



# 3. LIGA

10 JAHRE

## SEASON REPORT

2017/2018

HERZLICH WILLKOMMEN  
AM 1. SPIELTAG  
DER NEUEN 3. LIGA  
WIR WÜNSCHEN ALLEN ZUSCHAUERN  
VIEL SPASS UND  
EIN SPANNENDES SPIEL

neumann  
BRÜCKENSTEIN GMBH

er 3. LIGA 2009





<b>Foreword</b>	<b>3</b>
<b>ON THE FIELD</b>	<b>5</b>
<b>How season 10 of the 3. Liga played out</b>	<b>5</b>
Final league tables	7
Season records	13
Weird and wonderful incidents	14
Spectators	18
Season highlights	22
<b>History</b>	<b>28</b>
All-time league table	29
Record players	30
Record goal-scorers	31
<b>10 YEARS OF THE 3. LIGA – AN OVERVIEW</b>	<b>32</b>
Ten seasons, ten champions	32
Relegation games: Third-division teams on top	34
A springboard for stars	35
Big names even off the field	37
The fans: Almost always over 2 million	38
The records from the last 10 years	39
<b>MEDIA</b>	<b>42</b>
<b>The 3. Liga on free-to-air TV</b>	<b>44</b>
<b>The 3. Liga on pay TV</b>	<b>48</b>
<b>The 3. Liga in print media</b>	<b>50</b>
<b>The 3. Liga online</b>	<b>53</b>
<b>FINANCE</b>	<b>56</b>
<b>Balance-sheet KPIs</b>	<b>58</b>
Assets	58
Liabilities	60
<b>Profit &amp; loss KPIs</b>	<b>63</b>
Income	63
Expenses	70
Profit & loss statement	80
<b>Clustering</b>	<b>84</b>
<b>SUMMARY</b>	<b>90</b>

## FOREWORD

### DEAR FRIENDS OF THE 3. LIGA,

It's been 10 years since the 3. Liga was established, and its development since the summer of 2008 has been positive overall. Many goals that went hand-in-hand with introducing a single-conference third division in Germany have been achieved. The competition is even, exciting and attractive, and the structures have gradually improved. In ten relegation games against 2nd division (2. Bundesliga) teams, it was the 3. Liga teams that prevailed on seven occasions – a clear testament to that division's quality. The 3. Liga has also proven itself to be a springboard for loftier heights – for both young players and coaches. Thomas Müller, Bernd Leo and Ralph Hasenhüttl are prime examples of this.



But we have also had our problems. The biggest challenge is that of securing greater financial stability for the 3. Liga, and providing clubs with a better financial basis. As small as the difference in playing quality may be between the third and second divisions of the Bundesliga, there is a giant chasm at a financial level. Instances of bankruptcy, such as those involving Chemnitzer FC and RC Rot-Weiss Erfurt last season, have set off alarm bells which the DFB, as the league's governing body, is certainly not ignoring, and which are not a good look for the 3. Liga. The DFB will need to take further measures, in co-operation with the clubs, to increase marketing revenue in the 3. Liga. But the clubs also need to be duly aware of costs. A rational approach to finances is essential for long-term positioning and for coping with the temporary setbacks that are always possible in the world of sport.

1. FC Magdeburg is an excellent example of continuous but measured development. Following difficult times after plummeting to the Oberliga (5th division) and going through bankruptcy proceedings, the club pulled itself together and gradually worked its way back up to the top. It started with its return to the 3. Liga, where it stayed for three years and won a championship, and continued with its jump up to the 2. Bundesliga.

The second promoted team, SC Paderborn, has had a rollercoaster ride, with its surprising qualification for the Bundesliga in 2014, followed by two – indeed three – successive relegations. In May 2017, the Paderborners were once again in the relegation zone in the 3. Liga, but ended up remaining because TSV 1860 Munich could not secure a licence. The SCP then took the correct course of action and put in a strong season with a new goal record, which saw them finished second and return to the 2. Bundesliga.

The 3. Liga rang in a new era for its 10th season, securing a strong major partner in bwin. All 380 games were also broadcast live for the first time. Telekom Sport's pay-TV service further enhanced the far-reaching free-to-air TV reporting by ARD and its regional programmes. The 3. Liga celebrated another first on the video-game market, becoming officially available for playing in EA Sports' "FIFA" series.

All this underlines how attractive the 3. Liga has become – and its development is set to continue on this basis.

Enjoy reading the 2017/2018 season report.

Peter Frymuth  
DFB Vice President League Operations and Football Development



**THE 3. LIGA TEAMS**  
2017/2018 SEASON

**ZEIGT'S UNS!**

4

# ZEIGT'S UNS!



THE 3. LIGA 2017/2018

# ON THE FIELD



## HOW SEASON 10 OF THE 3. LIGA PLAYED OUT

After 34,200 minutes, 380 matches and 38 rounds, the 2017/2018 anniversary season drew to a close. The 10th season since the 3. Liga's inception in the summer of 2008 was one of great success, especially for the champions 1. FC Magdeburg and runners-up SC Paderborn 07. Both teams qualified for the 2. Bundesliga.

We had to bid farewell to the last “third-division veteran”. FC Rot-Weiss Erfurt, the only founding member to have remained in the 3. Liga non-stop since 2008, failed to hold its position. A broken goal record and a player cracking 300 caps for the first time were just two of many exceptional milestones reached during the anniversary season.

## THE PROMOTED TEAMS

**Fourth, fourth, first:** After two thankless fourth places, 1. FC Magdeburg hit the jackpot. The team coached by Jens Härtel won the championship, qualifying them for the 2. Bundesliga. And in doing so, they equalled a record. No third-division champion had ever scored more than 85 points – a record set by Eintracht Braunschweig in the 2010/2011 season, albeit with a goal differential of +21.

## THE PROMOTED TEAMS

**Fourth, fourth, first:** After two thankless fourth places, 1. FC Magdeburg hit the jackpot. The team coached by Jens Härtel won the championship, qualifying them for the 2. Bundesliga. And in doing so, they equalled a record. No third-division champion had ever scored more than 85 points – a record set by Eintracht Braunschweig in the 2010/2011 season, albeit with a goal differential of +21.

**Like a phoenix rising from the ashes,** SC Paderborn made its return. The roller-coaster of the last few years saw it finish runner-up and secure a spot back in the 2. Bundesliga. The Paderborners had risen up to the second division from the third division in 2008, and surprisingly even qualified for the Bundesliga in 2014. But this was followed by a rapid decline, plummeting back to the 3. Liga in the space of two years. It even finished the 2016/2017 season on the verge of dropping



Championship joy: 1. FC Magdeburg

to the 4th division, being saved only by the forced relegation of TSV 1860 Munich to the Bavarian regional league. In the most recent season, the Paderborners found themselves back on a winning track, finishing second with 83 points.

Both the champions and the Paderborners, coached by former Magdeburger Steffen Baumgart, cemented their position in the 2nd division in the perfect way in round 35: Magdeburg with a 2:0 over Fortuna Köln, and Paderborn with a 3:0 against SpVgg Unterhaching.



## THE RELEGATED TEAMS

**It was anything but the desired season outcome** for Rot-Weiss Erfurt. Following ten consecutive seasons in the 3. Liga, it was relegated to the North-East regional league for the first time ever, scoring just 13 points after 38 rounds. But this was partly also due to its financial situation. The Erfurters had to file for bankruptcy, incurring them a nine-point penalty as per the rules, and were docked additional points for breaching licensing regulations. Erfurt is not working to pull itself back together under new coach and former national player Thomas Brdaric.

Chemnitzer FC's story is a similar one. The "sky-blues" also had to file for bankruptcy, resulting in a nine-point deduction. By season's end, they were 19th with 22 points.

The third team to be relegated, missing the cut by six points, was the reserve team of SV Werder Bremen. Their relegation, their second

since 2010/2011, also marked the first time since the 3. Liga's inception that a season will not feature a Bundesliga reserve team.

## THE NEWCOMERS

**For the third time in succession,** all three promoted teams managed to remain in the 3. Liga, with SV Meppen performing the best. The champions of the North regional league finished its first ever season in the 3. Liga in seventh place with 58 points. The comeback kids SpVgg Unterhaching (ninth place with 54 points) and FC Carl Zeiss Jena (eleventh with 52 points) also kept well clear of the relegation zone. The last newcomer to ever drop straight back out of the 3. Liga was SV Elversburg in the 2013/2014 season.



SV Meppen, the best of the newcomers

## THE FINAL LEAGUE TABLE FOR THE 3. LIGA 2017/2018 SEASON

Rank	Club	Games	W	D	L	Goal ratio	Goal differential	Points
1.	1. FC Magdeburg	38	27	4	7	70 : 32	+38	85
2.	SC Paderborn 07	38	25	8	5	90 : 33	+57	83
3.	Karlsruher SC	38	19	12	7	49 : 29	+20	69
4.	SV Wehen Wiesbaden	38	21	5	12	76 : 39	+37	68
5.	FC Würzburger Kickers	38	17	10	11	53 : 46	+7	61
6.	F.C. Hansa Rostock	38	16	12	10	48 : 34	+14	60
7.	SV Meppen	38	15	13	10	50 : 47	+3	58
8.	SC Fortuna Köln	38	15	9	14	53 : 48	+5	54
9.	SpVgg Unterhaching	38	16	6	16	54 : 55	-1	54
10.	SC Preußen Münster	38	14	10	14	50 : 49	+1	52
11.	FC Carl Zeiss Jena	38	14	10	14	49 : 59	-10	52
12.	VfR Aalen	38	13	11	14	48 : 57	-9	50
13.	Hallescher FC	38	13	10	15	52 : 54	-2	49
14.	SG Sonnenhof Großaspach	38	12	11	15	55 : 60	-5	47
15.	FSV Zwickau	38	10	11	17	38 : 55	-17	41
16.	VfL Sportfreunde Lotte	38	11	7	20	43 : 60	-17	40
17.	VfL Osnabrück	38	8	13	17	47 : 67	-20	37
18.	SV Werder Bremen II	38	6	13	19	39 : 62	-23	31
19.	Chemnitzer FC *	38	8	7	23	48 : 74	-26	22
20.	FC Rot-Weiß Erfurt **	38	5	8	25	26 : 78	-52	13

\* Taking into account the nine-point deduction for Chemnitzer FC after it filed for bankruptcy.

\*\* Taking into account the one-point deduction for FC Rot-Weiss Erfurt for breaching the licensing regulations. Also taking into account the nine-point deduction for filing for bankruptcy.





**ZEIGT'S  
UNS!**





## LEAGUE TABLE FOR FIRST HALF OF THE SEASON

### 2017/2018 SEASON

Place	Club	Games	W	D	L	Goal ratio	Goal differential	Points
1.	SC Paderborn 07	19	14	1	4	47 : 24	+23	43
2.	1. FC Magdeburg	19	14	1	4	31 : 18	+13	43
3.	SV Wehen Wiesbaden	19	11	3	5	37 : 13	+24	36
4.	F.C. Hansa Rostock	19	10	4	5	27 : 16	+11	34
5.	SC Fortuna Köln	19	9	5	5	32 : 24	+8	32
6.	SG Sonnenhof Großaspach	19	9	4	6	29 : 25	+4	31
7.	SpVgg Unterhaching	19	10	1	8	32 : 31	+1	31
8.	Karlsruher SC	19	8	6	5	20 : 17	+3	30
9.	SV Meppen	19	7	7	5	25 : 25	0	28
10.	VfR Aalen	19	7	6	6	25 : 23	+2	27
11.	FC Würzburger Kickers	19	7	4	8	27 : 31	-4	25
12.	Hallescher FC	19	5	6	8	27 : 29	-2	21
13.	FC Carl Zeiss Jena	19	5	6	8	19 : 25	-6	21
14.	VfL Osnabrück	19	5	6	8	21 : 29	-8	21
15.	VfL Sportfreunde Lotte	19	5	4	10	21 : 27	-6	19
16.	SC Preußen Münster	19	4	6	9	18 : 28	-10	18
17.	FSV Zwickau	19	4	6	9	17 : 30	-13	18
18.	SV Werder Bremen II	19	3	8	8	18 : 31	-13	17
19.	Chemnitzer FC	19	4	4	11	24 : 34	-10	7
20.	FC Rot-Weiß Erfurt	19	2	6	11	10 : 27	-17	2

## LEAGUE TABLE FOR SECOND HALF OF THE SEASON

### 2017/2018 SEASON

Place	Club	Games	W	D	L	Goal ratio	Goal differential	Points
1.	1. FC Magdeburg	19	13	3	3	39 : 14	+25	42
2.	SC Paderborn 07	19	11	7	1	43 : 9	+34	40
3.	Karlsruher SC	19	11	6	2	29 : 12	+17	39
4.	FC Würzburger Kickers	19	10	6	3	26 : 15	+11	36
5.	SC Preußen Münster	19	10	4	5	32 : 21	+11	34
6.	SV Wehen Wiesbaden	19	10	2	7	39 : 26	+13	32
7.	FC Carl Zeiss Jena	19	9	4	6	30 : 34	-4	31
8.	SV Meppen	19	8	6	5	25 : 22	+3	30
9.	Hallescher FC	19	8	4	7	25 : 25	0	28
10.	F.C. Hansa Rostock	19	6	8	5	21 : 18	+3	26
11.	SpVgg Unterhaching	19	6	5	8	22 : 24	-2	23
12.	FSV Zwickau	19	6	5	8	21 : 25	-4	23
13.	VfR Aalen	19	6	5	8	23 : 34	-11	23
14.	SC Fortuna Köln	19	6	4	9	21 : 24	-3	22
15.	VfL Sportfreunde Lotte	19	6	3	10	22 : 33	-11	21
16.	SG Sonnenhof Großaspach	19	3	7	9	26 : 35	-9	16
17.	VfL Osnabrück	19	3	7	9	26 : 38	-12	16
18.	Chemnitzer FC	19	4	3	12	24 : 40	-16	15
19.	SV Werder Bremen II	19	3	5	11	21 : 31	-10	14
20.	FC Rot-Weiß Erfurt	19	3	2	14	16 : 51	-35	11

## LEAGUE TABLE FOR HOME GAMES

### 2017/2018 SEASON



Place	Club	Games	W	D	L	Goal ratio	Goal differential	Points
1.	1. FC Magdeburg	19	15	3	1	41 : 11	+30	48
2.	SC Paderborn 07	19	14	3	2	49 : 11	+38	45
3.	Karlsruher SC	19	13	5	1	29 : 9	+20	44
4.	SV Wehen Wiesbaden	19	12	3	4	44 : 19	+25	39
5.	FC Carl Zeiss Jena	19	10	6	3	29 : 24	+5	36
6.	VfR Aalen	19	10	5	4	30 : 23	+7	35
7.	SV Meppen	19	9	7	3	31 : 20	+11	34
8.	F.C. Hansa Rostock	19	9	6	4	30 : 22	+8	33
9.	SpVgg Unterhaching	19	10	3	6	33 : 27	+6	33
10.	SC Preußen Münster	19	9	5	5	30 : 17	+13	32
11.	SC Fortuna Köln	19	9	4	6	27 : 22	+5	31
12.	Hallescher FC	19	10	1	8	27 : 25	+2	31
13.	FSV Zwickau	19	8	5	6	24 : 24	0	29
14.	FC Würzburger Kickers	19	7	7	5	21 : 23	-2	28
15.	VfL Sportfreunde Lotte	19	8	3	8	25 : 24	1	27
16.	VfL Osnabrück	19	6	7	6	30 : 28	2	25
17.	SG Sonnenhof Großaspach	19	5	7	7	23 : 26	-3	22
18.	SV Werder Bremen II	19	4	7	8	20 : 29	-9	19
19.	Chemnitzer FC	19	6	4	9	22 : 30	-8	13
20.	FC Rot-Weiß Erfurt	19	3	4	12	17 : 42	-25	3

## LEAGUE TABLE FOR AWAY GAMES

### 2017/2018 SEASON

Place	Club	Games	W	D	L	Goal ratio	Goal differential	Points
1.	SC Paderborn 07	19	11	5	3	41 : 22	+19	38
2.	1. FC Magdeburg	19	12	1	6	29 : 21	+8	37
3.	FC Würzburger Kickers	19	10	3	6	32 : 23	+9	33
4.	SV Wehen Wiesbaden	19	9	2	8	32 : 20	+12	29
5.	F.C. Hansa Rostock	19	7	6	6	18 : 12	+6	27
6.	Karlsruher SC	19	6	7	6	20 : 20	0	25
7.	SG Sonnenhof Großaspach	19	7	4	8	32 : 34	-2	25
8.	SV Meppen	19	6	6	7	19 : 27	-8	24
9.	SC Fortuna Köln	19	6	5	8	26 : 26	0	23
10.	SpVgg Unterhaching	19	6	3	10	21 : 28	-7	21
11.	SC Preußen Münster	19	5	5	9	20 : 32	-12	20
12.	Hallescher FC	19	3	9	7	25 : 29	-4	18
13.	FC Carl Zeiss Jena	19	4	4	11	20 : 35	-15	16
14.	VfR Aalen	19	3	6	10	18 : 34	-16	15
15.	VfL Sportfreunde Lotte	19	3	4	12	18 : 36	-18	13
16.	SV Werder Bremen II	19	2	6	11	19 : 33	-14	12
17.	FSV Zwickau	19	2	6	11	14 : 31	-17	12
18.	VfL Osnabrück	19	2	6	11	17 : 39	-22	12
19.	FC Rot-Weiß Erfurt	19	2	4	13	9 : 36	-27	10
20.	Chemnitzer FC	19	2	3	14	26 : 44	-18	9



## SEASON RECORDS

Just what the fans ordered. This season had the highest number of goals ever scored in the 3. Liga – 1,038 to be exact. That's an average of 2.73 per game, breaking the record from the 2009/2010 season (1,023) by 15.

### Paderborn the goal factory:

Runners-up SC Paderborn did wonders for the goal average, scoring no less than 90 in its 38 games. No other team has been more successful in the history of the 3. Liga, with Eintracht Braunschweig coming in second on the all-time table after scoring 81 in its championship-winning 2010/2011 season. Paderborn had already reached this milestone after 35 rounds, netting 16 goals between rounds 32 and 34 alone. The second-best offensive team for 2017/2018 was SV Wehen Wiesbaden with 76 goals.

### Whitewash wins for Paderborn:

SC Paderborn was also responsible for two of the highest scoring victories. In round 12, it sealed a 7:1 win over the reserve team of SV Werder Bremen, and in round 33 a 6:0 over Carl Zeiss Jena. SG Sonnenhof Grossaspach had the same result over Rot-Weiss Erfurt in round 35. Paderborn's 7:1 against Bremen was also one of the highest goal-scoring games, with eight goals being scored in five games of the 2017/2018 season.

### KSC the bulwarks:

Karlsruher SC's good performance in relegation zone three was primarily due to its strong defence. It was the only team to concede fewer than 30 goals, with 29. In 21 of its games, it conceded no goals at all. Only Eintracht Braunschweig (23 in the 2010/2011 season) and Erzgebirge Aue (24 in the 2015/2016 season) have conceded fewer. Nevertheless, KSC still missed out on being promoted to the 2. Bundesliga as a result of its relegation game against Aue.

**Negatives for Erfurt:** It was a season to forget for Rot-Weiss Erfurt. The 26 goals scored for 78 conceded set a new negative record in third-division history. Nor had a team ever previously suffered 25 defeats. The men from Thuringia remained goalless between rounds 9 and 16, securing only three points during this period.

**28-game winless streak:** Werder Bremen II were unable to score a win for 28 games in a row from rounds 5 to 32. It was the first time the 3. Liga had ever seen such a drought, and it played a key role in Bremen's relegation. Chemnitzer FC also suffered ten consecutive away losses, equalling the negative record of SV Elversberg from the 2013/2014 season.



Nils Butzen from 1. FC Magdeburg and Robin Krause from SC Paderborn in a one-on-one.



## WEIRD AND WONDERFUL INCIDENTS

A goalie saving a penalty and then scoring a goal himself. Two players scoring four times in a game. A club with four different head coaches in one season. The 3. Liga once again threw up some weird and wonderful gems.

**A four-pack for Rizzi and Thiele:** Michele Rizzi was the first player in SC Preussen Münster's professional football history to score four goals in a half, setting a club record in the 4:2 win against the SV Werder Bremen U23s. The 30-year-old mid-fielder, who now plays for the VfL Wolfsburg U23s in the North regional league, was brought on for Martin Kobylanski in the first half, and was responsible for the initial 0:2 deficit following an erroneous pass, before turning things around and starting his goal gala. He is the fifth player in the history of the 3. Liga to score four goals in a game. Earlier on in the season, Timmy Thiele had joined this illustrious club playing for FC Carl Zeiss Jena. He scored all four of his team's

goals in their 4:3 win over Wehen Wiesbaden just before the winter break, needing just 21 minutes to do so – a record. No single player has ever scored five goals in a 3. Liga game.

**Penalty saved, goal scored:** The highlight of round 13 saw Tom Müller, goalkeeper for Hallescher FC, score a header off a corner in extra time in Erfurt, making the final result 1:1. The 19-year-old was the fourth goalie in 3. Liga history after Hans-Jörg Butt (penalty off a foul for the FC Bayern Munich U23s), Carsten Nulle (FC Carl Zeiss Jena) and Mark Flekken (MSV Duisburg) to score a goal. Of particular note is the fact that, before his goal, Müller had also saved a penalty in what was only his sixth 3. Liga game.



