



**DMC PRODUCTION AND SUPERLIGAEN A/S FORM MATCHDAY PRODUCTION,  
A COPENHAGEN-BASED PRODUCTION COMPANY  
FOR COMPREHENSIVE COVERAGE OF DANISH PROFESSIONAL FOOTBALL**

**DMC Production's Centralized Live Remote Production Platform  
Expands to Denmark, Modeled after Established Production Centers  
in Norway, Finland, and Sweden**

**COPENHAGEN (15.09.2023):** DMC Production and Superligaen A/S have formed Matchday Production, a new production company based in Copenhagen. When TV2 and Viaplay start covering Danish professional club football in the summer of 2024, Matchday Production will produce all matches across 3F Superliga, NordicBet Liga, Oddset Pokalen, 2<sup>nd</sup> Division, and 3<sup>rd</sup> Division. The live coverage of more than 800 matches will be produced from a Copenhagen-based centralized production center. The announcement of Matchday Production was made by Paul Henriksen, CEO of DMC Production, and Claus Thomsen, director of the Divisionsforeningen.

“DMC Production has entered this collaboration with Superligaen A/S with the clear ambition to deliver a high-quality product to Danish football fans. We have commissioned similar centralized production centers in Oslo, Helsinki and Stockholm to cover a wide range of sports, including football, ice hockey, handball, floor ball, basketball, tennis, and other Olympic sports. Therefore, we can use this experience to further innovate via a centralized production center in Copenhagen, which provides rightsholders new creative opportunities to tell the stories of these matches,” said Henriksen.

Matchday Production is modelled after DMC Productions' innovative centralized live remote production platform, where all onsite stadium cameras are sent via high-speed fiber connections to a centralized production center where the high-quality coverage is edited and produced. DMC Productions has been an industry leader utilizing this highly efficient production model in Norway, Finland, and Sweden. With the addition of Denmark, approximately 70 sporting venues will be connected to DMC's network and incorporated within the overall Nordic infrastructure, which will strengthen league's and club's communication capabilities across digital media, social platforms, and engaging their fanbases. By gathering production into a centralized location, production staff responsible for editing, graphics, sounds, replays, and slow-mo can produce live coverage for more matches – expanding the number of leagues and matches receiving live coverage. The production center will also house VAR. Additionally, a further benefit of centralized production is a reduction in travel and transport, resulting in a smaller overall CO2 footprint.

“With the establishment of Matchday Production, the clubs can now take responsibility for driving the development of the leagues' TV presentations, including 3F Superliga and its surging interest. By pooling all matches from the four divisions in Men's DM, as well as the Oddset Pokalen, a volume is achieved that allows for long-term, strategic investment in technology and personnel. The result will be a high-quality and more comprehensive coverage for our clubs' fans via our rights holders who now deliver a viewing experience on par with other top-flight leagues globally. With the new six-year media rights agreement in place, we can optimize this production model and support our rights holders to put their creative stamp on the productions, in partnership with DMC Production, a skilled leader who shares our vision of stepping up the quality of the coverage of our leagues, teams, and players,” said Thomsen.

**About DMC Production:**

DMC Production is a media production company specializing in providing a variety of broadcast and digital services to broadcasters, sports federations, and media rights agencies around the world. Using the latest technology for remote production, DMC Production offers high-end, live, multi-camera production. By centralizing key staff and exclusive hardware, we optimize workflows, saving costs, decreasing traveling and transport, and thereby minimizing the climate footprint of large-scale productions. [www.DMCProduction.com](http://www.DMCProduction.com)

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