflage München 2012, p. 53, together with Thomas Dehesselles

## Education and Career

- Counsel at Klinkert Partners (2021), Frankfurt am Main
- Postgraduate studies with graduation as Master of Business Administration at the

Frankfurt School of Finance & Management (2021-2023)

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- Director Sports Rights & Commercialization at Sky Deutschland, Munich (2017-2021);
- Postgraduate studies with graduation as Master of Laws at the University of Melbourne, Australia (2014-2015)
- Senior Legal Counsel at DFL Deutsche Fußball Liga, Frankfurt am Main (2009 - 2016)
- Admission to the bar and Associate with Baker & McKenzie, Frankfurt am Main (2009);
- Legal clerkship at the Regional Court of Mainz (Second State Exam 2008) with stages, among others, at Hengeler Mueller, Frankfurt am Main/London and Arnecke Sibeth, Frankfurt am Main
- Law studies at the University of Trier, Johannes Gutenberg University Mainz and Johann Wolfgang Goethe University Frankfurt am Main (First State Exam 2006)