Tom Müller, Hallescher FC

## RESULTS TABLE 2017/2018 SEASON

		LFC	SC Paderborn 07	KSC	SV Wehen Wiesbaden	FC Würzburger Kickers	F.C. Hansa Rostock	SV Meppen	SC Fortuna Köln	SpVgg Unterhaching	SC Preußen Münster	FC Carl Zeiss Jena	VfR Aalen	Hallescher FC	SG Sonnenhof Großaspach	FSV Zwickau	VfL Sportfreunde Lotte	VfL Osnabrück	SV Werder Bremen II	Chemnitzer FC	FC Rot-Weiß Erfurt
LFC	1. FC Magdeburg	D	1:0	2:0	0:0	2:1	2:0	0:0	2:0	0:3	3:1	2:0	6:1	2:1	3:0	2:2	2:0	2:0	4:1	3:1	3:0
SC Paderborn 07	SC Paderborn 07	1:1	I	0:2	3:1	0:0	2:1	1:0	3:1	3:0	2:1	6:0	3:0	0:0	5:0	2:0	5:0	3:0	7:1	3:2	0:1
KSC	Karlsruher SC	1:0	0:0	E	2:1	2:0	0:0	2:0	1:0	3:1	3:0	2:3	0:0	1:1	3:1	1:0	1:0	2:2	1:0	2:0	2:0
SV Wehen Wiesbaden	SV Wehen Wiesbaden	1:2	4:1	1:1		0:2	0:1	0:1	1:1	1:0	6:2	1:0	2:0	3:1	5:0	3:0	3:1	5:1	2:2	2:1	4:2
FC Würzburger Kickers	FC Würzburger Kickers	1:0	2:3	0:0	0:5	3.	0:3	2:0	1:0	0:2	0:1	2:2	2:2	1:0	1:1	1:1	2:1	1:0	1:1	0:0	4:1
F.C. Hansa Rostock	F.C. Hansa Rostock	1:0	2:3	0:3	2:0	3:1	L	1:2	5:3	1:1	1:1	0:0	1:0	4:2	0:0	1:1	0:3	2:0	0:0	3:1	3:1
SV Meppen	SV Meppen	1:2	0:0	2:0	1:3	2:2	0:2	I	1:0	1:1	2:0	2:1	1:1	2:2	1:1	4:0	2:1	1:0	2:2	3:2	3:0
SC Fortuna Köln	SC Fortuna Köln	1:2	2:4	4:0	1:0	2:1	0:0	0:2	G	0:0	2:4	1:0	1:0	1:1	1:3	1:1	0:3	3:0	2:1	3:0	2:0
SpVgg Unterhaching	SpVgg Unterhaching	0:1	0:3	3:2	0:1	3:2	0:3	4:0	2:2	A	1:0	3:2	0:1	1:1	1:4	2:1	3:0	4:1	1:0	4:2	1:1
SC Preußen Münster	SC Preußen Münster	0:1	1:1	1:1	1:0	1:0	2:0	3:0	1:1	2:0		2:2	1:1	1:2	1:4	0:2	3:0	4:1	0:1	1:0	5:0
FC Carl Zeiss Jena	FC Carl Zeiss Jena	1:5	3:1	0:0	4:3	1:2	1:0	2:2	0:2	2:1	2:0	Z	3:2	2:1	0:0	2:1	2:2	0:0	2:1	1:1	1:0
VfR Aalen	VfR Aalen	0:1	0:5	0:2	1:0	2:3	1:0	1:1	1:1	3:1	0:0	3:1	E	2:1	4:1	2:2	3:0	2:1	1:0	3:2	1:1
Hallescher FC	Hallescher FC	0:2	4:4	0:1	2:1	1:3	0:2	2:0	0:3	1:2	3:0	0:2	3:2	I	3:0	2:0	1:0	1:0	1:0	0:3	3:0
SG Sonnenhof Großaspach	SG Sonnenhof Großaspach	4:1	1:1	1:0	1:3	1:3	0:0	2:3	1:3	1:2	2:2	0:0	0:0	0:3	G	2:0	1:1	0:1	2:2	3:1	1:0
FSV Zwickau	FSV Zwickau	3:1	1:3	2:4	0:2	0:1	1:0	0:1	1:0	1:3	1:0	2:1	2:2	1:1	2:0	T	1:1	1:1	1:0	3:2	1:1
VfL Sportfreunde Lotte	VfL Sportfreunde Lotte	0:1	1:2	1:1	0:1	1:3	0:2	2:2	0:2	2:1	0:0	4:0	2:0	2:1	0:2	1:0	S	2:3	3:2	3:1	1:0
VfL Osnabrück	VfL Osnabrück	0:2	0:5	0:0	0:4	1:1	1:1	2:2	2:2	2:0	0:1	1:2	4:1	3:3	2:1	4:0	1:0		1:1	6:1	0:1
SV Werder Bremen II	SV Werder Bremen II	1:3	0:2	2:0	0:0	0:1	1:1	2:1	1:2	3:0	2:4	2:4	1:0	1:2	0:5	0:0	1:1	2:2	U	1:1	0:0
Chemnitzer FC	Chemnitzer FC	2:3	0:2	0:0	1:4	0:3	1:1	1:2	1:2	2:1	1:2	1:0	2:4	1:1	2:3	1:0	3:1	0:0	2:1	N	1:0
FC Rot-Weiß Erfurt	FC Rot-Weiß Erfurt	3:1	0:1	1:3	1:3	1:3	0:1	0:0	2:1	0:2	1:1	1:0	0:1	1:1	0:6	0:3	2:3	4:4	0:3	0:5	S



## FAIRNESS TABLE 2017/2018 SEASON

Rank	Club	Games				Points	Quotient
1.	Karlsruher SC	38	56	1	0	59	1.55
2.	SpVgg Unterhaching	38	56	0	1	61	1.60
3.	1. FC Magdeburg	38	72	0	1	77	2.02
4.	FC Carl Zeiss Jena	38	70	3	0	79	2.07
5.	SC Preußen Münster	38	76	2	1	87	2.28
6.	SC Paderborn 07	38	69	1	3	87	2.28
7.	FC Würzburger Kickers	38	72	2	2	88	2.31
8.	F.C. Hansa Rostock	38	70	3	2	89	2.34
9.	VfR Aalen	38	84	2	0	90	2.36
10.	Chemnitzer FC	38	79	4	0	91	2.39
11.	SV Wehen Wiesbaden	38	74	2	3	95	2.50
12.	SV Meppen	38	87	2	1	98	2.57
13.	SV Werder Bremen II	38	85	2	2	101	2.65
14.	VfL Osnabrück	38	96	2	0	102	2.68
15.	SG Sonnenhof Großaspach	38	81	2	3	102	2.68
16.	Hallescher FC	38	84	2	3	105	2.76
17.	VfL Sportfreunde Lotte	38	96	2	1	107	2.81
18.	SC Fortuna Köln	38	96	3	1	110	2.89
19.	FSV Zwickau	38	91	4	2	113	2.97
20.	FC Rot-Weiß Erfurt	38	111	2	3	132	3.47

Yellow card = 1 point, yellow-red card = 3 points, red card = 5 points

**Four coaches in 101 days:** Sportfreunde Lotte provided a first for the 3. Liga in 2017 by hiring Andreas Golombek, who took office on 31 October. His immediate predecessor had been Marc Fascher, and before that had been Oscar Corrochano and Ismail Atalan. That's four head coaches in one season – indeed within 101 days. Lotte's successful coach Atalan, who had seen them rise up the ranks, had announced his move to second-division team VfL Bochum in mid-July. His successor, Oscar Corrochano was in office just 13 days before having to leave after one game. Marc Fascher was at least there a good three months, and Golombek took the team to 16th place at season's end, before also having to leave the club.

**Frozen fields, shrunken fields:** There was a curious sight to behold prior to the derby between Sportfreunde Lotte and VfL Osnabrück (2:3). The grass inside Sportfreunde's stadium was still frozen on one of the sidelines, forcing referee Dr Robert Kampka (Mainz) to quickly reduce the field size. The area in front of the southern stand was in the shade, and was fittingly smooth, resulting in the field being reduced by around 2.5 metres on both sides. The corner flags were moved accordingly.

**Turbo-charged top-scorer Schnellbacher:** Only one player in the 3. Liga's history has been faster than Luca Schnellbacher from VfR Aalen. In round 31 in Zwickau, the 23-year-old striker scored after just 9.8 seconds to put Aalen in the lead, just missing out on the record set by Daniel Frahn (currently playing for Chemnitzer FC), who scored for RB Leipzig within the first 8.6 minutes of the 3:1 game against VfB Stuttgart's reserve team in 2013.



Luca Schnellbacher, VfR Aalen



CHAMPIONS MAGEDBURG A SPECTATOR MAGNET

Deutlich mehr als 2,3 Millionen Fans besuchten die 380 Spiele in der Saison 2017/2018. Das ergab einen Schnitt von 6.132 Anhängern pro Partie. Der Rekord liegt bei 2,687 Millionen Zuschauern (Schnitt: 7.071) und stammt aus der Saison 2015/2016. Zum Vergleich: In der Premiersaison hatten 2,134 Millionen Fans die Stadione Tore passiert.






















1. FC Magdeburg fans

Well over 2.3 million fans attended the 380 games of the 2017/2018 season, equating to an average of 6,132 per game. The record is 2,687 million spectators (average: 7,071) during the 2015/2016 season. As a comparison, 2,134 million fans passed through stadium games during the league's inaugural season.

1. FC Magdeburg were spectator magnet number 1 last season, with an average of

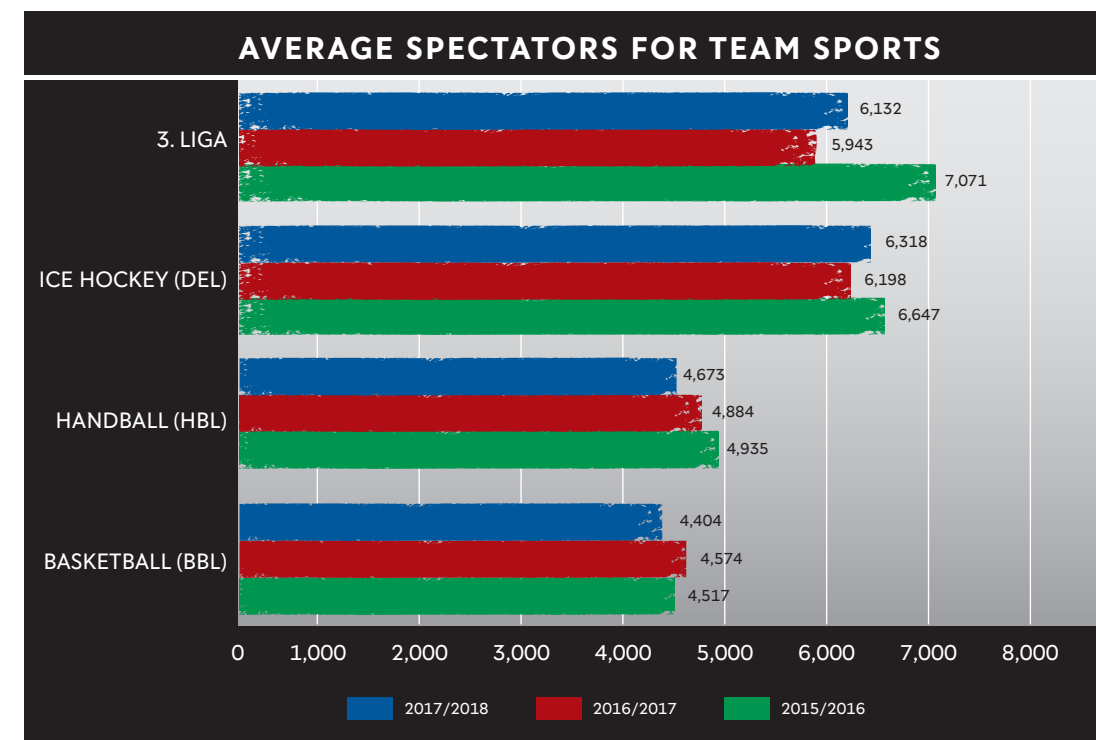
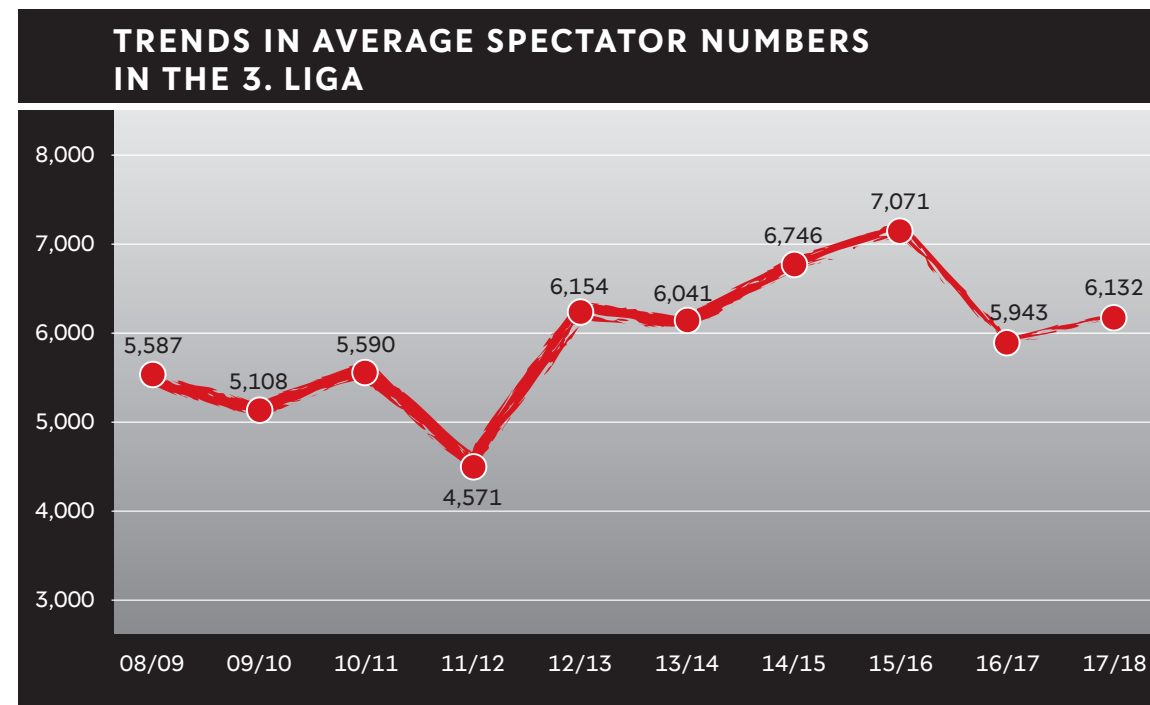
18,2018 fans attending the champions' 19 home games. This puts the Magdeburgers well ahead of F.C. Hansa Rostock (12,437) and Karlsruher SC (11,476), while the SV Werder Bremen's U23s had the lowest number of spectators at their home games (1,388). The most attended game was the 1:0 between F.C. Hansa Rostock and 1. FC Magdeburg in round 26, during which the Rostock stadium had a sell-out crowd of 23,000.

SPECTATOR NUMBERS  
2017/2018 SEASON

Rank	Club	Total	Games	Average
1.	 1. FC Magdeburg	345,946	19	18,208
2.	 F.C. Hansa Rostock	236,300	19	12,437
3.	 Karlsruher SC	218,048	19	11,476
4.	 SC Paderborn 07	156,450	19	8,234
5.	 VfL Osnabrück	153,245	19	8,066
6.	 SV Meppen	130,897	19	6,889
7.	 SC Preußen Münster	126,430	19	6,654
8.	 Chemnitzer FC	126,229	19	6,644
9.	 Hallescher FC	113,052	19	5,950
10.	 FC Würzburger Kickers	104,065	19	5,477
11.	 FC Rot-Weiß Erfurt	97,238	19	5,118
12.	 FSV Zwickau	92,412	19	4,864
13.	 FC Carl Zeiss Jena	91,704	19	4,827
14.	 VfR Aalen	71,947	19	3,787
15.	 SpVgg Unterhaching	55,624	19	2,928
16.	 VfL Sportfreunde Lotte	50,078	19	2,636
17.	 SV Wehen Wiesbaden	48,846	19	2,571
18.	 SC Fortuna Köln	48,020	19	2,527
19.	 SG Sonnenhof Großaspach	37,184	19	1,957
20.	 SV Werder Bremen II	26,380	19	1,388

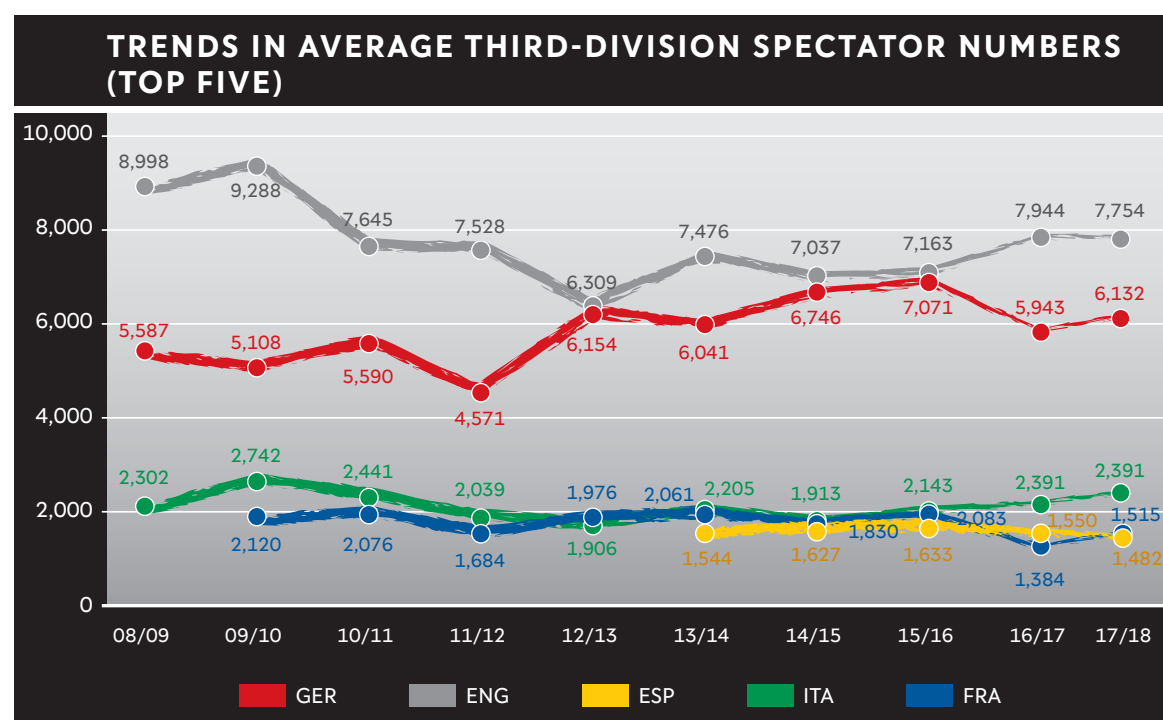
2,330.095 380 6,132





Looking at the 3rd divisions of the top 5 leagues in Europe (Germany, England, Italy, France and Spain), Germany's continues to rank 2nd. Bradford City, FC Portsmouth, Blackburn Rovers and Charlton Athletic are the spectator magnets in League 1, though the gap to the Brits has been reduced somewhat by the most recent jump in average crowd numbers.

The German Ice Hockey League (DEL) took out top spot ahead of the 3. Liga in the 2017/2018 spectator rankings. Crowd numbers from the last three seasons, which were used to calculate the average, have remained almost the same.



**IF YOU CAN DO  
ONE THING WELL,  
THEN DO IT  
EVEN BETTER.**



## COACH OF THE SEASON



**JENS HÄRTEL**  
1. FC Magdeburg

With a rise up the ranks to the 2nd division, another Saxony-Anhalt regional championship win, and the double triumph of taking out “player and coach of the season”, 1. FC Magdeburg cleaned up in almost all categories in 2017/2018. Philip Türpitz was named best player, and Jens Härtel best coach.

The captains and coaches of all 20 third-division teams once again made a pre-selection, each electing their player and coach of the year, the only caveat being the could not choose someone from their own club.

The top three candidates earning the most votes in each category from the captains and coaches were then put up for election on the 3. Liga Facebook page. So the fans had the last word – and secured 1. FC Magdeburg two more titles.

Three years after steering FCM into the 3. Liga, 48-year-old **Jens Härtel**, who took charge of

the club back on 1 July 2014 – when it was still in the North-East regional league – celebrated his greatest success to date with a promotion to the second division. Users rewarded this with 51 percent of a total 9,248 votes.

Härtel finished ahead of his fellow coaches Christian Neidhart (27 percent), who coached SV Meppen to best promoted team and simultaneously completed his apprenticeship as football instructor, and Steffen Baumgart (22 percent), who led SC Paderborn 07 to the second division just one year after it crashed out of the 3. Liga. One year prior, it had been Ismail Atalan, then successful coach of Sportfreunde Lotte, who had been crowned coach of the year.

“I feel grateful for the way this title recognises our work”, said Härtel, “and the fact that it was captains and fellow coaches who were responsible for the pre-selection just caps it all off

## PLAYER OF THE SEASON



**PHILIP TÜRPIZ**  
1. FC Magdeburg

for me. I don’t think it was just this season that played a role in their choice. I’m sure it is also an acknowledgement of our developments over the last few years.”

Meanwhile, Magdeburg’s offence player **Philip Türpitz** succeeded Fabian Schnellhardt (MSV Duisburg) as “player of the season”. The 26-year-old forward scored a remarkable 17 goals in 33 games, setting up a further eight. Having only moved to FCM from Chemnitzer FC just before the season began, Türpitz really cranked things up after the winter break, scoring eleven goals between mid-February and season’s end.

Almost two thirds of all 8,449 participants in the Facebook vote (64 percent) chose Türpitz as their player of the season, ahead of Sven Michel (30 percent), while the two leading goal-scorers in the 3. Liga – Sven Michel (30 percent), who scored 19 goals for fellow promoted team SC

Paderborn 07, and 22-goal-man Manuel Schäffler of SV Wehen Wiesbaden (six percent of the vote) came away empty-handed.

“The season went crazily well – both for us as a team and for me personally”, said Türpitz. “After the promotion, being named player of the season was the icing on the cake for me. It’s a great feeling to be shown so much appreciation from so many football fans.”





# TEAM OF THE SEASON



**SIMON SCHERDER**  
SC PREUSSEN MÜNSTER



**TIM BOSS**  
FORTUNA KÖLN



**DAVID PISOT**  
KARLSRUHER SC



**SEBASTIAN NEUMANN**  
WÜRZBURGER KICKERS



**BEN ZOLINSKI**  
SC PADERBORN



**PHILIP TÜRPIZ**  
1. FC MAGDEBURG



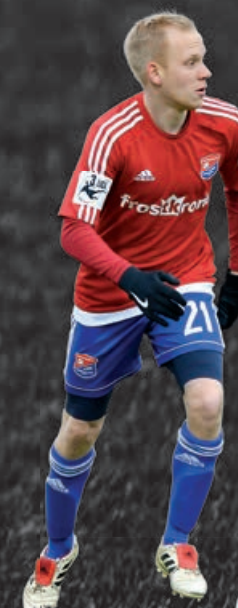
**MARLON RITTER**  
SC PADERBORN



**SVEN MICHEL**  
SC PADERBORN



**MANUEL SCHÄFFLER**  
WEHEN WIESBADEN



**SASCHA BIGALKE**  
SPVGG UNTERHACHING



**CHRISTIAN BECK**  
1. FC MAGDEBURG





## THE KING GOAL-SCORER: MANUEL SCHÄFFLER

With one goal every 144 minutes of play, Manuel Schäffler of SV Wehen Wiesbaden was the top goal-scorer in the 3. Liga, netting 22 for the season (in 36 games). In doing so, the 29-year-old centre forward smashed his previous personal best of 14 goals in a season. The former U20 national player and his team finished fourth, one point behind Karlsruher SC, which missed out on qualifying for the second division.

The only players ever to have scored more goals than Schäffler in one season are record-holder Dominik Stroh-Engel (27 goals for SV Darmstadt 98 in 2013/2014), Justin Eilers (23 goals for Dynamo Dresden in 2015/2016) and Fabian Klos (23 goals for Arminia Bielefeld in 2014/2015).

Schäffler scored a triple on two occasions during the 2017/2018 season: In the 6:2 win against SC Preussen Münster in round 14, and in the 4:2 against Rot-Weiss Erfurt in round 30. He also scored twice on four occasions.

“Before the season, I had resolved to get the absolute most out of myself with the team. The fact that I have personally taken out the top-scorer title means my performance was able to help the team”, said Schäffler.

## THE TOP SCORERS

Rank	Player	Club	Goals
1.	<b>Manuel Schäffler</b>	SV Wehen Wiesbaden	22
2.	Benjamin Girth	SV Meppen	19
2.	Sven Michel	SC Paderborn 07	19
4.	Stephan Hain	SpVgg Unterhaching	18
5.	Fabian Schleusener	Karlsruher SC	17
5.	Philip Türpitz	1. FC Magdeburg	17
7.	Stephan Andrist	SV Wehen Wiesbaden	15
7.	Adriano Grimaldi	SC Preußen Münster	15
7.	Daniel Keita-Ruel	SC Fortuna Köln	15
10.	Christian Beck	1. FC Magdeburg	13
10.	Daniel Frahn	Chemnitzer FC	13
10.	Matthias Morys	VfR Aalen	13
13.	Orhan Ademi	FC Würzburger Kickers	12
13.	Marlon Ritter	SC Paderborn 07	12
13.	Myroslav Slavov	Chemnitzer FC	12
16.	Soufian Benyamina	F.C. Hansa Rostock	11
16.	Ronny König	FSV Zwickau	11
16.	Timmy Thiele	FC Carl Zeiss Jena	11



**SV Wehen Wiesbaden has claimed top spot on the all-time league table. Tim Danneberg is the first player to break the record of 300 3. Liga games. 1. FC Heidenheim remains unrivalled.**

**New frontrunner:** The season-ending 2:0 against VfR Aalen saw SV Wehen Wiesbaden knock FC Rot-Weiss Erfurt off top spot in the 3. Liga's all-time league table, finishing with 479 points from 342 games. While the relegated Erfurt team has 478 points, it needed a whole extra season to earn them (380 games in total). SV Wehen Wiesbaden ended its ninth third-division season in fourth place, setting a club record with 68 points. VfL Osnabrück is third on the all-time league table with 451 points from 304 games.

**Best points average:** Current second-division team 1. FC Heidenheim has far and away the best points average among the top-ten clubs on the 3. Liga's all-time league table. After 190 games, it has 321 points, or 1.69 points per game. As a comparison: Wiesbaden is at 1.41, Erfurt at 1.26 and Osnabrück at 1.49.

**Danneberg the record-holding player:** Tim Danneberg is one of the old hands in the VfL Osnabrück squad. By the end of the 2017/2018 season, the 32-year-old midfielder had more third-division experience than any other player, earning a spot in the 3. Liga's record books with 306 caps. The man from Minden has been playing for the VfL since the summer of 2017, following other third-

division stints at Eintracht Braunschweig, SV Sandhausen, Holstein Kiel and Chemnitzer FC. In round 32, (1:1 against Hansa Rostock), Danneberg was the first player ever to play 300 third-division games.

But Danneberg needs to perform consistently well in order to defend his lead. Alf Mintzel (36), who has managed to notch up another season with SV Wehen Wiesbaden, was only three games behind in the summer. And Robert Müller (31), who left VfR Aalen for the ambitious promoted KFC Uerdingen 05 during the 2018 summer break, was also still within striking distance with 295 caps.

**Vollmann the record-holding coach:** Danneberg's counterpart among the coaches is Peter Vollmann. The 60-year-old left VfR Aalen at the end of the 2017/2018 season having coached 237 third-division games. Vollmann has also coached F.C. Hansa Rostock and SV Wehen Wiesbaden in the 3. Liga, and now works for Telekom Sport as a TV expert for the 3. Liga.

## THE ALL-TIME LEAGUE TABLE

Rank	Club	Games	W	D	L	Goals			Points
1.	SV Wehen Wiesbaden	342	126	101	115	451	419	32	479
2.	Rot-Weiß Erfurt	380	130	98	152	455	511	-56	478
3.	VfL Osnabrück	304	122	85	97	403	348	55	451
4.	SpVgg Unterhaching	304	108	71	125	414	454	-40	393
5.	Preußen Münster	266	101	78	87	353	309	44	381
6.	VfB Stuttgart II	304	96	81	127	372	411	-39	369
7.	Hansa Rostock	266	97	76	93	342	339	3	367
8.	Chemnitzer FC	266	96	68	102	344	343	1	347
9.	Jahn Regensburg	266	89	80	97	327	347	-20	347
10.	1. FC Heidenheim	190	91	48	51	301	222	79	321
11.	Dynamo Dresden	190	83	50	57	267	212	55	299
12.	Hallescher FC	228	77	64	87	272	299	-27	295
13.	VfR Aalen	228	72	79	77	263	287	-24	286
14.	SV Wacker Burghausen	228	68	64	96	270	345	-75	268
15.	Holstein Kiel	190	67	64	59	241	201	40	265
16.	SV Werder Bremen II	266	64	72	130	273	404	-131	264
17.	Kickers Offenbach	190	69	58	63	237	200	37	263
18.	FC Carl Zeiss Jena	190	60	56	74	226	283	-57	236
19.	Stuttgarter Kickers	190	59	54	77	221	264	-43	228
20.	SV Sandhausen	152	53	50	49	212	203	9	209
21.	1. FC Magdeburg	114	57	31	26	172	105	67	202
22.	Arminia Bielefeld	114	56	32	26	185	130	55	200
23.	SG Sonnenhof Großaspach	152	52	42	58	200	215	-15	198
24.	SC Paderborn 07	114	57	24	33	196	128	68	195
25.	Fortuna Köln	152	53	36	63	184	223	-39	195
26.	Eintracht Braunschweig	114	55	27	32	182	110	72	192
27.	MSV Duisburg	114	51	38	25	158	115	43	191
28.	1. FC Saarbrücken	152	50	40	62	212	227	-15	190
29.	Erzgebirge Aue	114	51	33	30	142	105	37	186
30.	Borussia Dortmund II	152	40	45	67	170	222	-52	165
31.	SV Darmstadt 98	114	41	36	37	141	122	19	159
32.	Karlsruher SC	76	42	22	12	22	56	62	148
33.	Bayern München II	114	36	35	43	139	157	-18	143
34.	1. FSV Mainz 05 II	114	33	31	50	132	157	-25	130
35.	SV Babelsberg 03	114	32	31	51	115	160	-45	127
36.	FC Würzburger Kickers	76	33	26	17	96	71	25	125
37.	Energie Cottbus	76	24	25	27	82	102	-20	97
38.	FSV Zwickau	76	26	19	31	85	109	-24	97
39.	Sportfreunde Lotte	76	24	16	36	89	107	-18	88
40.	Wuppertaler SV	76	21	20	35	76	106	-30	83
41.	RB Leipzig	38	24	7	7	65	34	31	79
42.	1. FC Union Berlin	38	22	12	4	59	23	36	78
43.	Fortuna Düsseldorf	38	20	9	9	54	33	21	69
44.	FC Ingolstadt	38	18	10	10	72	46	26	64
45.	Kickers Emden	38	16	11	11	45	44	1	59
46.	SV Meppen	38	15	13	10	50	47	3	58
47.	TuS Koblenz	38	13	10	15	38	46	-8	49
48.	SV Elversberg	38	10	10	18	32	54	-22	40
49.	Rot Weiss Ahlen	38	11	9	18	45	69	-24	39
50.	Rot-Weiß Oberhausen	38	8	14	16	33	47	-14	38
51.	Alemannia Aachen	38	7	10	21	40	68	-28	26
52.	FSV Frankfurt	38	7	13	18	38	50	-12	25



## RECORD PLAYERS

Rank	Player	Games
1.	<b>Tim Danneberg</b>	306
2.	Alf Mintzel	303
3.	Robert Müller	295
4.	Anton Fink	286
5.	Thomas Geyer	269
5.	Fabian Stenzel	269
7.	David Pisot	249
8.	Maik Kegel	242
9.	Marcel Ziemer	238
9.	Soufian Benyamina	238

## RECORD GOAL-SCORERS

Rank	Player	Games
1.	<b>Anton Fink</b>	121
2.	Marcel Ziemer	74
3.	Zlatko Janjić	62
3.	Soufian Benyamina	62
5.	Marcel Reichwein	59
6.	Pascal Testroet	58
7.	Marc Schnatterer	57
8.	Carsten Kammlott	56
8.	Halil Savran	56
8.	Kingsley Onuegbu	56



# THE 3. LIGA 2017/2018 10 YEARS OF THE 3. LIGA

## AN OVERVIEW OF THE 3. LIGA'S FIRST DECADE

The first ten years have seen more than 22 million spectators attend 3,800 games. In addition to 9,687 goals by a total of 52 different clubs, there have even been few world champions. The 3. Liga was introduced for the 2008/2009 season as the third division after the Bundesliga and 2. Bundesliga. It is governed by the DFB (German Football Association).

## TEN SEASONS, TEN CHAMPIONS

Championships in its history. In the 3. Liga, one single championship will suffice to be considered a record title winner; there have been ten different champions in the ten years since the 3. Liga's inception.

Current second-division team 1. FC Union Berlin were the inaugural champions, having finished the season top of the table with 78 points – a remarkable nine points ahead of second-placed and fellow promoted team Fortuna Düsseldorf.

To this day, no 3. Liga champion has finished the season with a greater advantage over the runner-up. Even Eintracht Braunschweig, which had a record season in 2010/2011 (85 points), ended up “only” seven points ahead of its fiercest rival F. C. Hansa Rostock. 1. FC Union Berlin has remained in the 2. Bundesliga since qualifying for the second division in 2009.

The championship race during the second season of the 3. Liga was much more exciting. VfL Osnabrück was still staving off FC Erzgebirge Aue in the very last round; 69 points would be enough to seal top spot. Aue ended

up falling short by one point. Eintracht Braunschweig set the present-day points record one year later. No other championship team has managed to score more than 85 points. Finishing runner-up behind the Lower Saxons that year was Hansa Rostock, who also re-qualified for the second division.

The first champions from southern Germany were SV Sandhausen (66) in 2011/2012, who finished ahead of VfR Aalen (64). SVS won the title with the lowest ever points total. Southern clubs were also crowned champions in the two subsequent years: Karlsruher SC (79) in 2012/2013, and 1. FC Heidenheim 1846 (79) in 2013/2014.

Between 2014 and 2018, it was Arminia Bielefeld (74), Dynamo Dresden (78), MSV Duisburg (68) and 1. FC Magdeburg (85) respectively who lifted the championship trophy, with the Magdeburgers equalling Eintracht Braunschweig's record.

Of the ten previous champions, three currently play in the 3. Liga – Osnabrück, Braunschweig and Karlsruhe. The seven others will be starting next season in the 2. Bundesliga.



# ZEIGT'S UNS!



## RELEGATION GAMES: THIRD-DIVISION TEAMS ON TOP

3. Liga champions and runners-up qualify directly for the 2. Bundesliga. But even the third-placed team has a chance of being promoted. Since the inception of the 3. Liga, the third-placed team has faced off in a relegation game against the 2. Bundesliga's 16th-placed team. In the ten relegation games since 2009, the 3. Liga teams clearly have their noses in front, having come out on top on seven occasions.



VfL Osnabrück (2013 against Dynamo Dresden), Holstein Kiel (2015 against 1860 Munich) and Karlsruher SC (2018 against FC Erzgebirge Aue) were the ones to fall short, while SC Paderborn 07 (2009 against VfL Osnabrück), FC Ingolstadt 04 (2010 against Hansa Rostock), Dynamo Dresden (2011 against VfL Osnabrück), SSV Jahn Regensburg (2012 against Karlsruher SC), SV Darmstadt 98 (2014

against Arminia Bielefeld), the Würzburger Kickers (2016 against MSV Duisburg) and once again Jahn Regensburg (2017 against TSV 1860 Munich) all won their relegation games.

### Jahn Regensburg: Relegated once, promoted twice

SSV Jahn Regensburg is so far the only club to have won two relegation games. But the Bavarians have themselves also been relegated from the 3. Liga once before, finishing last in the 2014/2015 season. They dropped down to the Bavarian regional league, where they sprang straight back and within a few months made a surprising charge into the 2. Bundesliga, where they continue to play to this day.

Five other clubs have also managed to be promoted out of the 3. Liga on two occasions: SC Paderborn 07 (2009 and 2018), FC Erzgebirge Aue (2010 and 2016), Dynamo Dresden (2011 and 2016), Arminia Bielefeld (2013 and 2015), and MSV Duisburg (2015 and 2017).

Meanwhile, the reserve teams of Borussia Dortmund (2010 and 2015) and Werder Bremen (2012 and 2018) have each been relegated from the 3. Liga on two occasions. Bremen's second relegation has meant that, for the first time ever, the 3. Liga will not feature any U23 team. Another first during this eleventh season is the fact that four teams will be relegated to the regional leagues; there had previously only ever been three.

## A SPRINGBOARD FOR STARS: FROM THOMAS MÜLLER TO ANTONIO RÜDIGER



Thomas Müller playing in the 3. Liga

World champions Thomas Müller (Bayern Munich) and Erik Durm (Huddersfield Town), the current national players Joshua Kimmich, David Alaba (both at FC Bayern Munich) and Antonio Rüdiger (Chelsea FC), and even Kevin Kampl (RB Leipzig), Karim Bellarabi (Bayer Leverkusen) and Hakan Calhanoglu (AC Milan) have all played in the 3. Liga. It was their springboard to loftier heights.

There were exactly 2,177 days between Thomas Müller's debut in the 3. Liga and his 2014 World Cup win. It was on 27 July 2008 that he first took the field in the 3. Liga for the FC Bayern Munich U23s, led by cult coach

Hermann Gerland. And even in that very first game against later champions 1. FC Union Berlin (2:1), the then-18-year-old was already proving to be a threat near goal. Following a pass from Mehmet Ekici, Müller scored to give his team the lead.

"The 3. Liga was the ideal transition for me to get used to seniors' level football. The physical toughness and presence is naturally completely different to the junior Bundesliga. The 3. Liga was the perfect development step for me", says Müller, looking back.

Müller's teammates at the time included Holger Badstuber (now VfB Stuttgart) and David Alaba. The left-back was exactly 17 years, one month and 23 days old when he made his 3. Liga debut. But despite his tender age, the Austrian got regular games, and was named in his home country's national team just two months later. At 17 years, three months and 20 days, left-back Alaba was the youngest ever player to take the field for Austria.

The 3. Liga was also the starting point for the career of another 2014 World Cup champion in Erik Durm. As an offense player, Durm moved from the FSV Mainz 05 reserve team to the Borussia Dortmund U23s in the third division of the German football league at the age of 20. After one year as a regular in the left-wing position, then-Borussia Dortmund head coach Jürgen Klopp appointed him to the professional squad, and trained him to become a full-back.





Karim Bellarabi, Eintracht Braunschweig, vs. Lucas Albrecht, Hansa Rostock

### Bellarabi's more unusual path

But the first decade of the 3. Liga has not just been a launch pad for players from Bundesliga junior teams to rise up the ranks into the Bundesliga or indeed the national team. Karim Bellarabi is one example of this. Berlin-born Bellarabi was recruited from the Eintracht Braunschweig U19s to the club's third-division team in 2010, and from there moved to Bayer 04 Leverkusen.

There are also examples of third-division pros not necessarily having to move clubs in order to make it to the Bundesliga. Players like Aytac Sulu, Marcel Heller and Dominik Stroh-Engel perfectly transitioned straight from the 3. Liga to the Bundesliga with SV Darmstadt 98.

Andreas "Lumpi" Lambertz set a unique record by rising up from the Oberliga (fifth division), to the regional league, to the 3. Liga (30

games and five goals during the 2008/2009 season), to the 2. Bundesliga and finally to the Bundesliga itself – all with Fortuna Düsseldorf. This pathway remains a one-off in German professional football to this day.

### Toni Kroos: One game in the 3. Liga

World Cup champion, four-time Champions League winner and German champion, and one-time Spanish champion, German national player Toni Kroos of Real Madrid has an impressive collection of titles. He also played in the 3. Liga – on one single occasion. He got his opportunity in round 9 of the inaugural 2008/2009 season, playing for the FC Bayern Munich reserve team in the 3:3 against the Stuttgarter Kickers (after trailing 0:3). Kroos could still have been playing for the U19s at the time. He scored the goal to take the score to 2:3 against the Kickers.

## BIG NAMES EVEN OFF THE FIELD

Over the 3. Liga's ten-year history, there have been famous faces both on and off the field. European champion Mario Basler, whose active footballing career saw him play for the likes of FC Bayern Munich, SV Werder Bremen and 1. FC Kaiserslautern, coached Rot-Weiss Oberhausen and SV Wacker Burghausen in the 3. Liga. But he did not achieve the same success he enjoyed as a player (two German championships, two DFB Cup wins, and one Bundesliga top-scorer award). His points average after 58 3. Liga games is just over one.

Another ex-national player was the source of great euphoria at SSV Jahn Regensburg. Heiko Herrlich, who coached the team from January 2016 to the summer of 2017, helped the club rise from the Bavarian regional league to the 2. Bundesliga. Herrlich's former club Bayer 04 Leverkusen came knocking soon after.

Markus Weinzierl also left his mark in Regensburg, taking SSV Jahn into the 2. Bundesliga via a relegation-game win in 2012. FC Augsburg was then his first appointment in the Bundesliga, before he moved to FC Schalke 04. But he ended this contract in the summer of 2017 after just one season. Weinzierl is now the coach of VfB Stuttgart.

Ralph Hasenhüttel coached 3. Liga teams SpVgg Unterhaching and VfR Aalen, culminating in the latter's qualification for the 2. Bundesliga as runner-up in 2012. This was followed by stints at FC Ingolstadt 04 (second-division champions in 2015) and RB Leipzig. The Leipzigers finished the 2016/2017 Bundesliga season in second place behind Bayern Munich, giving it its first ever berth in the Champions League.

Sandro Schwarz managed to rise into the Bundesliga staying with his own team. Mainz-born Schwarz made a name for himself in the

3. Liga with the FSV U23s, and was promoted to coach the Mainz Bundesliga team in 2017. His predecessor Martin Schmidt had already followed the same path. Florian Kohfeldt and Alexander Nouri were similarly able to make the transition from U23 coach in the 3. Liga to Bundesliga coach with SV Werder Bremen, while Torsten Lieberknecht led Eintracht Braunschweig through all the leagues from regional level to the Bundesliga.

### From Augenthaler to Ziege

The list of former Bundesliga pros to coach in the 3. Liga is long, and includes World Cup champion Klaus Augenthaler (at SpVgg Unterhaching), Wolfgang Wolf (Kickers Offenbach, F.C. Hansa Rostock), Markus Anfang (promotion with Holstein Kiel), Bernd Hollerbach (Würzburger Kickers), Dirk Schuster (Stuttgarter Kickers, SV Darmstadt 98's charge into the Bundesliga), Thomas Stratos (SSV Jahn Regensburg), David Wagner (Borussia Dortmund, II, currently in England at Huddersfield Town) and European Champion Christian Ziege (SpVGG Unterhaching).

### Neuhaus and Meier – each coaching two teams into the second division

While there is yet to be a club that has won more than one 3. Liga title, one coach has already achieved this feat. Uwe Neuhaus led 2009 champions 1. FC Union Berlin and 2016 champions SG Dynamo Dresden into the 2. Bundesliga. Norbert Meier also coached two teams into the second division from 3. Liga, albeit only winning one championship, with Fortuna Düsseldorf (2009 runner-up) and Arminia Bielefeld (2015 champions). It is worth noting that Meier coached the Düsseldorf team for five whole years, taking them all the way from the regional league to the Bundesliga.





Fortuna Düsseldorf qualified for the 2. Bundesliga in 2009

## THE FANS: ALMOST ALWAYS OVER TWO MILLION

The 3. Liga has been popular among fans since day one, hitting the two-million mark (2,135,137) in its very first season (2008/2009). Since then, crowd numbers have only dipped below the two-million mark twice: 1,941,093 people attended the 380 games during the second season (2009/2010), and 1,736,392 attended during the 2011/2012 season, in what is so far the lowest crowd figure by some margin. Numbers have risen sharply ever since.

The spectator boom reached a high in the 2015/2016 season. With a total of 2,687,035 people and a per-game average of 7,071, it broke the previous record for Germany's third-division league. Records were in fact set two years in a row. By the end of the 2014/2015 season, total crowd attendance was 2,563,562, with an average of 6,746 per game.

Champions Dynamo Dresden proved to be spectator machines during the record 2015/2016 season, attracting 27,532 fans per home game (523,117 in total). No other 3. Liga team has managed to achieve this. Coming in second was 1. FC Magdeburg (18,387) and F.C. Hansa Rostock (12,855).

### A record 50,095 spectators

The games involving current Bundesliga team Fortuna Düsseldorf (50,095 spectators at the 1:0 against the SV Werder Bremen U23s in the last round of the 2008/2009 season) and RB Leipzig (42,713 spectators at the 5:1 against 1. FC Saarbrücken in round 37 of the 2013/2014 season) are the highest attended games in 3. Liga history to date. These two games saw Düsseldorf and Leipzig each qualify for the 2. Bundesliga. The round with the biggest crowd numbers was the final round of the 2015/2016 season, with exactly 122,524 spectators.

## THE RECORDS FROM THE LAST 10 YEARS

### Games with the most goals

The highest-scoring victory in 3. Liga history to date involved a former Bundesliga player and a current 3. Liga player. During the 2010/2011 season, 1. FC Saarbrücken scored a 7:0 against FC Carl Zeiss Jena. And the game with most goals ever scored saw an additional three netted in a spectacular 5:5 between Eintracht Braunschweig and Fortuna Düsseldorf in the first season of the 3. Liga. The most goals ever to be scored in one round came in 2009/2010, when the goalkeepers let a total of 41 through in ten games.

### Card games

There were some encounters where the referees were kept particularly busy – such as during the 1:1 between FC Carl Zeiss Jena and SV Sandhausen in September 2011, when one red card and eleven yellow cards were handed out across the two teams. The 1:1 between SV Babelsberg and SV Darmstadt 98 in the same season was just as colourful, setting a red-card record with a total of three being given (and four yellows). There have so far been eight 3. Liga games in which three players have been sent off.

### Defence bastion

There is a saying in sport that offence wins games and defence wins championships. While this wasn't enough for FC Erzgebirge Aue in the 2015/2016 season after they finished runner-up to Dynamo Dresden (78 points), they did still score 70 points, conceding just 21 goals, and re-qualifying for the 2. Bundesliga. No other team in the history of the 3. Liga has conceded fewer goals. Prior to that, the record had been held by current second-division team Eintracht Braunschweig, who conceded just 22 goals during the 2010/2011 season, while simultaneously earning more points (85) than any other third-division team in a single season.

### The youngest and oldest team

The oldest player by far in the youngest ever starting eleven in 3. Liga history, eight-time national player Sandro Wagner (currently playing for FC Bayern Munich) almost pulled the average age of the SV Werder Bremen reserve team over the 20-year mark in round 11 of the 2011/2012 season. Wagner was 23 years old in the 1:1 away game hosted by Rot-Weiss Oberhausen on 24 September 2011; his teammates were all much younger, resulting in the lowest average age for a starting line-up in 3. Liga history to date: 19.9 years. By contrast, the oldest starting line-up in the league's history was on average more than eleven years older. In his league debut as head coach of SC Preussen Münster, Ralf Loose sent a team with an average age of exactly 31 years onto the field. This game, held on 21 September 2013, was won 2:1 by 1. FC Heidenheim, who went on to become champions that year.



A defence bastion: Erzgebirge Aue in the 2015/2016 season





Francky Sembolo, Hallescher FC, 2014

### The latest ever to score

Extra time extending beyond seven or eight minutes was rare until the 2018 World Cup in Russia. And emotions run even higher when crucial goals are scored during these periods. 3. Liga history has seen two goals scored in the 99th minute. Markus Pazurek (SC Fortuna Köln) and Francky Sembolo (Hallescher FC) are the latest ever to score in this league. In mid-March 2017, midfielder Pazurek netted the 2:2 equaliser in the ninth minute of extra time against current second-division team SSV Jahn Regensburg. And in March 2014, Sembolo also secured his team some late points in the 1:1 in Chemnitz.

### The draw is the clincher

To win or to lose – SV Wacker Burghausen, SV Wehen Wiesbaden and Hallescher FC couldn't quite decide. All three clubs hold the record for most draws in a single 3. Liga season, each with 18. Current regional-league team Burghausen was the first to hit this mark during the 2011/2012 season,

breaking the previous record held by the FC Bayern Munich U23s (17) since the inaugural 3. Liga season in 2008/2009.

Burghausen's record was equalled in the 2012/2013 season, during which SV Wehen Wiesbaden had banked eleven draws after the first 15 games – one more than Burghausen at the same point in the season. Wiesbaden ended the season with 18 draws. Hallescher FC did the same in the 2016/2017 season.

### Six four-packs

No player in the 3. Liga's ten-year history has ever scored five goals in one game. But six players have managed four. Michele Rizzi did it for SC Preussen Münster in February 2018 (4:2 against SV Werder Bremen II) – after being subbed on. Others to have netted four in one game are Timmy Thiele for FC Carl Zeiss Jena (4:3 against SV Wehen Wiesbaden in December 2017), Dominik Stroh-Engel for SV Darmstadt 98 (6:0 against Hansa Rostock in September 2009), Marcel Reichwein for Rot-Weiss Erfurt (4:2 against SV Sandhausen in March 2012) and Salvatore Amirante for FC Carl Zeiss Jena (6:0 against Bayern Munich's U23s in August 2009). Marcel Ziemer also scored four goals for Hansa Rostock in the 4:4 against SSV Regensburg in August 2014. His four-pack was the only one not to end in a victory.

### The goal-scorers

Only one player in the ten years since the 3. Liga's inception has been able to crack the 100-goal milestone – Anton Fink, who topped the all-time goal-scorers list at the end of the 2017/2018 season with 121 goals. The 31-year-old from Karlsruher SC needed 286 games to achieve this. Apart from KSC, he has also played for Chemnitzer FC, SpVgg Unterhaching and VfR Aalen in the 3. Liga. And it doesn't look like Fink will be losing his top spot any time soon. Second-placed Marcel Ziemer is well behind with just 75

goals. In 2008/2009, Anton Fink was also the 3. Liga's first top-scorer, having reached the back of the net on 21 occasions for Unterhaching. He repeated this success in 2012/2013 with 20 goals for Chemnitz, though this time he had to share the honours with Fabian Klos (20 goals for Arminia Bielefeld). Klos later also finished the top goal-scorer in the 2014/2015 season (23 goals for Bielefeld). So far only Fink and Klos have taken out the top-scorer title twice.

Dominik Stroh-Engle (2013/2014) holds the goal record in a single season with 27 goals for SV Darmstadt 98. The lowest number of goals needed to finish top was 17 – by Marcel Reichwein for Rot-Weiss Erfurt in 2011/2012. And the fastest goal in 3. Liga history was scored by Daniel Frahn, who needed just 8.6 seconds to hit the back of the net for RB Leipzig in their 3:1 win over VfB Stuttgart's reserve team in 2013.



Tim Danneberg, VfL Osnabrück, 2017

### The record players

Not many players can claim to have 300 3. Liga games under their belt. The first to achieve this was Tim Danneberg from VfL Osnabrück in round 32 of the 2017/2018 season. With a total of 306 games in the 3. Liga, Danneberg also led the list of record players at season's end. Alf Mintzel (36 years old), who managed to notch up another season with SV Wehen Wiesbaden, was only three games behind in the summer, while Robert Müller (31), who moved from VfR Aalen to ambitious league-climbers KFC Uerdingen 05, has racked up 295 games. Among the coaches, it's Peter Vollmann who leads the way. The 60-year-old left VfR Aalen at the end of the 2017/2018 season, having coached a total of 237 3. Liga games. He has been working for Telekom Sport as a football expert ever since.



Record goal-scorer: Anton Fink, Karlsruher SC




# THE 3. LIGA 2017/2018 MEDIA

## TV REPORTING ON THE 3. LIGA

The 3. Liga entered a new dimension during its tenth season, with all 380 games being broadcast live for the first time. This was made possible by Telekom's entry into the fold. ARD and its regional programmes also provided extensive reporting as per usual. The mix of free-to-air and pay-TV presence in live reporting on the 3. Liga is currently unparalleled in German professional sport, and gives the league a unique public stage.

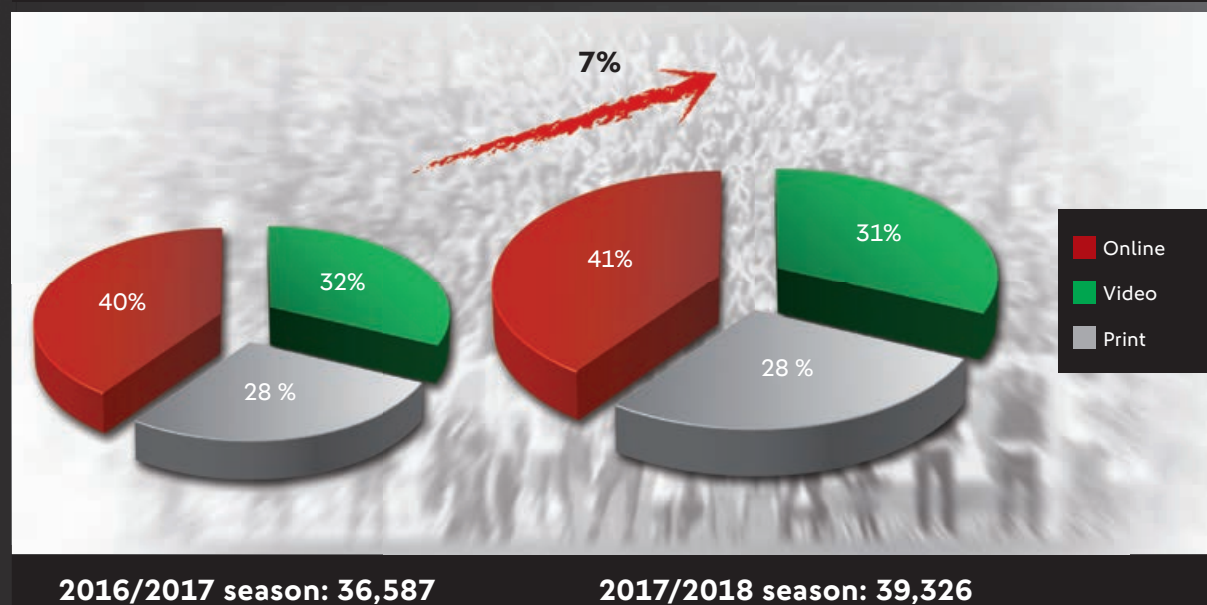
With just under 1,378 hours of coverage, the total time spent reporting on the 3. Liga has more than tripled compared to the 2016/2017 season. 904 hours came through Telekom's services, and almost 474 hours from free-to-air.

The most viewed game of the 2017/2018 season was by far the encounter between FC Rot-Weiss Erfurt and 1. FC Magdeburg (1:0) in round 21, which was watched by 560,000 people on MDR on a Monday night. Three other games also cracked the 400,000-viewer mark.

ZEIGT'S UNS! 



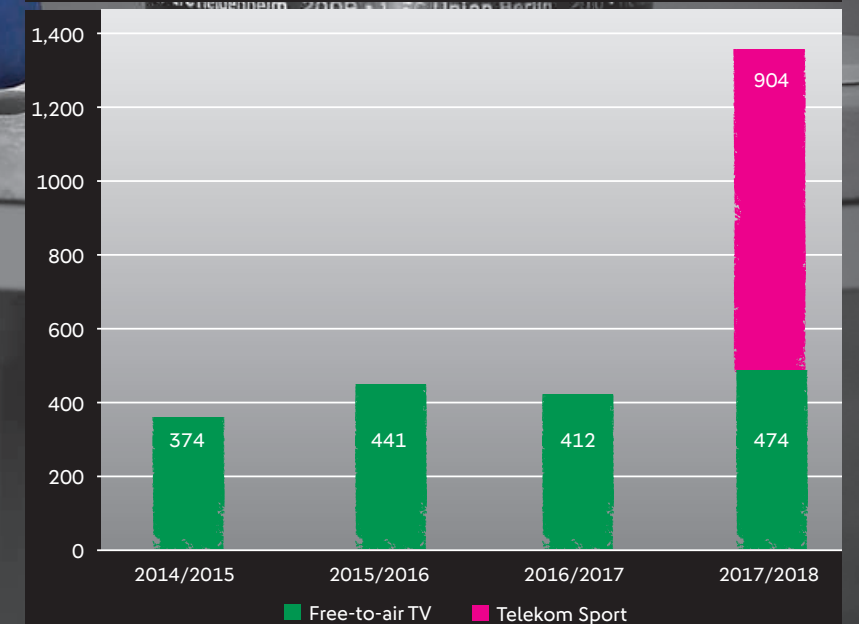
## COMPARISON OF MEDIA EXPOSURE (OTS) IN MILLIONS



Media exposure (in millions), as a measure of media value, increased by 7% compared to previous season

Source: ValuMedia GmbH

## TRENDS IN DURATION OF 3. LIGA REPORTS BY FREE-TO-AIR TV AND TELEKOM SPORT IN HOURS



1,378 hours free-to-air TV and Telekom Sport in 2017/2018

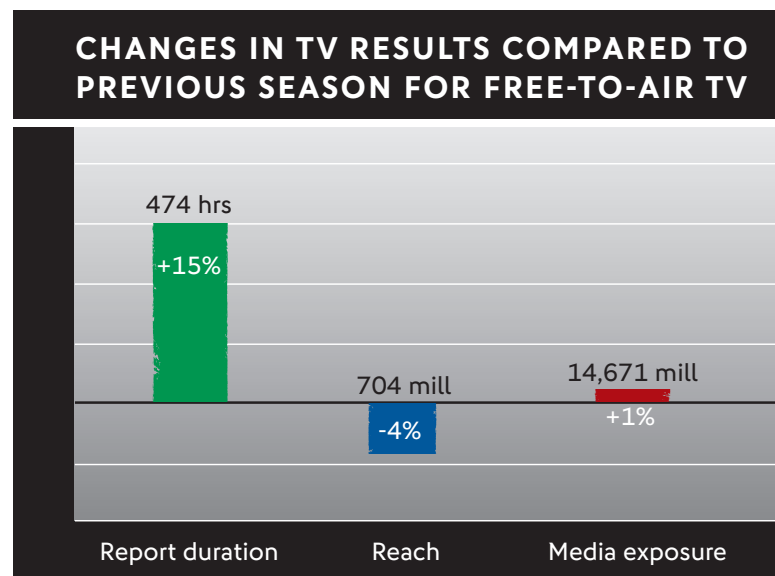
Source: ValuMedia GmbH



## THE 3. LIGA ON FREE-TO-AIR TV

The 2016/2017 season saw ARD's regional programmes dedicate more time to the 3. Liga than ever before – almost 474 hours. Prior to that, the record had been 440 hours during the 2015/2016 season. The increase compared to the 2016/2017 season was almost 60 hours, or 15 percent. The live broadcasts alone experienced a 43-percent rise.

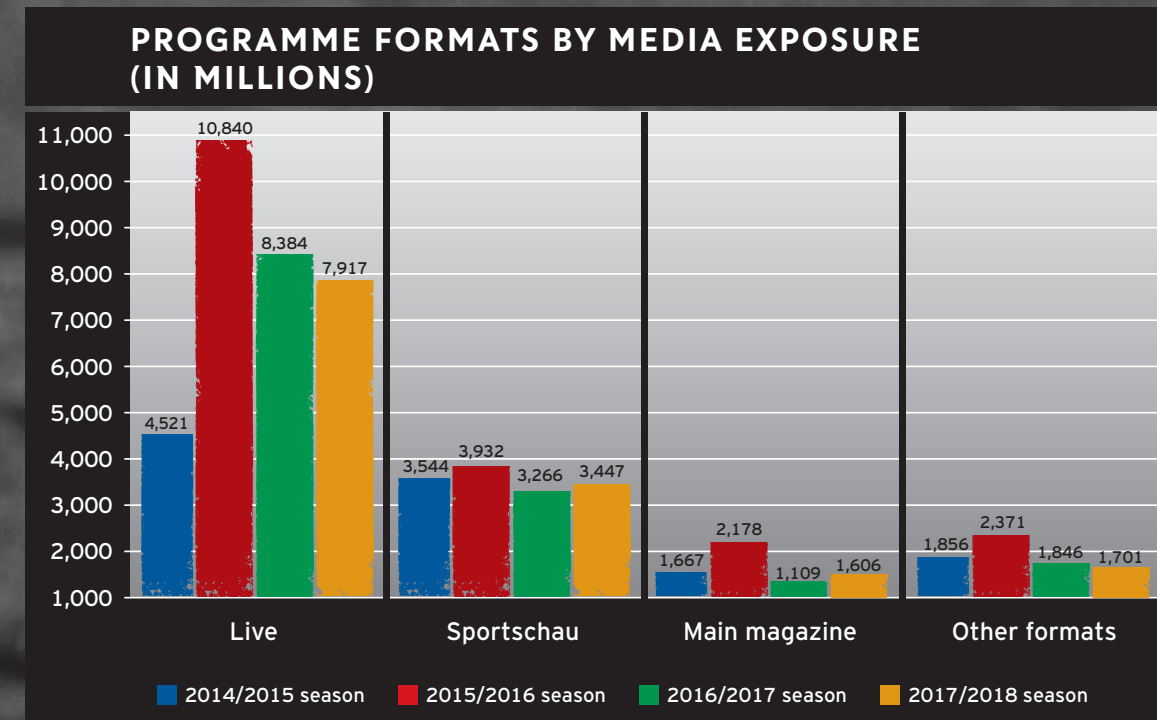
Reach, however, declined by 4 percent compared to the previous season, though the amount of media exposure ("opportunity to see", OTS) via free-to-air TV was slightly up (+1 percent). The media exposure generated by ARD's Sportschau programme increased by 9 percent, primarily due to the longer report durations.



Source: ValuMedia GmbH

The proportion of live formats among the media exposure dropped from 57 to 54 percent – a consequence of the decreased reach. The live 3. Liga games during the 2016/2017 season were watched by an average of 220,000 TV viewers; this figure had been 270,000 the previous year.

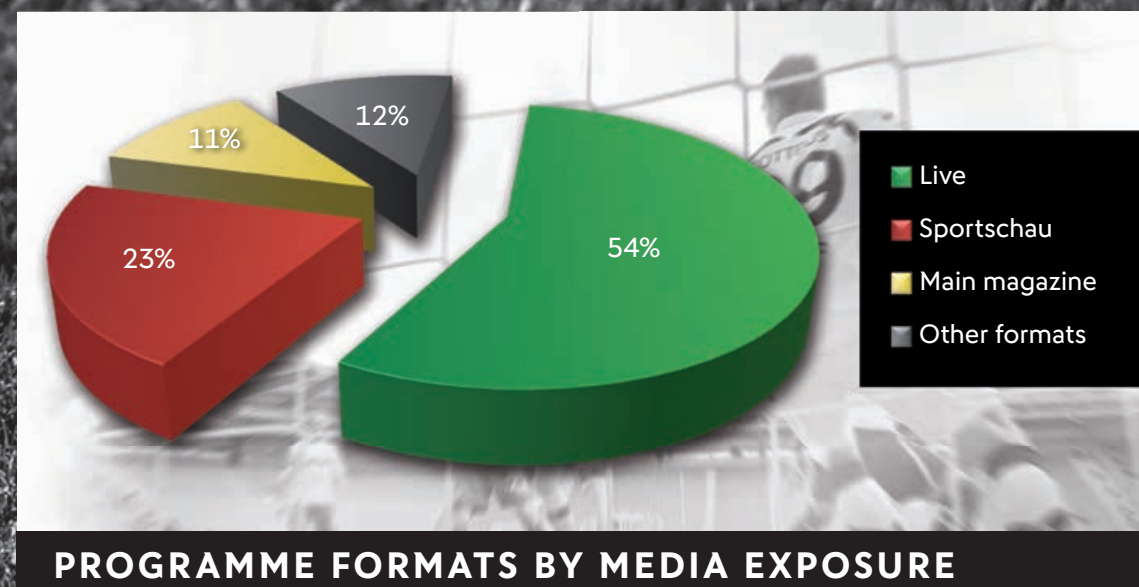
## COMPARISON OF TV RESULTS BY PROGRAMME FORMAT (3. LIGA)



Source: ValuMedia GmbH

MDR once again set the benchmark for the regional programmes, dedicating 184 hours of reporting to the 3. Liga. This equates to almost 40 percent of all 3. Liga reporting on free-to-air TV. NDR (64:57 hours) and WDR (62:53 hours) were almost dead even in second place.

MDR achieved a reach of 272.96 million people with its extensive presence, actually finishing ahead of ARD Sportschau (154.72 million) overall. It was a similar story for media exposure (opportunity to see).



Source: ValuMedia GmbH

**GIVE EVERYTHING,  
JUST DON'T GIVE UP.**



## FREE-TO-AIR TV REPORTING BY BROADCASTERS

BROADCASTER By report duration (h:mm:ss)	BROADCASTER By reach (millions)	BROADCASTER By media exposure (millions)
MDR 184:20:20	MDR 272.96	MDR 5,264.56
NDR 64:57:44	Das Erste 154.72	Das Erste 3,517.69
WDR 62:53:08	WDR 35.29	WDR 1,606.42
SWR-BW 42:28:13	SWR-BW 33.71	ZDF 1,382.52
SWR-RP 39:46:40	MDR-Thüringen 25.74	NDR 1,293.32
BR Fernsehen 26:20:39	MDR-Sachsen 25.64	BR Fernsehen 415.69
Das Erste 10:36:14	NDR 25.22	SWR-BW 405.94
hr-fernsehen 8:40:25	ZDF 24.53	SWR-RP 265.27
MDR S-Anhalt 6:20:13	MDR S-Anhalt 21.10	MDR-Thüringen 126.48
MDR-TH 5:01:28	BR Fernsehen 18.28	MDR Sachsen 107.64
Other broadcasters 22:17:09	Other broadcasters 76.26	Other broadcasters 285.83
<b>Total: 473:42:13</b>	<b>Total: 704.44</b>	<b>Total: 14,671.35</b>

Source: ValuMedia GmbH

Karlsruher SC was the 3. Liga team most heavily reported on by free-to-air programmes – partly because of its 3rd place and the resulting two additional qualification games. F.C. Hansa Rostock and 1. FC Magdeburg each had more than 83 hours of coverage across all competitions, but were ahead of KSC in terms of media exposure. FC Carl Zeiss Jena had 73 hours dedicated to it on free-to-air TV, while promoted team SC Paderborn had 61. The SV Werder Bremen reserve team brought up the read with 14 hours.

## REACH COMPARISON BY CLUB

REPORT DURATION By club (h:mm:ss)	MEDIA EXPOSURE By club (in millions)
Karlsruher SC 94:57:32	F.C. Hansa Rostock 3,473.27
F.C. Hansa Rostock 83:44:37	1. FC Magdeburg 3,173.62
1. FC Magdeburg 83:35:14	Karlsruher SC 2,928.63
FC Carl Zeiss Jena 72:55:11	SC Paderborn 07 2,405.47
SC Paderborn 07 61:01:14	FC Carl Zeiss Jena 1,962.64
Hallescher FC 51:27:02	Hallescher FC 1,735.77
FC Rot-Weiß Erfurt 50:33:27	SC Fortuna Köln 1,681.89
SC Fortuna Köln 49:57:49	FC Rot-Weiß Erfurt 1,609.00
Chemnitzer FC 43:59:24	Chemnitzer FC 1,524.79
FC Würzburger Kickers 42:18:11	VfL Osnabrück 1,268.54
SC Preußen Münster 38:21:19	SV Wehen Wiesbaden 1,186.72
SpVgg Unterhaching 36:44:18	SC Preußen Münster 1,177.20
SV Wehen Wiesbaden 36:41:21	FC Würzburger Kickers 1,029.97
VfL Osnabrück 35:22:48	SpVgg Unterhaching 1,024.27
VfL Sportfreunde Lotte 32:50:23	FSV Zwickau 916.94
SV Meppen 32:04:14	SV Meppen 880.77
VfR Aalen 30:25:50	VfL Sportfreunde Lotte 863.82
FSV Zwickau 27:14:34	VfR Aalen 489.47
SG Sonnenhof Großaspach 16:20:41	SG Sonnenhof Großaspach 353.75
SV Werder Bremen II 14:04:49	SV Werder Bremen II 221.66

Source: ValuMedia GmbH

Twenty-four games of the 2017/2018 season had over 300,000 viewers tuned in. Four games had 400,000+ viewers. The clear stand-out was the game between Rot-Weiss Erfurt and 1. FC Magdeburg (560,000) – a game that had to be played on a Monday night by order of the security authorities.

The second highest figure, and the best of the season in terms of weekend games, was the encounter between Magdeburg and Fortuna Köln (450,000 viewers). This also had the highest TV market share of a live 3. Liga game (5.1 percent nationwide) during the 2017/2018 season.

**Worth noting:** Despite FC Rot-Weiss Erfurt's terrible season, during which it filed for bankruptcy and was relegated to a lower division, the founding member of the 3. Liga featured four times in the top-ten most watched live matches – the same as champions 1. FC Magdeburg and Hallescher FC. Only one of these top-ten games were not shown by MDR: SC Preussen Münster against SC Paderborn, which was broadcast instead by WDR.

The 2. Bundesliga qualification games, which saw FC Erzgebirge Aue prevail against 3rd-placed 3.-Liga team Karlsruher SC (0:0, 3:1) and retain its position in the second division, had even more viewers. The first leg in Karlsruhe saw 2.52 million viewers tune in, while the second leg was watched by 3.05 million. The market shares were 13.4 and 15.1 percent. Both games were broadcast by ZDF.

## THE TOP TEN LIVE GAMES BY TV VIEWERS

Rank	Game	Round	Viewer reach	Market share	Broadcaster
1.	FC Rot-Weiß Erfurt – 1. FC Magdeburg	21	0.56 million	1.8%	MDR
2.	1. FC Magdeburg – Fortuna Köln	35	0.45 million	5.1%	MDR
3.	Hallescher FC – FC Rot-Weiß Erfurt	32	0.40 million	2.6%	MDR
4.	FC Carl Zeiss Jena – Hallescher FC	22	0.40 million	2.2%	MDR
5.	1. FC Magdeburg – Hallescher FC	17	0.39 million	2.9%	MDR
6.	SC Preußen Münster – SC Paderborn	27	0.39 million	2.7%	WDR
7.	FC Rot-Weiß Erfurt – FSV Zwickau	23	0.38 million	2.1%	MDR
8.	F.C. Hansa Rostock – FC Rot-Weiß Erfurt	22	0.37 million	2.7%	MDR
9.	F.C. Hansa Rostock – 1. FC Magdeburg	26	0.37 million	2.5%	MDR
10.	Karlsruher SC – Hallescher FC	6	0.36 million	3.3%	MDR

Source: ValuMedia GmbH

## TV VIEWERS FOR 2. BUNDESLIGA QUALIFICATION GAME

Game	Viewers	Market share	Broadcaster
<b>First leg:</b> Karlsruher SC – FC Erzgebirge Aue	2.52 million	13,4%	ZDF
<b>Second leg:</b> Erzgebirge Aue – Karlsruher SC	3.05 million.	15,1%	ZDF

Source: ValuMedia GmbH



## THE 3. LIGA ON PAY TV

Some firsts for the 3. Liga: For the first time ever, all 380 games of the season were broadcast live. Deutsche Telekom joined the band of 3. Liga reporting outlets at late notice via a sublicense acquired from existing rightsholder SportA – one year before the new media-rights contract was due to take effect. Telekom Sport broadcast 904 hours of 3. Liga games via EntertainTV, the Telekom Sport TV apps, mobile devices and telekomsport.de.

Having received the least coverage on free-to-air TV, the SV Werder Bremen reserve team enjoyed the greatest presence on pay TV, with 90:45 hours. Following it were SV Wehen Wiesbaden (89:53), SG Sonnenhof Grossaspach (89:43), FSV Zwickau (89:10), VfR Aalen (88:50) and Sportfreunde Lotte (88:16) – five other clubs that were rarely shown live on free-to-air.

The first year of the Telekom partnership also brought the 3. Liga new formats. In the second half of the season, Friday nights regularly featured the bwin top game, and sometimes also short half-time interviews with players from the starting eleven or the head coaches, bringing viewers closer to the action. For each game, Telekom compiled five-minute game reports showcasing the highlights. These were available for subscribers to view at any time, and were also provided to the 3. Liga clubs.

Telekom Sport exclusively broadcast the opening game of the 2017/2018 season between Karlsruher SC and VfL Osnabrück (2:2), including the ceremony commemorating the 3. Liga's 10-year anniversary, free-to-air, with 160,000 viewers tuning in.

The start of the 2018/2019 season will see Telekom become the official host broadcaster of the 3. Liga for the next four seasons.

**GIVE WHAT YOU  
HAVE SO YOU  
CAN GET WHAT  
YOU WANT.**



**TELEKOM SPORT**

**ALLE SPIELE DER 3. LIGA LIVE.  
FÜR TELEKOM KUNDEN  
12 MONATE KOSTENLOS.\***

[www.telekomsport.de](http://www.telekomsport.de)



**ERLEBEN, WAS VERBINDET.**

Telekom Sport (Sport TV Option) ist für Telekom Mobilfunk- und/oder Festnetz-Kunden mit Privatkunden-Laufzeitvertrag inkl. Internet-Flatrate in den ersten 12 Monaten kostenlos, danach 4,95 €/Monat (Mindestvertragslaufzeit 12 Monate, Kündigungsfrist 2 Monate). Für alle anderen Kunden im Monatsabo 16,95 €/Monat (1 Monat Mindestvertragslaufzeit, Kündigungsfrist 6 Werktage) und im Jahresabo 9,95 €/Monat (Mindestvertragslaufzeit 12 Monate, Kündigungsfrist 2 Monate). Die Nutzung einzelner Inhalte ist volljährigen Kunden vorbehalten. Bei Nutzung über das Mobilfunk-Datennetz erfolgt die Belastung des Datenvolumens beim jeweiligen Mobilfunk-Anbieter.



## THE 3. LIGA IN PRINT MEDIA

During the 2017/2018 season, 1,205 different publications reported on the 3. Liga in more than 122,000 articles. This is a slight decline of 3.5 percent compared to the previous season, instead equalling the level recorded in the 2015/2016 season. The reach remained almost unchanged, and media exposure rose by 8 percent to 11.2 billion. The latter is partly due to the fact that the 3. Liga had a greater presence in national print media. FUSSBALL BILD played a key role here.

Launched on the market in January 2017 and released six times a week, the newspaper published 1,052 articles on the 3. Liga in the 2017/2018 season. The strongest regional edition of the BILD newspaper was the Saxony-Anhalt version with 612 articles, while the Neue Osnabrücker Zeitung printed 595.

kicker continues to lead the way in terms of media exposure. With its two editions per week (Monday and Thursday), the sports magazine achieved an OTS quota of 2.7 billion.

TOP 10 PUBLICATIONS BY NUMBER OF ARTICLES*	TOP 10 PUBLICATIONS BY MEDIA EXPOSURE (millions)
FUSSBALL BILD 1,052	Kicker (Mo) 1,403.01
Bild Sachsen-Anhalt 612	Kicker (Do) 1,327.25
Neue Osnabrücker Zeitung 595	Fussball Bild 915.28
Bild Chemnitz 512	Magdeburger Volksstimme 446.98
Magdeburger Volksstimme 509	TV 14 329.81
Bild Thüringen 494	TV Movie 307.57
Chemnitzer Morgenpost 486	Sport Bild 260.90
Kicker (Mo) 472	Neue Osnabrücker Zeitung 248.38
Kicker (Do) 448	Chemnitzer Zeitung 202.32
Bild Mckl.-Vorpommern 443	Main Post 195.24
<b>Total: 122,193</b>	<b>Total: 11,206.51</b>

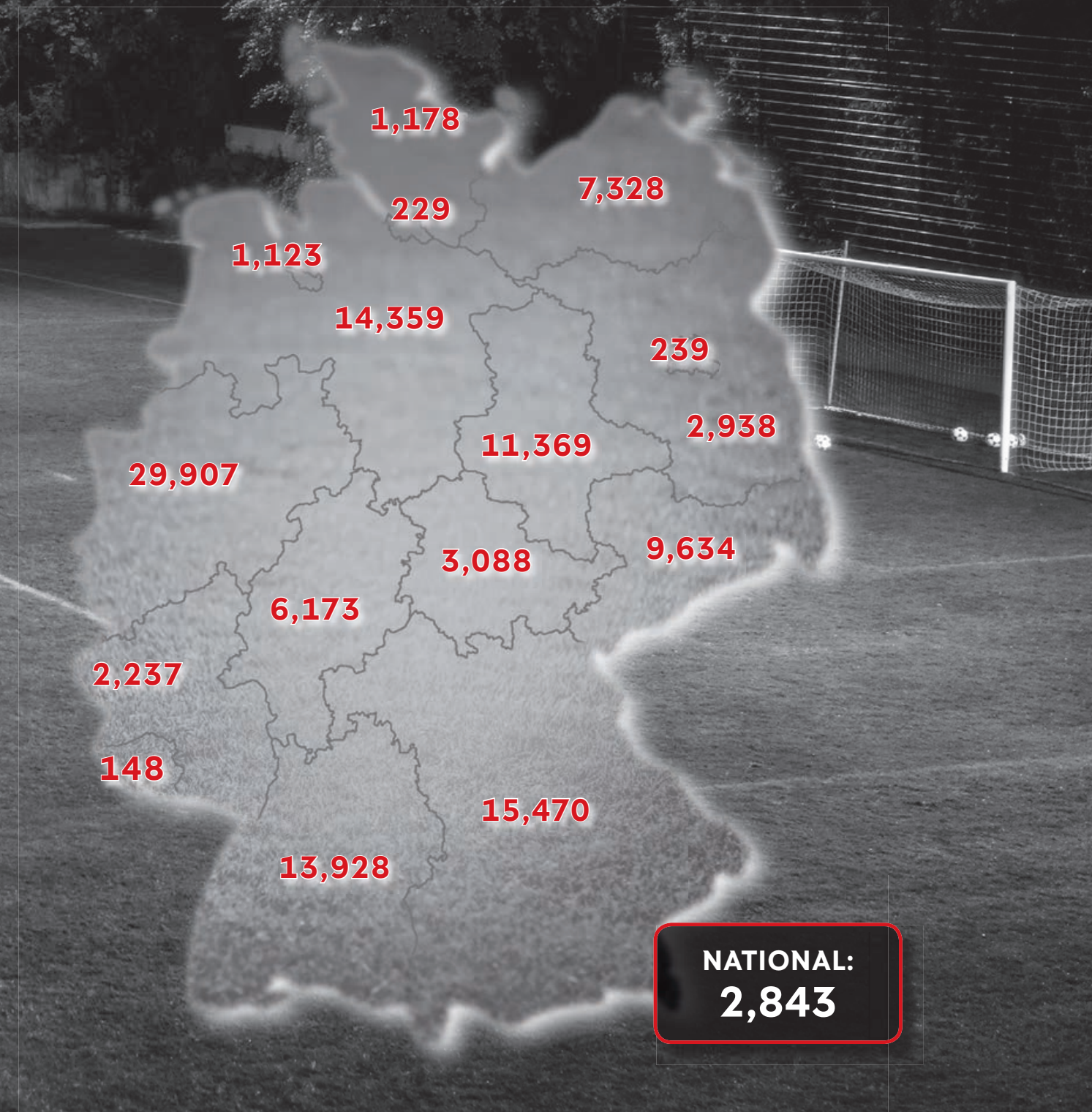
\* Only main editions

Source: ValuMedia GmbH

**kicker** SPORTMAGAZIN

**FUSSBALL  
Bild**

## NUMBER OF PRINT ARTICLES BY FEDERAL STATE

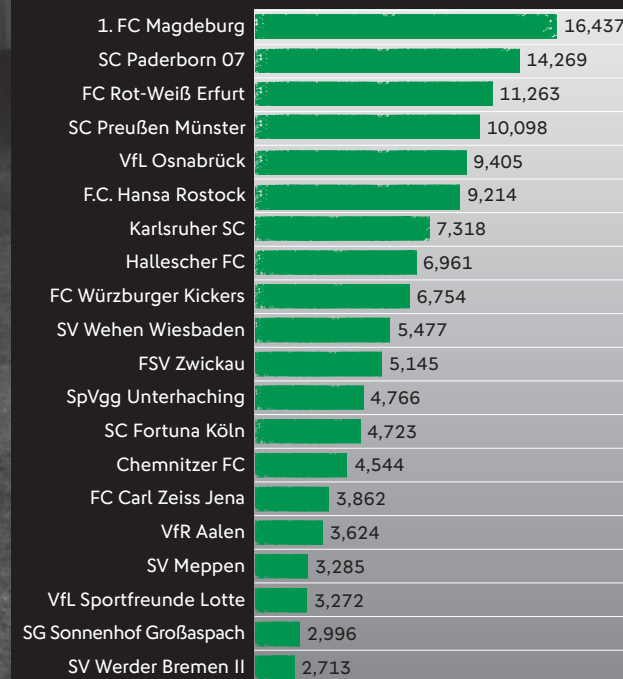


Source: ValuMedia GmbH

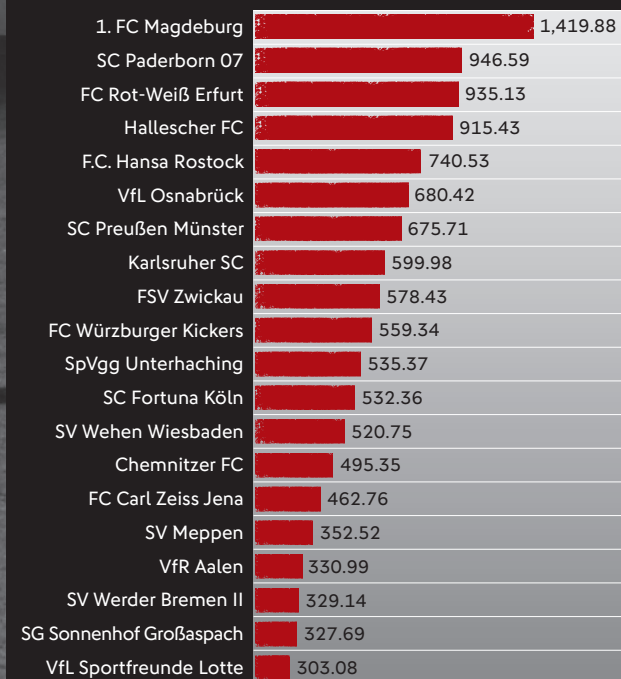


The clear number one among the clubs was 1. FC Magdeburg with 16,437 articles and 1.419 billion OTS spread across all competitions. Following the same sequence as the standings table, SC Paderborn came in second, though the order is then subverted, with FC Rot-Weiss Erfurt placing third. The intensified reporting on the relegated team was less due to its on-field performance and more about issues such as its bankruptcy proceedings, point deductions and major restructuring throughout the season.

#### NUMBER OF PRINT ARTICLES BY CLUB



#### MEDIA EXPOSURE BY CLUB (IN MILLIONS)



Source: ValuMedia GmbH

THOSE WHO  
FINISH #3  
WANT TO BE #1.



## THE 3. LIGA ONLINE

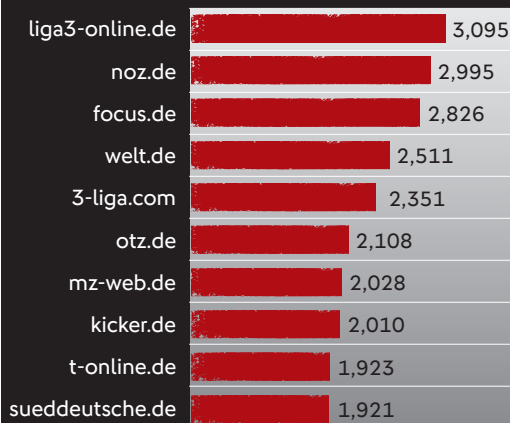
Less print and more online compared to last year: The number of online articles about the 3. Liga increased by 5,000 (10 percent), while 12 billion OTSs (media exposure) meant a 4-percent improvement in that area.

The liga3-online.de portal worked particularly hard with more than 3,000 articles. Meanwhile, the kicker website continued to set the benchmark for media exposure (5.131 billion), well ahead of t-online.de (1.549 billion) and sport1.de (1.106 billion). DFB.de generated 268 million OTSs – 14 million more than in the 2016/2017 season.

The team most commonly reported on online was Karlsruher SC. Magdeburg, which topped the print media, only places fifth here – behind SC Paderborn, Rot-Weiss Erfurt and VfL Osnabrück.

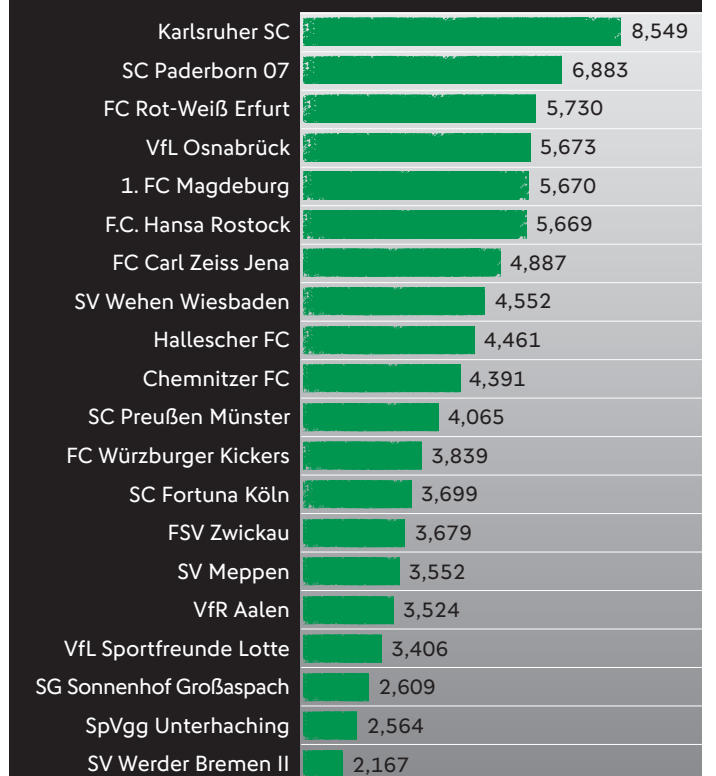
Looking at the total number of articles and media exposure, there is a noticeable difference between the figures for print and online. Although print is the clear leader in the articles analysis (122,193 vs. 52,365), the online element achieved more media exposure (12,024 billion OTSs vs. 11,206 billion).

#### TOP 10 WEBSITES BY NUMBER OF ARTICLES



Total: 52,635

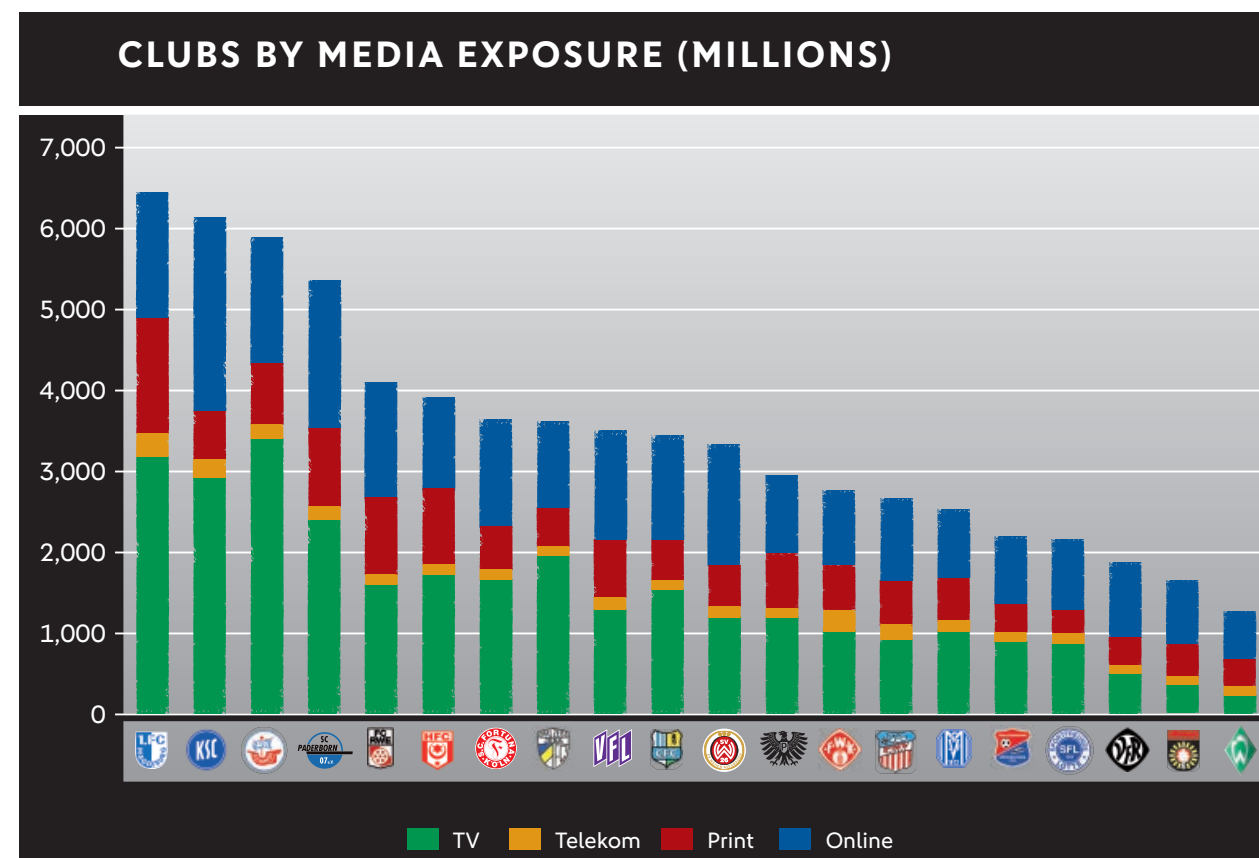
#### NUMBER OF ONLINE ARTICLES BY CLUB



Source: ValuMedia GmbH



As the league's governing body, the DFB reports exclusively on the 3. Liga its own website (dfb.de), on Facebook and on Twitter. The 3. Liga's official Twitter account is followed by 32,000 users, while its Facebook page has more than 93,000 fans. Social media highlights from the season included the opening game in Karlsruhe, the crowning of 1. FC Magdeburg as champions, and the votes for player and coach of the season.



**BE WINNERS.  
BE LOSERS.  
BUT NEVER  
END UP  
UNDECIDED.**

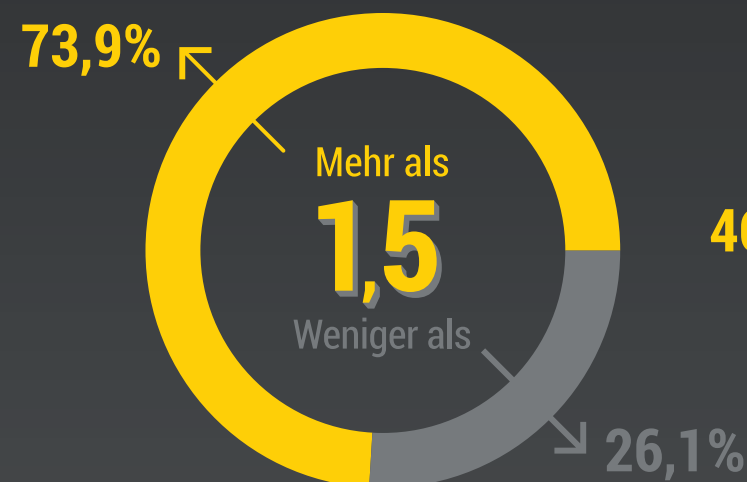
**bwin**

# Stolzer Partner der 3. Liga

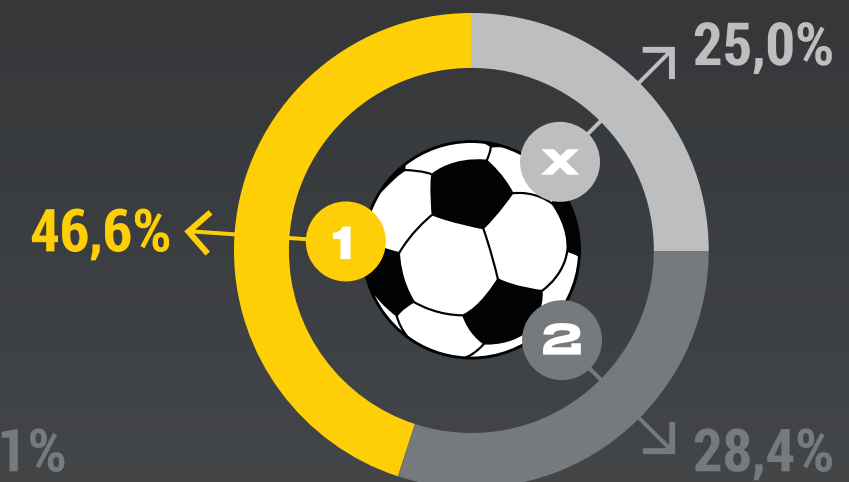
Danke für das erste gemeinsame Jahr  
und auf in eine weitere spannende Saison.

## Die Wett-Saison 2017/18

### Anzahl der Tore



### Heim- und Auswärtssiege

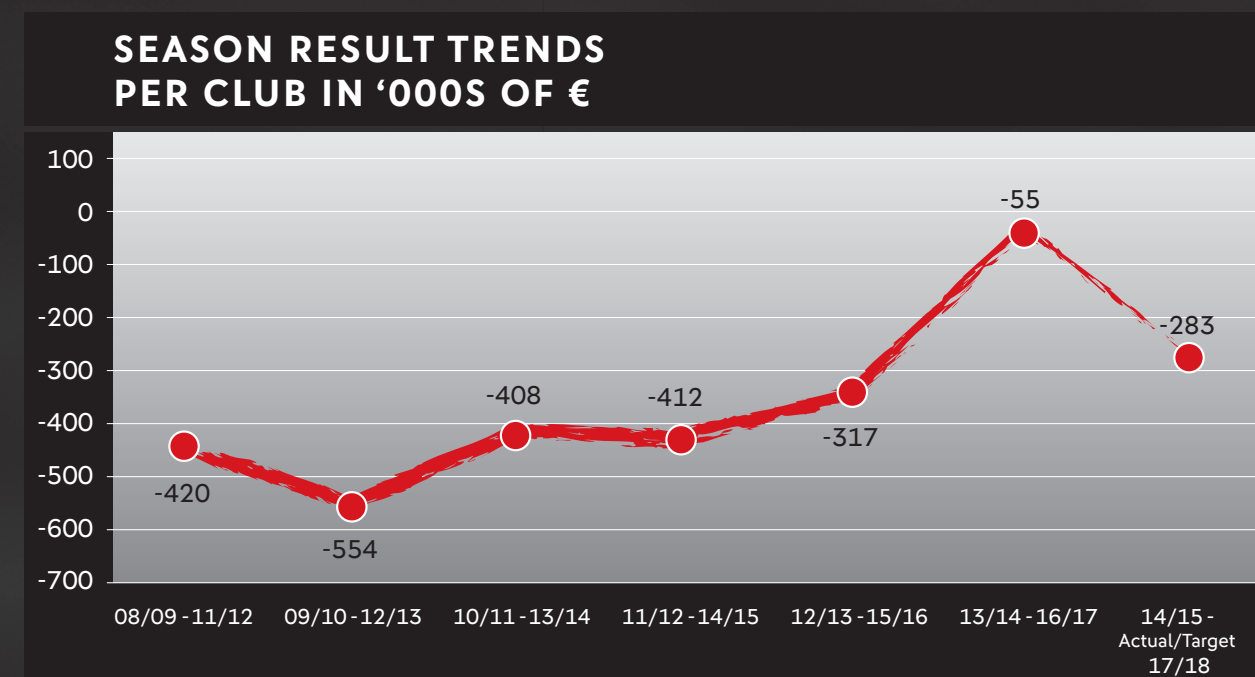




# THE 3. LIGA 2017/2018 FINANCE

This “Finance” chapter analyses the average figures of the non-reserve 3. Liga teams. As the number of non-reserve teams varies each season, the analysis is generally conducted as an average per club in order to ensure better comparability over multiple seasons.

Due to the fluctuation resulting from the relegated and promoted teams and the often-significant influencing of financial KPIs by certain clubs, trends are examined over four seasons in selected cases to minimise any such effects. The four-year trend analysis shows that the 3. Liga has, on average, always recorded a financial deficit for each season.



While the balance-sheet KPIs are always examined as at 31/12, the profit & loss statement is always analysed based on the season. The season result and EBITDA (earnings before interest, taxes, depreciation and amortisation) round off the general financial analysis.

To ensure better comparability among similarly positioned clubs, the clubs are split into three groups of six or seven – one based on table standing and one based on staffing expenses for game operations – under “Clusters”.



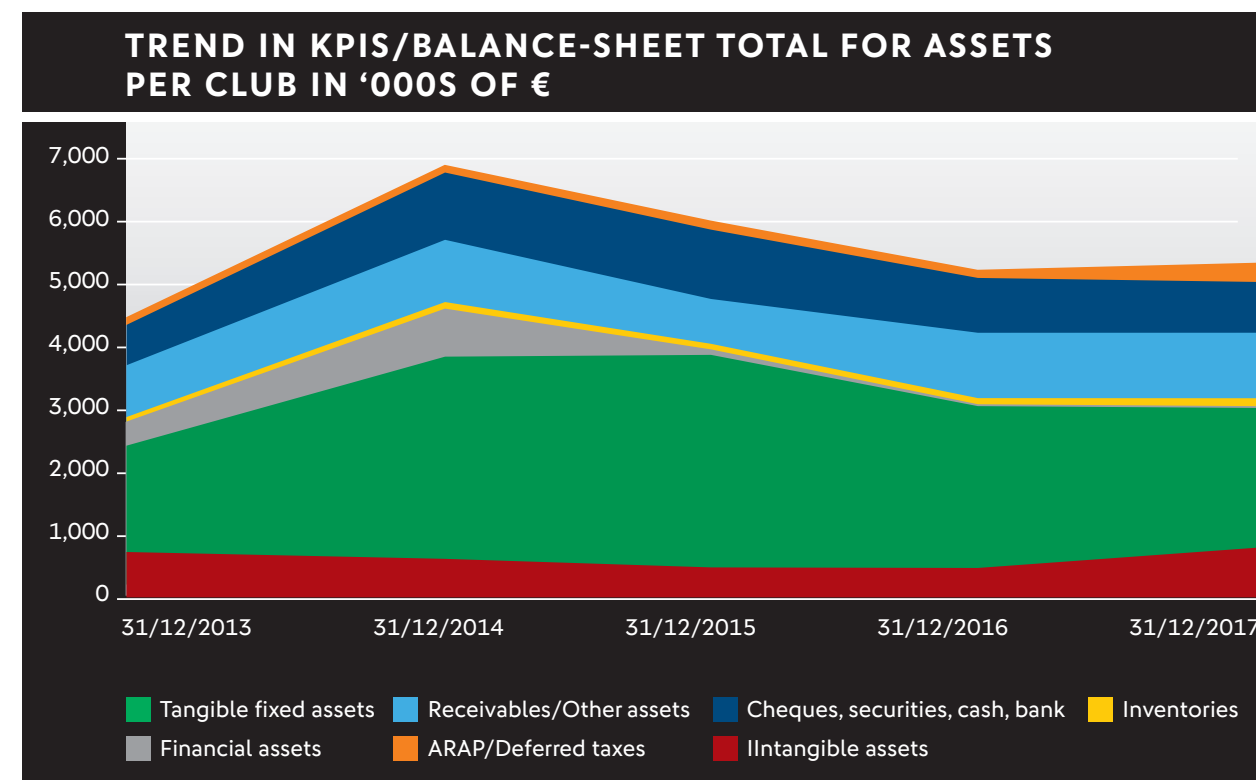


## BALANCE-SHEET KPIS

Since 31/12/2014, the balance-sheet KPIs have referred to the consolidated accounts introduced in the 3. Liga on that day, insofar as a club has the relevant group structures. Although most of the 3. Liga teams continue to maintain individual accounts, the clubs with a group structure have a clear influence on the average balance-sheet values. For example, the balance-sheet total since the introduction of the consolidated accounts has noticeably increased, as subsidiaries, associate companies and/or parent companies have also been included.

## ASSETS

The tangible fixed assets continue to define the assets side of the balance sheet, and have thus stabilised at a high level over the last four seasons, including as a result of the consolidated accounts being introduced. Intangible assets also continue to gain importance, with the player assets component particularly increasing. The biggest change in the analysis period occurred after 31/12/2014 in the financial assets, which declined by approx. € 12.5 million to € 0.9 million. This change is due to the altered league structure, and played a key part in lowering the balance-sheet total.



3. LIGA ASSETS (in '000s of €)	Total as at 31/12/2014 (per club)	Total as at 31/12/2015 (per club)	Total as at 31/12/2016 (per club)	Total as at 31/12/2017 (per club)
<b>Intangible assets</b>	9,398 (553)	6,273 (369)	7,254 (403)	13,035 (686)
Percentage of total assets	8.2%	6.1%	7.8%	12.8%
- from player assets	257 (2.7%)	272 (4.3%)	540 (7.4%)	1,483 (11.4%)
<b>Tangible fixed assets</b>	54,947 (3,232)	60,078 (3,534)	46,854 (2,603)	47,294 (2,489)
Percentage of total assets	48.1%	58.7%	50.1%	46.5%
<b>Financial assets</b>	12,564 (739)	901 (53)	162 (9)	98 (5)
Percentage of total assets	11.0%	0.9%	0.2%	0.1%
<b>Inventories</b>	1,129 (66)	1,037 (61)	1,512 (84)	1,380 (73)
Percentage of total assets	1.0%	1.0%	1.6%	1.4%
<b>Receivables/Other assets</b>	18,212 (1,071)	12,597 (741)	18,756 (1,042)	17,976 (946)
Percentage of total assets	15.9%	12.3%	20.1%	17.7%
<b>Cheques, securities, cash, bank</b>	15,730 (925)	18,581 (1,093)	16,308 (906)	14,854 (782)
Percentage of total assets	13.8%	18.1%	17.4%	14.6%
<b>Accruals/Deferred taxes</b>	2,283 (134)	2,958 (174)	2,664 (148)	7,008 (369)
Percentage of total assets	2.0%	2.9%	2.8%	6.9%
<b>Balance-sheet total</b>	114,263 (6,721)	102,425 (6,025)	93,510 (5,195)	101,645 (5,350)



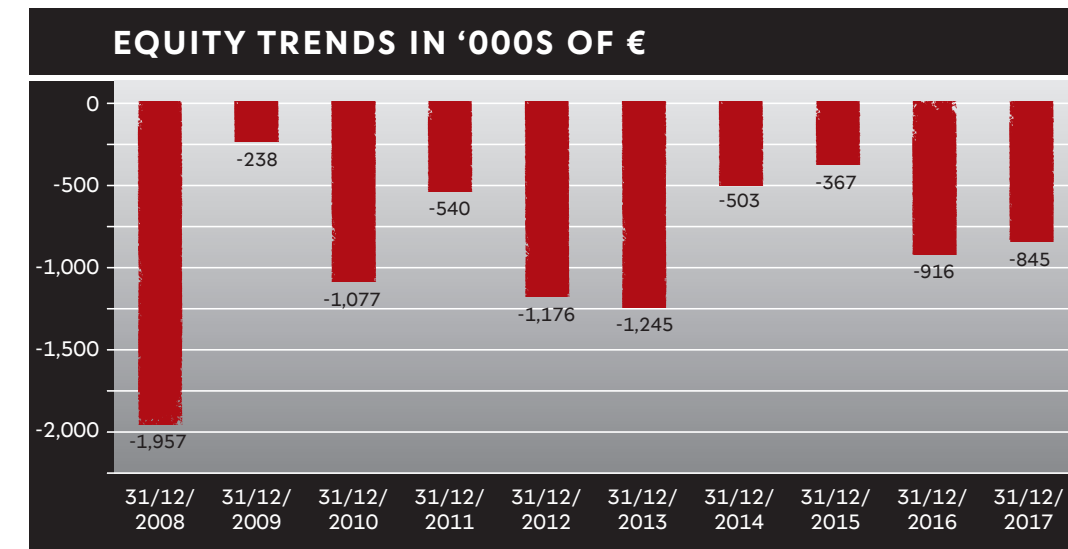
## LIABILITIES

The increase on the liabilities side of the balance sheet on the last cut-off date is due largely to the higher liabilities to third parties. At under 4%, the liabilities to banks are at an all-time low, making up the smallest percentage of the total liabilities since the 3. Liga's inception. This reflects the more difficult borrowing situation in light of many clubs' worsened financial circumstances, in conjunction with the requirements enacted by the committee of the Bank for International Settlements on bank regulation ("Basel I – III"). Conversely, the other liabilities reached a new high per club (€ 2.702 million), with the clubs evidently increasingly switching to alternative lenders.

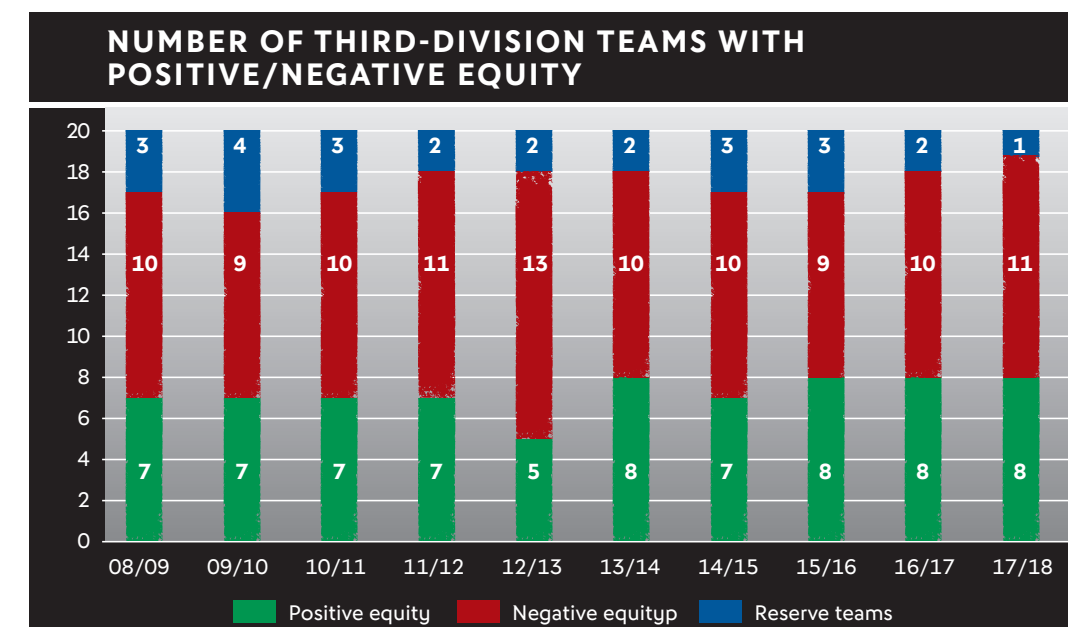
3. LIGA LIABILITIES (in '000s of €)	Total as at 31/12/2014 (per club)	Total as at 31/12/2015 (per club)	Total as at 31/12/2016 (per club)	Total as at 31/12/2017 (per club)
<b>Equity</b>	-8,545 (-503)	-6,239 (-367)	-16,488 (-916)	-16,056 (-845)
Percentage of total liabilities	-7.4%	-6.1%	-17.6%	-15.8%
<b>Special item for investment grants</b>	2,867 (169)	3,689 (217)	2,142 (119)	677 (36)
Percentage of total liabilities	2.5%	3.6%	2.3%	0.7%
<b>Negative goodwill from capital consolidation</b>	-	-	7,830 (435)	7,534 (397)
Percentage of total liabilities	-	-	8.3%	7.4%
<b>Reserves</b>	14,113 (830)	16,388 (964)	14,670 (815)	15,046 (792)
Percentage of total liabilities	12.3%	16.0%	15.7%	14.8%
<b>Liabilities</b>	82,699 (4,865)	67,354 (3,926)	58,536 (3,252)	65,126 (3,428)
Percentage of total liabilities	72.4%	65.2%	62.6%	64.1%
- to banks	35,801 (2,106)	20,043 (1,179)	8,532 (474)	3,940 (207)
- from deliveries & services	6,800 (400)	5,593 (329)	8,532 (474)	9,844 (518)
- other	40,098 (2,359)	41,106 (2,418)	41,472 (2,304)	51,342 (2,702)
<b>Deferrals/Deferred taxes</b>	23,129 (1,360)	21,845 (1,285)	26,829 (1,490)	29,315 (1,543)
Percentage of total liabilities	20.2%	21.3%	28.7%	28.8%
<b>Balance-sheet total</b>	114,263 (6,721)	102,425 (6,025)	93,510 (5,195)	101,642 (5,350)

As at 31/12, there was a negative equity of € 0.845 million. The clubs are yet to average a positive equity amount in their (interim) balance sheet in any season to date.

The fluctuations in the last few years are primarily due to the league's structure and developments at specific clubs. The number of clubs with positive/negative equity has remained relatively constant over the years, with more than 50% of clubs always recording negative equity at 31/12.



The 2017/2018 season saw Chemnitzer FC and FC Rot-Weiss Erfurt file for bankruptcy. In both cases, overextension was part of the cause. The high number of clubs with negative equity always poses a threat to the existence of the affected clubs and the league's image.







## THE 3. LIGA 2017/2018 FINANCE – INCOME



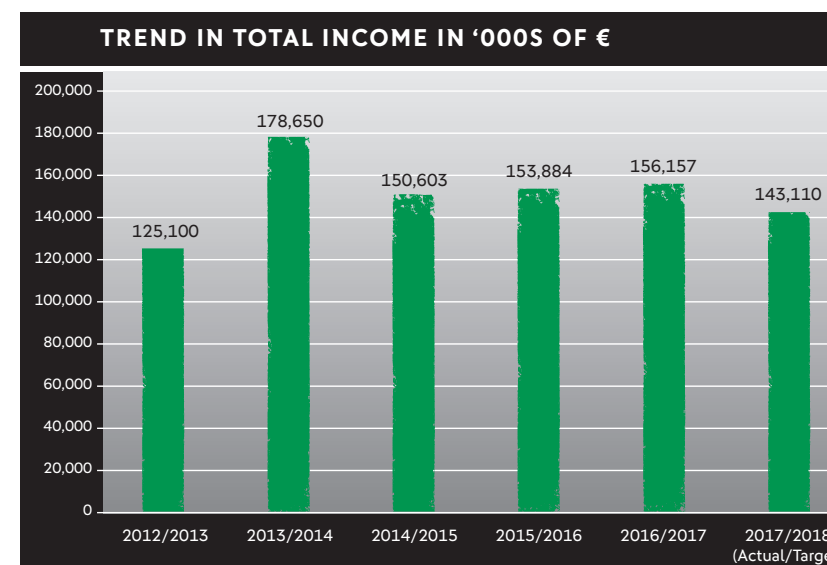
### PROFIT & LOSS KPIS

#### INCOME

While the main income earned in game operations, advertising and media usage rights in 2017/2018 remained virtually constant, other income decreased, primarily due to the lower “extraordinary” income earned as a result of creditor write-offs in instances of haircuts. As such, this is not interpreted as a negative trend in terms of operating-income developments.

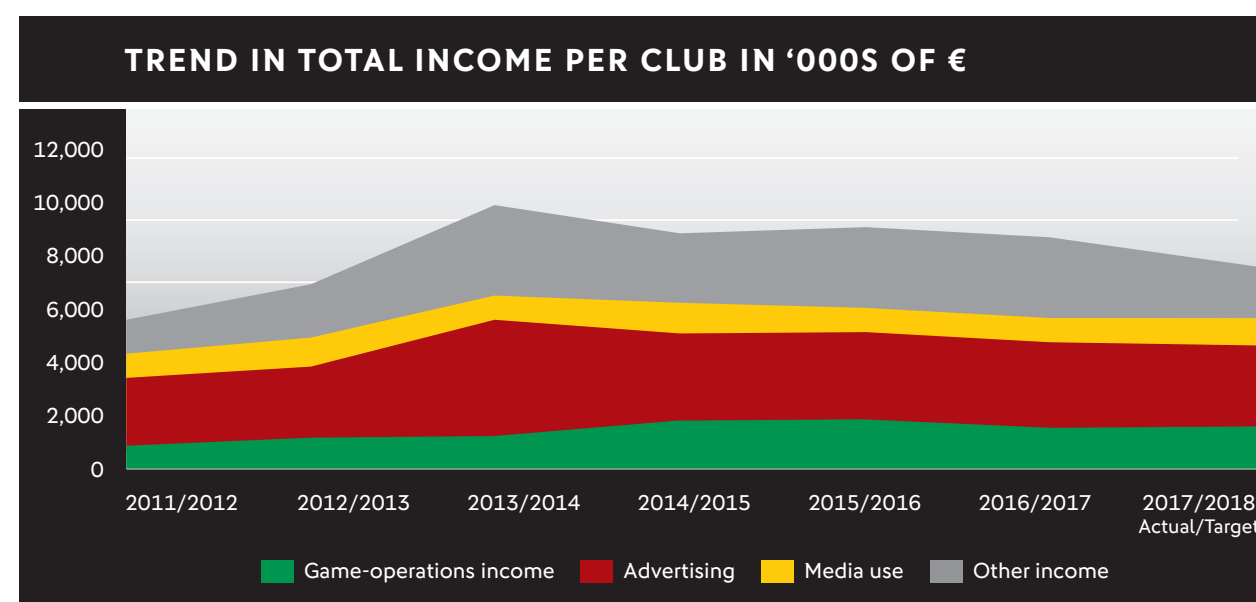
3. LIGA INCOME (in '000s of €)	Total for 2014/2015 (per club)	Total for 2015/2016 (per club)	Total for 2016/2017 (per club)	Actual/Target total for 2017/2018 (per club)
<b>Game-operations income</b>	32,453 (1,909)	32,521 (1,913)	29,324 (1,629)	31,849 (1,676)
Percentage of total income	21.6%	21.1%	18.8%	22.3%
<b>Advertising</b>	53,601 (3,153)	56,117 (3,301)	56,141 (3,119)	57,423 (3,022)
Percentage of total income	35.6%	36.5%	36.0%	40.1%
<b>Media use</b>	20,961 (1,233)	15,674 (922)	19,595 (1,089)	19,444 (1,023)
Percentage of total income	13.9%	10.2%	12.5%	13.6%
<b>Other</b>	43,588 (2,564)	49,572 (2,916)	51,097 (2,839)	34,394 (1,810)
Percentage of total income	28.9%	32.2%	32.7%	24.0%
<b>Total income</b>	150,603 (8,859)	153,884 (9,052)	156,157 (8,675)	143,110 (7,532)

The total income for 2017/2018 (actual/target) is approx. € 143 million – a decline of approx. 8% compared to 2016/2017. It sank back to below the 150-million mark for the first time in four seasons.

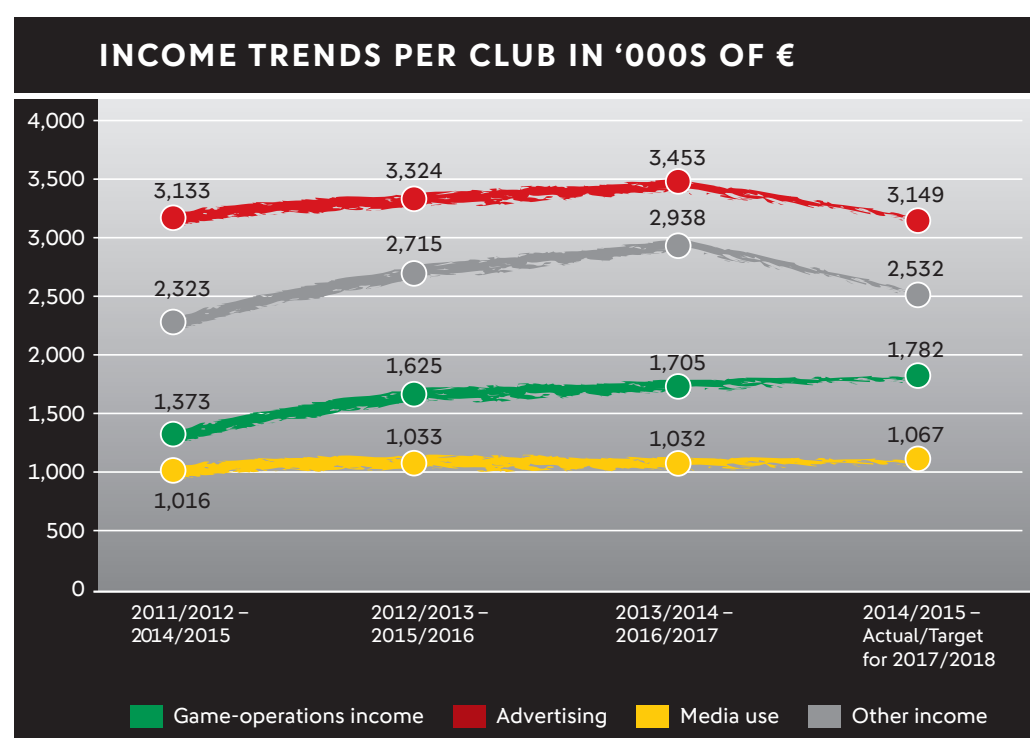




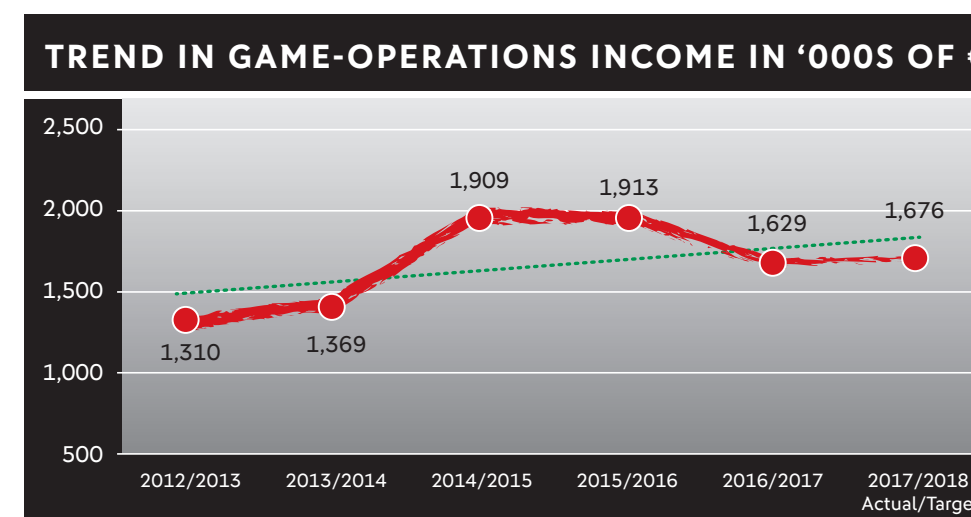
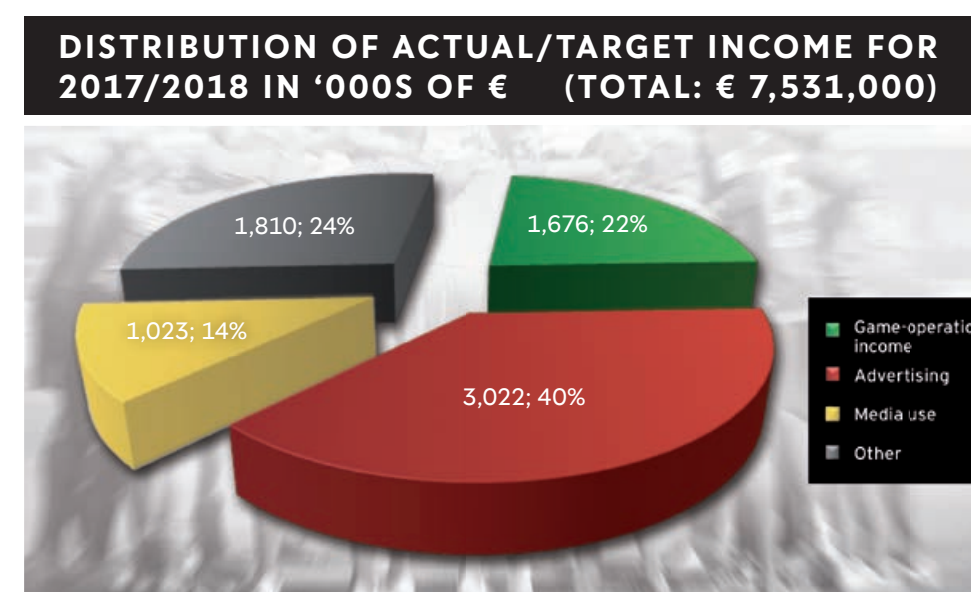
Looking at the trend in total income, it becomes apparent that the lower “other” income has reduced the total income compared to previous seasons.



Looking at the trends in the key income items, we see a constant increase in income from game operations, primarily due to the improved infrastructure, more efficient ticketing, and the increasingly attractive level of on-field competition in the 3. Liga.



The distribution of income in 2017/2018 underlines the fact that, except for the special “Other income” item, game operations and advertising are the most important income items, and are influenced directly by the clubs themselves.



After a clearly declining season, the income from game operations rose again in 2017/2018, with other game-operations income (friendlies) gaining importance. Ten third-division teams competed in the 2017/2018 DFB Cup, boosting the relatively high average game-operations income.

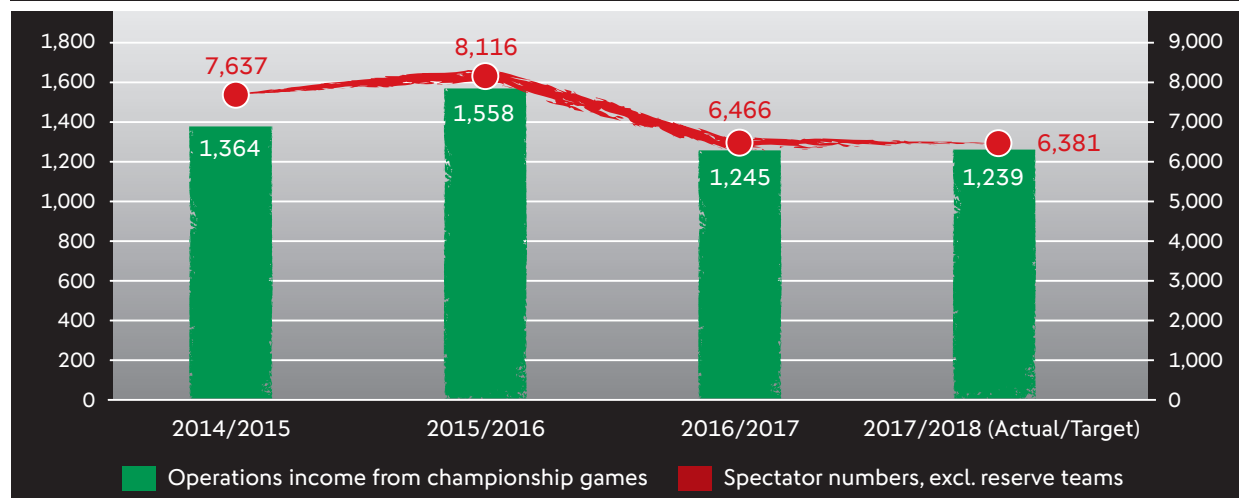
**THE GAME-OPERATIONS INCOME IS SPREAD OVER THE INDIVIDUAL AREAS AS FOLLOWS:**

<b>Championship:</b>	€ 1.239 million
<b>Cup:</b>	€ 0.188 million
<b>Other:</b>	€ 0.247 million



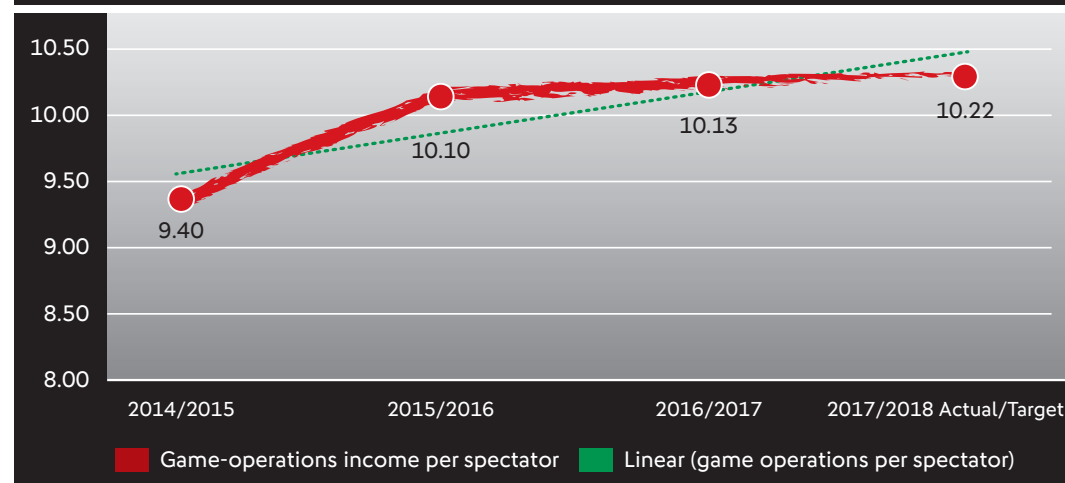
The third-division teams (except for SV Werder Bremen II) were largely able to keep the operations income from championship games stable despite the decline in average spectator numbers. This demonstrates the correlation between spectator numbers and income from championship game operations. The reserve teams of the respective licensed clubs were not taken into account when examining the trends, as these were not included in the average operations income for championship games.

#### OPERATIONS INCOME FROM CHAMPIONSHIP GAMES IN CORRELATION WITH SPECTATOR NUMBERS (EXCLUDING RESERVE TEAMS)



The trend for game income per spectator also continues to be positive; the average income per spectator in 2017/2018 was € 10.22.

#### OPERATIONS INCOME FROM CHAMPIONSHIP GAMES PER SPECTATOR IN €



**DANKE!**

Der Deutsche Fußball-Bund bedankt sich bei seinem  
Hauptpartner bwin und seinen Medienpartnern.

HAUPTPARTNER 3. LIGA

**bwin**

TV-PARTNER

**ARD** 1

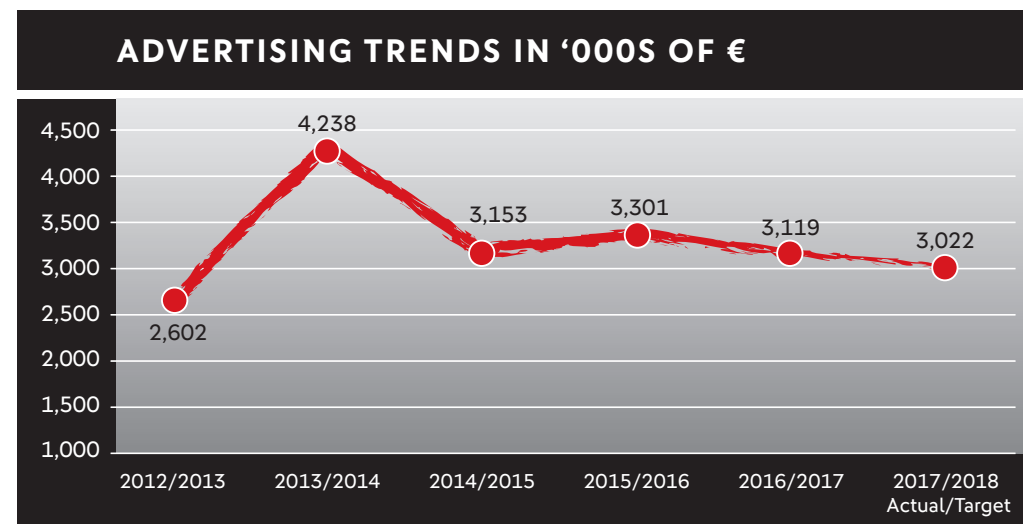
**TELEKOM**  
SPORT

[www.dfb.de/3-liga](http://www.dfb.de/3-liga)



## INCOME FROM ADVERTISING

The advertising income per club was above the 3.0-million-Euro mark for the fifth consecutive season. The trend shows at least a certain degree of consistency in the 3. Liga, largely independent of the annual league structure.

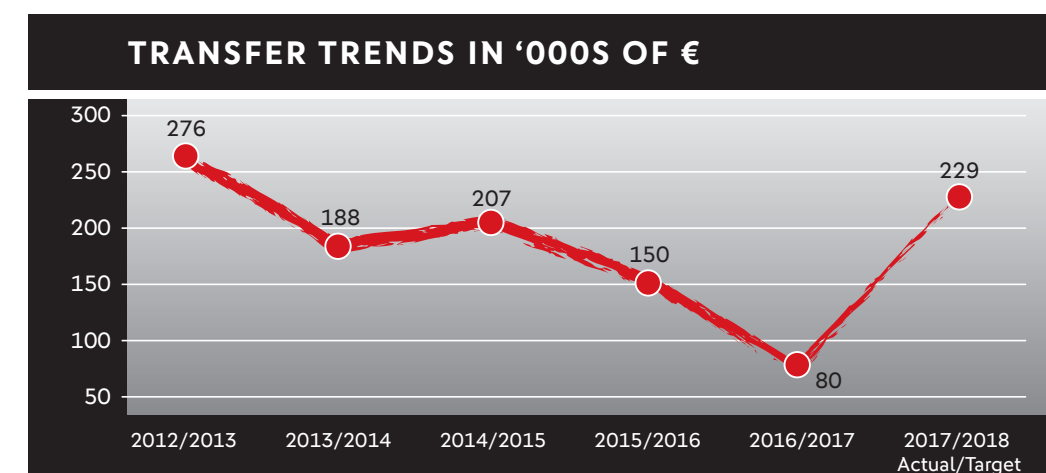
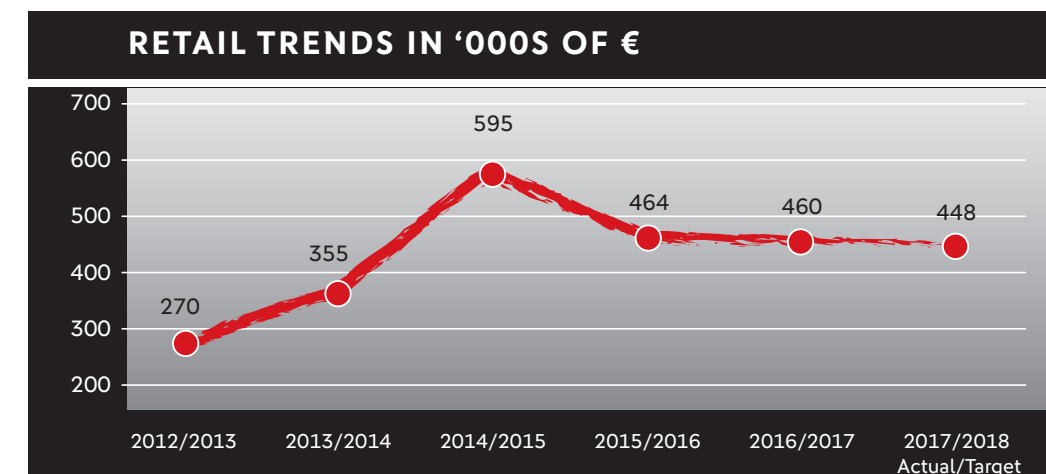
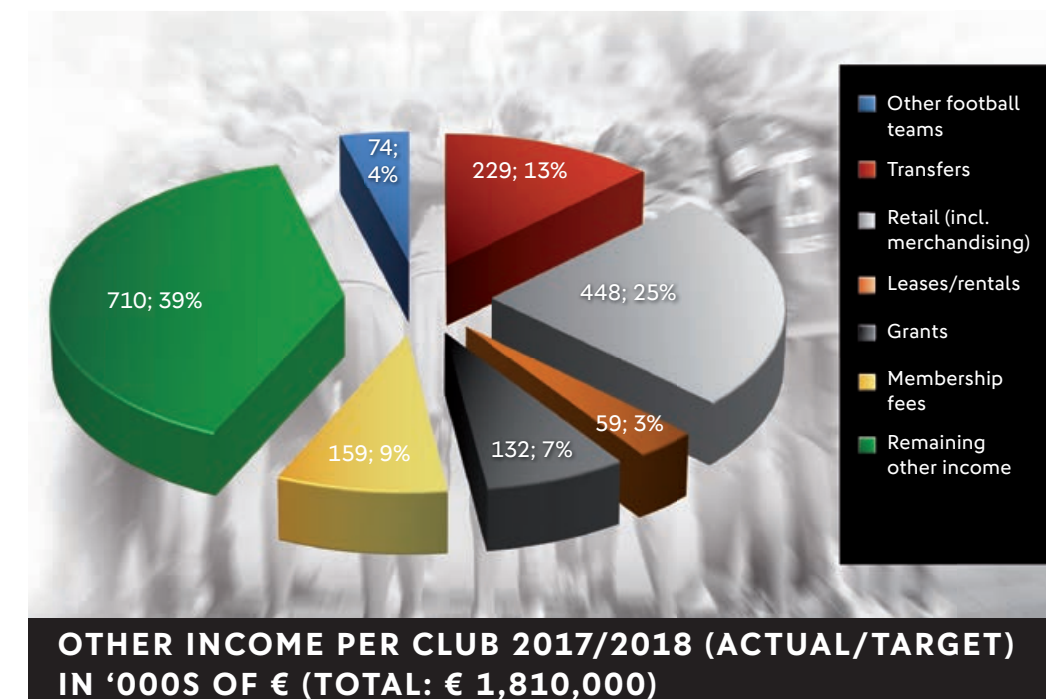


## INCOME FROM MEDIA USE

The income from media use was recorded as being over € 1.0 million for the second consecutive season, particularly as a result of the DFB Cup and quarterfinals berth by SC Paderborn following victories over FC St. Pauli, VfL Bochum and FC Ingolstadt.

## OTHER INCOME

The other income is at its lowest level since 2012/2013 with an expected € 1.81 million. Retail and transfers are the most noteworthy income areas generating earnings from original core business. Few write-offs by creditors mean “Other income” is much lower than in previous seasons. The remaining other income includes income contributions from supporters and, in some cases, higher signing fees at individual clubs.



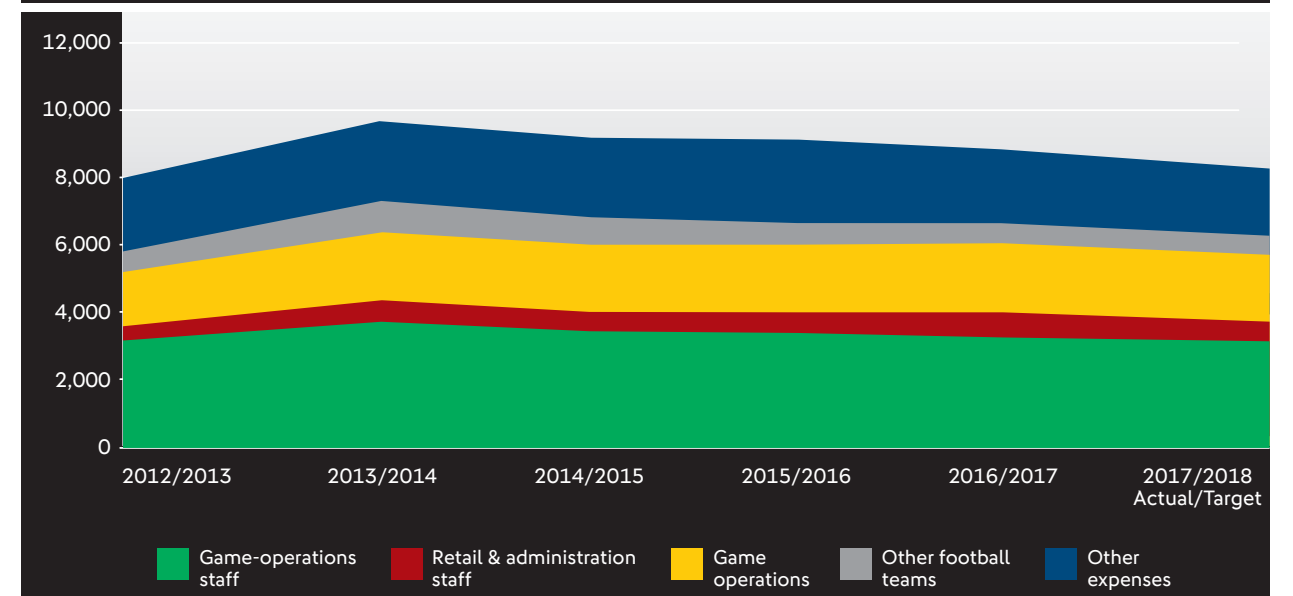


## EXPENSES

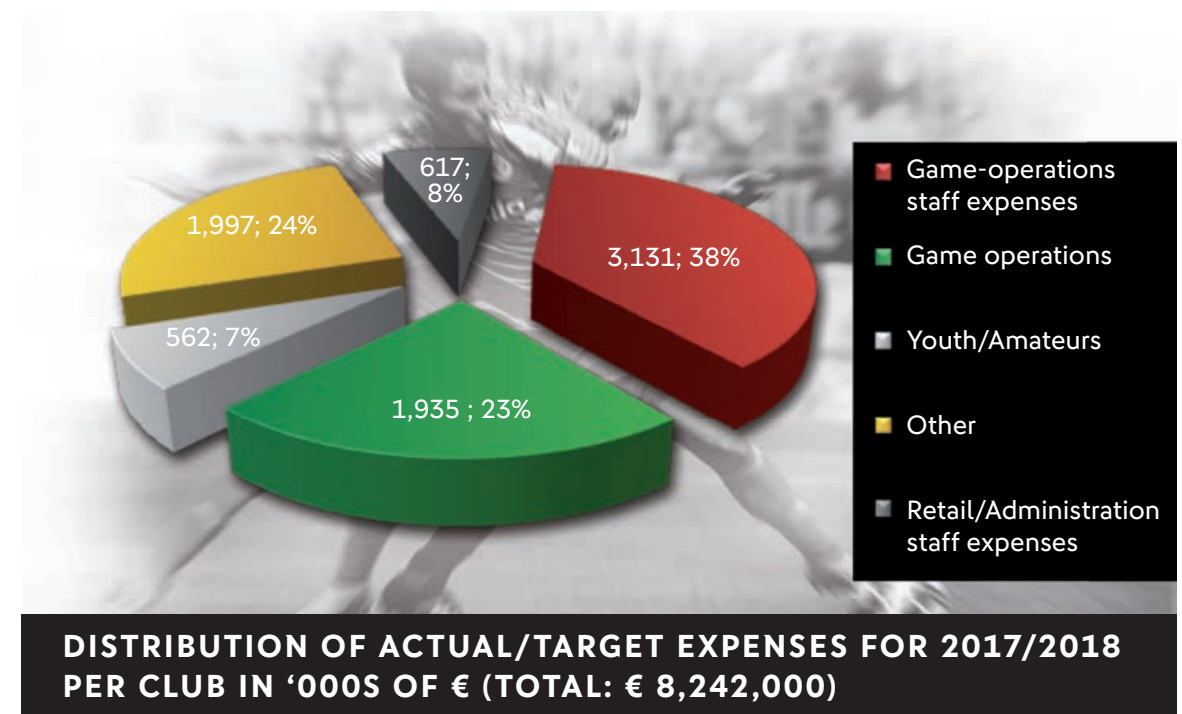
The total expenses for 2017/2018 have once again sunk to currently € 8,242 million per club compared to the previous seasons. Drops were recorded in virtually all expense items except for the “Other football teams” item, which includes the respective club’s junior teams.

3. LIGA EXPENSES (in '000s of €)	Total for 2014/2015 (per club)	Total for 2015/2016 (per club)	Total for 2016/2017 (per club)	Actual/Target total for 2017/2018 (per club)
<b>Game-operations staff</b>	56,780 (3,340)	57,749 (3,397)	58,910 (3,273)	59,481 (3,131)
Percentage of total expenses	36.2%	37.2%	37.3%	38.0%
<b>Retail &amp; administration staff</b>	11,390 (670)	10,625 (625)	11,604 (645)	11,717 (617)
Percentage of total expenses	7.3%	6.8%	7.3%	7.5%
<b>Game operations</b>	35,088 (2,064)	34,000 (2,000)	38,831 (2,157)	36,762 (1,935)
Percentage of total expenses	22.3%	21.9%	24.6%	23.5%
<b>Other football teams</b>	11,492 (676)	9,350 (550)	9,529 (529)	10,686 (562)
Percentage of total expenses	7.3%	6.0%	6.0%	6.8%
<b>Other</b>	42,245 (2,485)	43,622 (2,566)	39,245 (2,180)	37,945 (1,997)
Percentage of total expenses	26.9%	28.1%	24.8%	24.2%
<b>Total expenses</b>	156,995 (9,235)	155,346 (9,138)	158,119 (8,784)	156,591 (8,242)

### TREND IN TOTAL EXPENSES PER CLUB IN '000S OF €



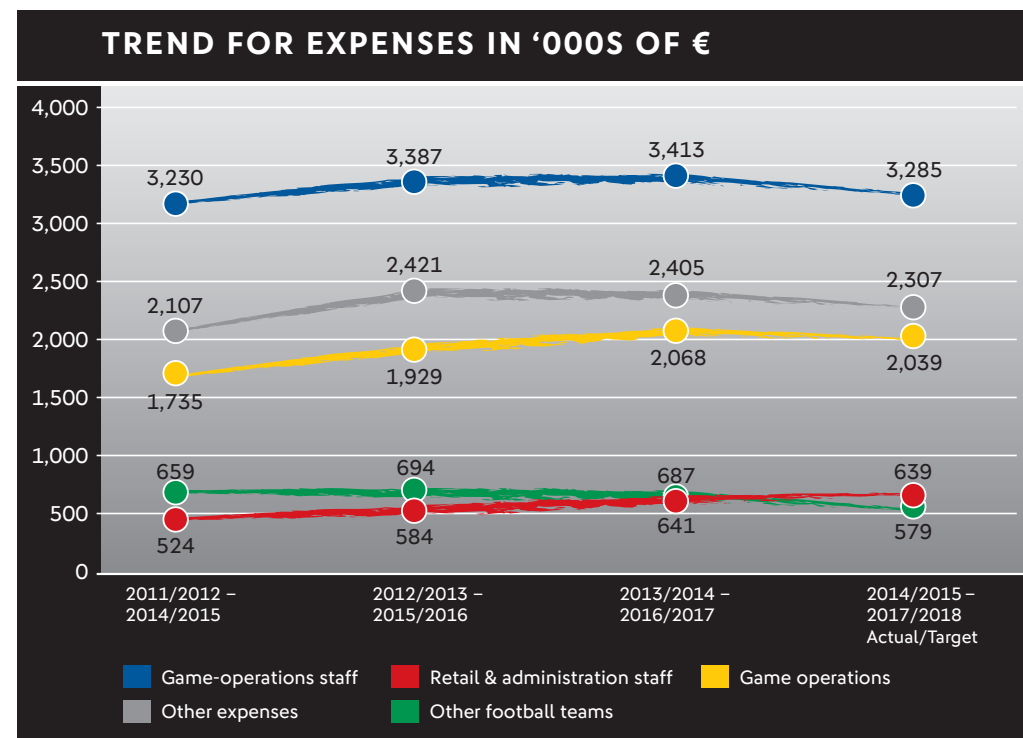
**YOU EITHER  
CREATE  
A SENSATION  
OR BITE  
THE DUST.**



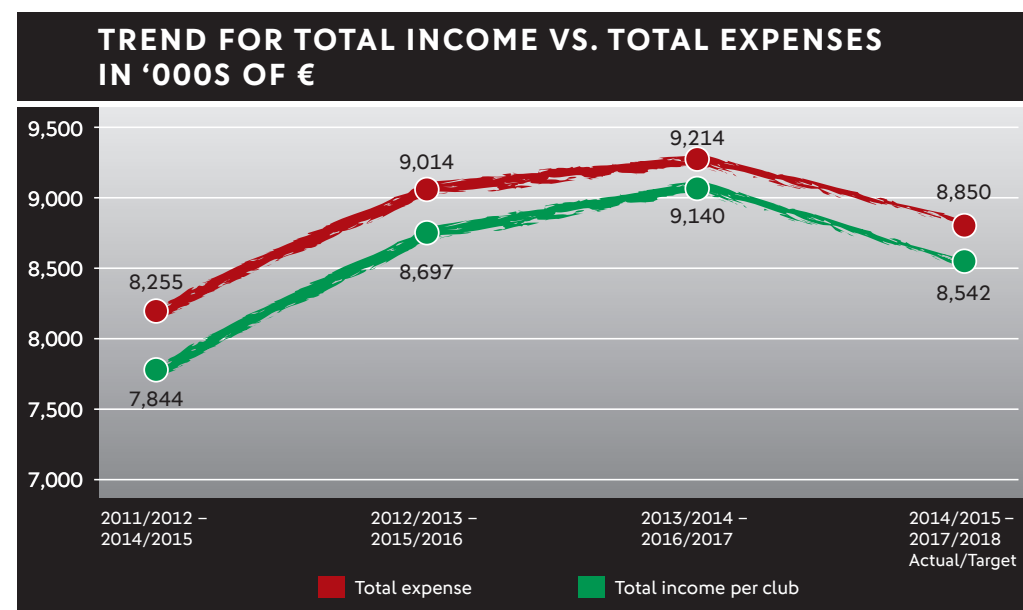


## THE 3. LIGA 2017/2018 FINANCE – EXPENSES

The trend, which always combines four seasons, shows that the expenses only fluctuate slightly, and have most recently actually tended to decline, though this is yet to be confirmed by the actual figures for 2017/2018.



The trend shows the total expenses and total income always increasing almost parallel to one another in the first three analysis periods, only dropping back for the first time in the most recent period – particularly due to the omission of the 2013/2014 season with RB-Leipzig.



H E R E T O C R E A T E

ADIDAS.DE/FUSSBALL



## STAFFING EXPENSES FOR GAME OPERATIONS

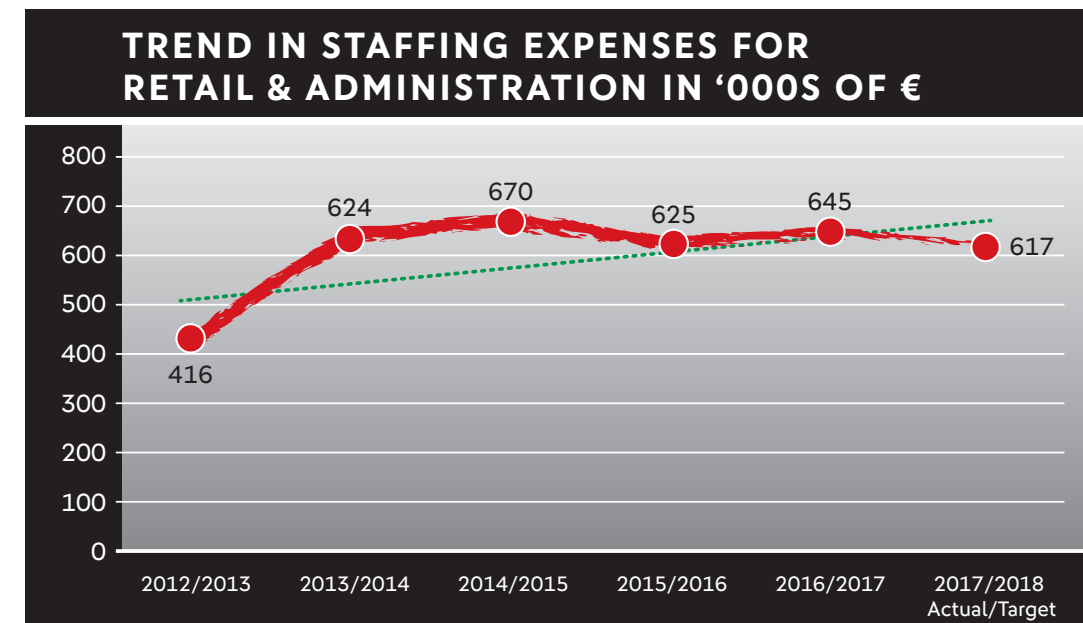
Based on the actual/target data for the third-division teams, the staffing expenses for game operations in 2017/2018, at € 3.131 million per club, are once again lower than in the five previous seasons.



The percentage of the total expenses remains virtually unchanged from previous years at 38%. This figure is considered an indicator of how well funded the “core business” is. In the long-term comparison, the 3. Liga shows constant values of just under 40%.

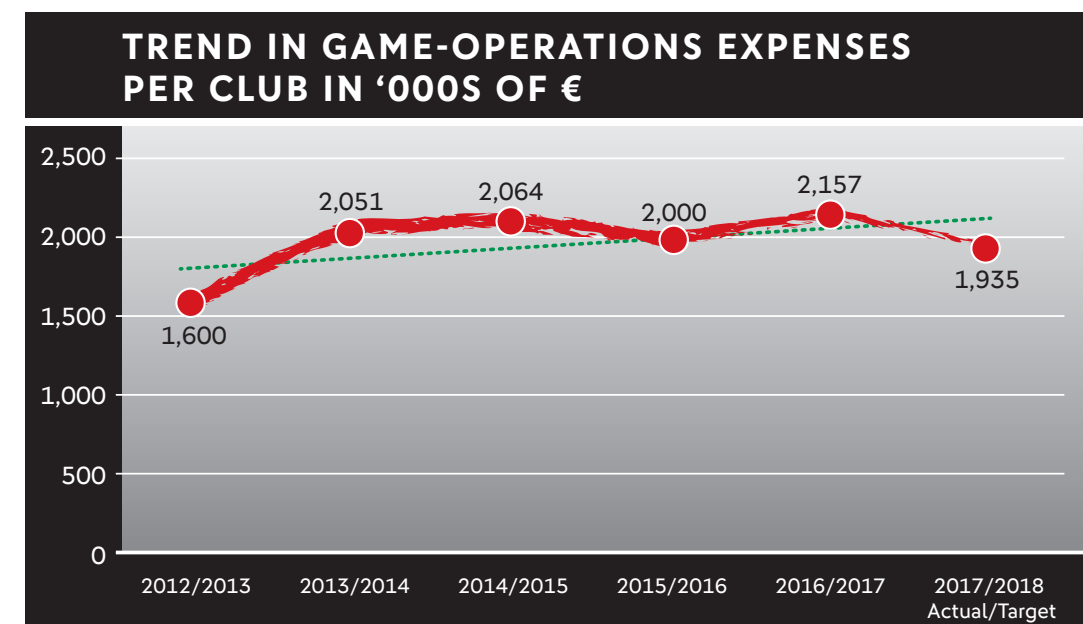
## STAFFING EXPENSES FOR RETAIL/ADMINISTRATION

The average staffing expenses in retail and administration declined slightly in 2017/2018 compared to the 2016/2017 season. Expenses have been constantly above € 0.6 million per club since 2013/2014.



## GAME-OPERATIONS EXPENSES

After 2013/2014, the game-operations expenses are back under the 2.0-million mark per club for the first time in several years.





GAME-OPERATIONS EXPENSES (in '000s of €)	Total for 2014/2015 (per club)	Total for 2015/2016 (per club)	Total for 2016/2017 (per club)	Actual/Target total for 2017/2018 (per club)
<b>Cashiers, sanitary service and visitor management service</b>	4,454 (262)	5,457 (321)	5,616 (312)	7,334 (386)
Percentage of total game-operations expenses	12.7%	16.1%	14.5%	18.9%
<b>Referees</b>	1,003 (59)	1,003 (59)	1,038 (58)	1,227 (65)
Percentage of total game-operations expenses	2.9%	2.9%	2.7%	3.2%
<b>Association fees</b>	2,397 (141)	2,023 (119)	1,681 (93)	1,884 (99)
Percentage of total game-operations expenses	6.8%	6.0%	4.3%	4.9%
<b>Stadium use</b>	11,560 (680)	9,775 (575)	8,020 (446)	8,186 (431)
Percentage of total game-operations expenses	32.9%	28.7%	20.7%	21.1%
<b>Hospitality/Representation</b>	2,873 (169)	3,111 (183)	4,479 (249)	3,298 (174)
Percentage of total game-operations expenses	8.2%	9.2%	11.5%	8.5%
<b>Travel expenses, training camps, hotels</b>	3,281 (193)	3,417 (201)	3,213 (179)	3,407 (179)
Percentage of total game-operations expenses	9.4%	10.0%	8.3%	8.8%
<b>Remuneration for opponents</b>	1,445 (85)	765 (45)	3,304 (184)	2,367 (125)
Percentage of total game-operations expenses	4.1%	2.3%	8.5%	6.1%
<b>Healthcare</b>	–	–	1,268 (70)	1,251 (66)
Percentage of total game-operations expenses	–	–	3.6%	3.2%
<b>Clothing and sports equipment</b>	–	–	1,816 (101)	1,889 (99)
Percentage of total game-operations expenses	–	–	5.2%	4.9%
<b>Other game-operations expenses</b>	8,075 (475)	8,449 (497)	8,396 (466)	5,919 (312)
Percentage of total game-operations expenses	23.0%	24.8%	21.6%	15.2%
<b>Total game-operations expenses</b>	35,088 (2,064)	34,000 (2,000)	38,831 (2,157)	36,762 (1,935)

The expenses for stadium use, particularly stadium rent and operating costs, has dropped compared to the peaks of the previous seasons.

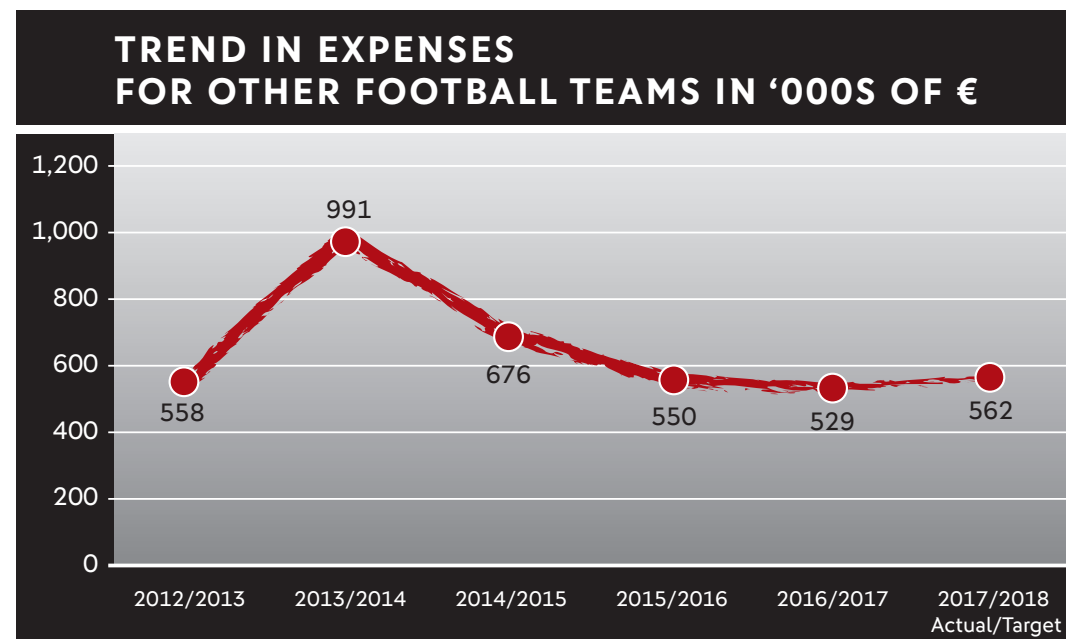
The other game-operations expenses have also dropped, which may mean there have been fewer unexpected expenses, e.g. through the DFB Cup. The “Healthcare” and “Clothing & sports equipment” items were only shown under “Other expenses” for the 2016/2017 season, so there was expected to be an increase in this area. Despite this, however, the overall expenses for game operations were still lower in 2017/2018.





## EXPENSES FOR OTHER FOOTBALL TEAMS

In addition to junior teams, this expense item also includes the reserve teams and women's teams, insofar as a club has these. During the 2017/2018 season, the third-division teams once again invested a relevant percentage (7% of their total expenses) in developing youth. This is on average over half a million Euros per club! Impressive stability – particularly given that RB Leipzig had a significant impact on the 2013/2014 result. In 2017/2018, the only expense item to have increased was "Other football teams".



**APPLYING  
ONESELF IS THE  
FIRST STEP.  
BEING BETTER  
IS THE SECOND.**

## OTHER EXPENSES

The expenses for transfers and player agents once again increased slightly. Write-downs – whether on player assets or tangible fixed assets – are also higher for 2017/2018. One of the most important items under "Other expenses" was once again "Administration", though the actual/target average shows lower "Other expenses" overall compared to the 2016/2017 season.

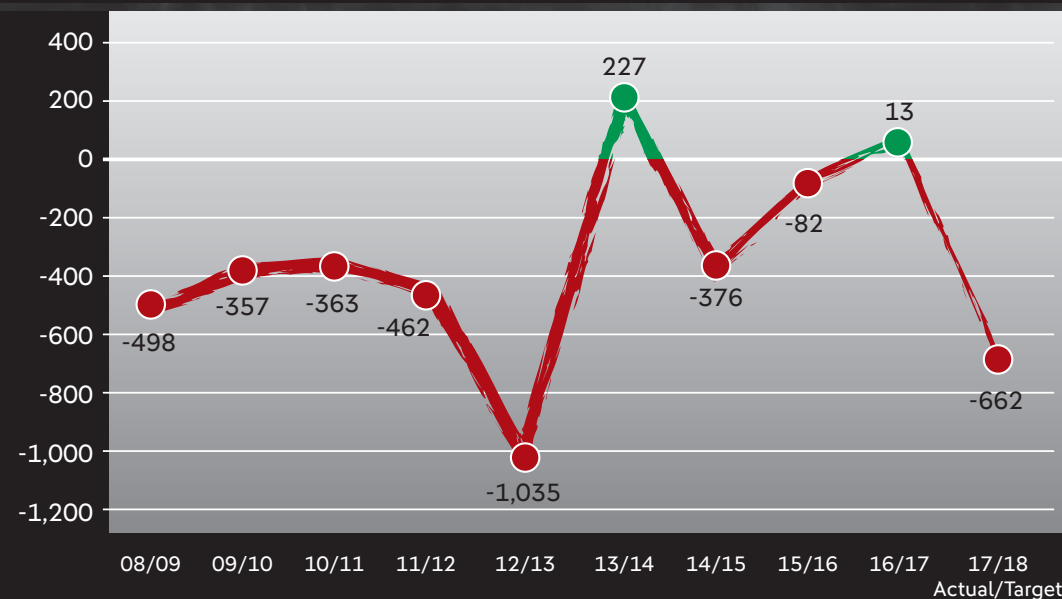
OTHER EXPENSES (in '000s of €)	Total for 2014/2015 (per club)	Total for 2015/2016 (per club)	Total for 2016/2017 (per club)	Actual/Target total for 2017/2018 (per club)
<b>Material/Equipment</b>	4,165 (245)	3,672 (216)	2,549 (142)	2,839 (149)
Percentage of total other expenses	9.9%	8.4%	6.5%	7.5%
<b>Other departments</b>	663 (39)	1,224 (72)	1,022 (57)	1,263 (66)
Percentage of total other expenses	1.6%	2.8%	2.6%	3.3%
<b>Advertising</b>	9,095 (535)	9,010 (530)	10,414 (579)	9,213 (485)
Percentage of total other expenses	21.5%	20.7%	26.5%	24.3%
<b>Transfers (incl. player agents)</b>	2,873 (169)	3,247 (191)	3,123 (174)	3,549 (187)
Percentage of total other expenses	6.8%	7.4%	8.0%	9.4%
<b>Retail</b>	3,213 (189)	2,397 (141)	1,462 (81)	1,508 (79)
Percentage of total other expenses	7.6%	5.5%	3.7%	4.0%
<b>Write-downs</b>	5,100 (300)	10,166 (598)	5,202 (289)	6,352 (334)
Percentage of total other expenses	12.1%	23.3%	13.3%	16.7%
<b>Administration</b>	8,381 (493)	5,882 (346)	8,111 (451)	8,574 (451)
Percentage of total other expenses	19.8%	13.5%	20.7%	22.6%
<b>Extraordinary expenses</b>	2,295 (135)	2,482 (146)	0 (0)	0 (0)
Percentage of total other expenses	5.4%	5.7%	0.0%	0.0%
<b>Remaining other expenses</b>	6,460 (380)	5,542 (326)	7,362 (409)	4,645 (244)
Percentage of total other expenses	15.3%	12.7%	18.8%	12.2%
<b>Total other expenses</b>	42,245 (2,485)	43,622 (2,566)	39,245 (2,180)	37,943 (1,997)



## PROFIT & LOSS STATEMENT

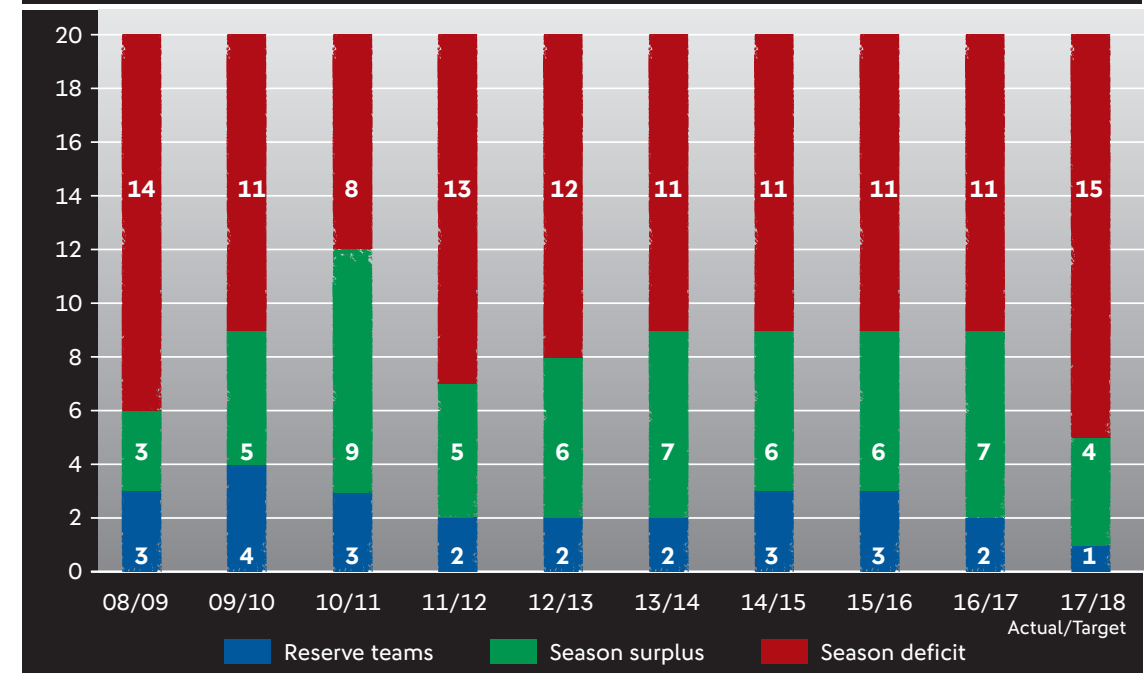
After 2013/2014, a positive season result for the 3. Liga was achieved for a second time in 2016/2017, though this positive average is once again due to very high special factors, such as income from non-operational business caused by creditor write-offs, or similar factors resulting from the bankruptcy proceedings. An average deficit of € 0.662 million is once again expected for the 2017/2018 season.

TREND IN SEASON RESULT  
PER CLUB IN '000S OF €



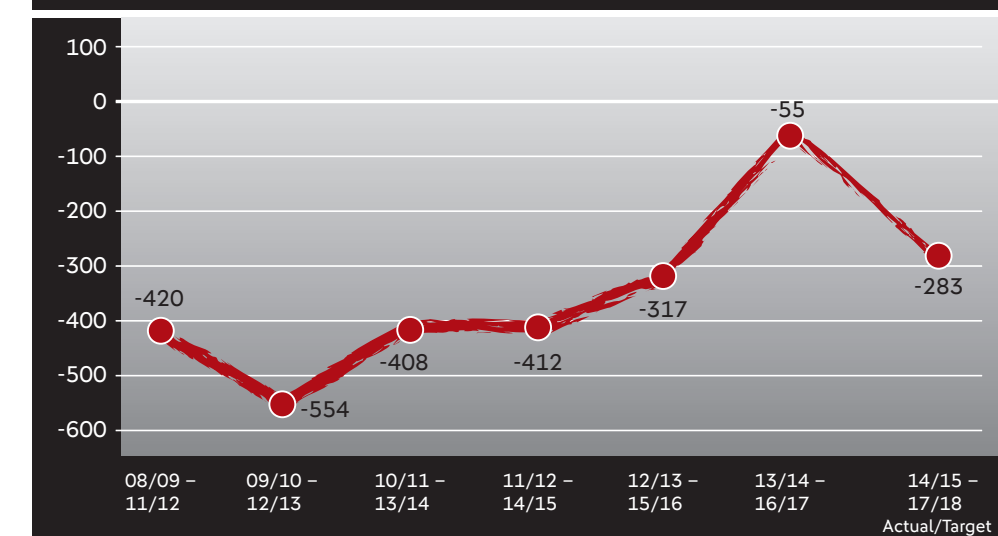
Only four clubs recorded an annual surplus in the actual/target figures for the 2017/2018 season. This is not enough to be able to make the overall KPI positive and guarantee the 3. Liga's long-term financial stability.

NUMBER OF CLUBS  
WITH SEASON SURPLUS/DEFICIT



The situation becomes even clearer when looking at the season results trend, where the most recent forecast showed a gradual approach towards achieving the “black zero”, though the 2014/2015-207/2017 analysis period was unable to confirm this.

TREND IN SEASON RESULT  
PER CLUB IN '000S OF €

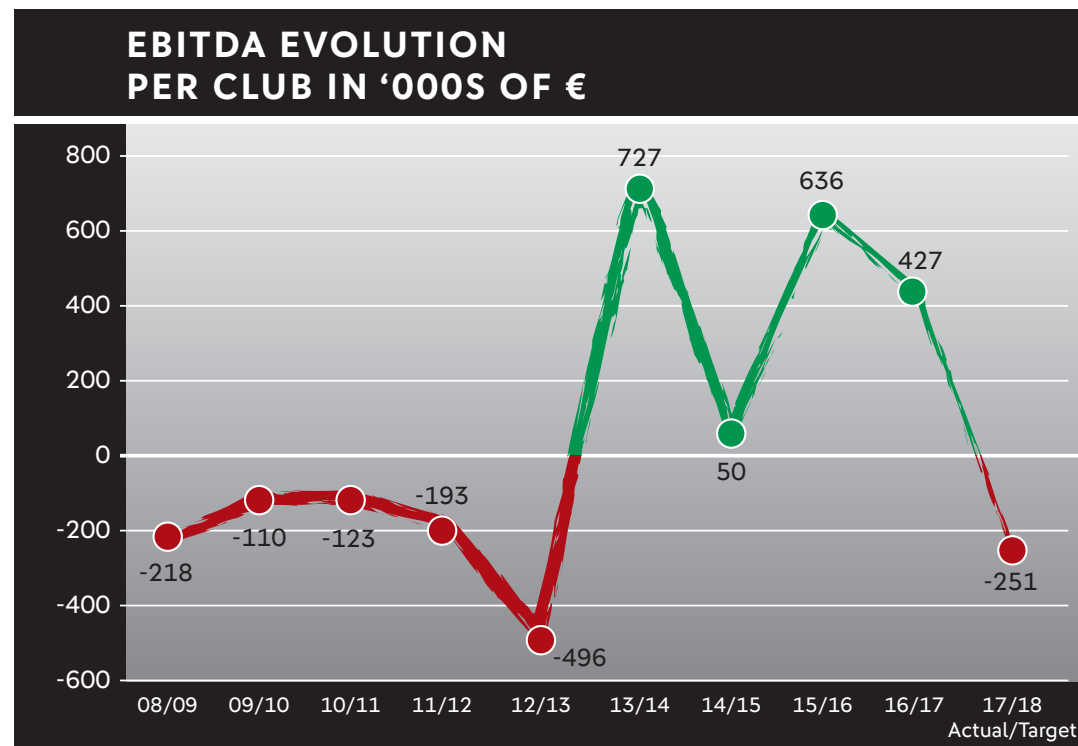


IF YOU  
MAKE IT HERE,  
YOU'LL MAKE IT  
ANYWHERE.

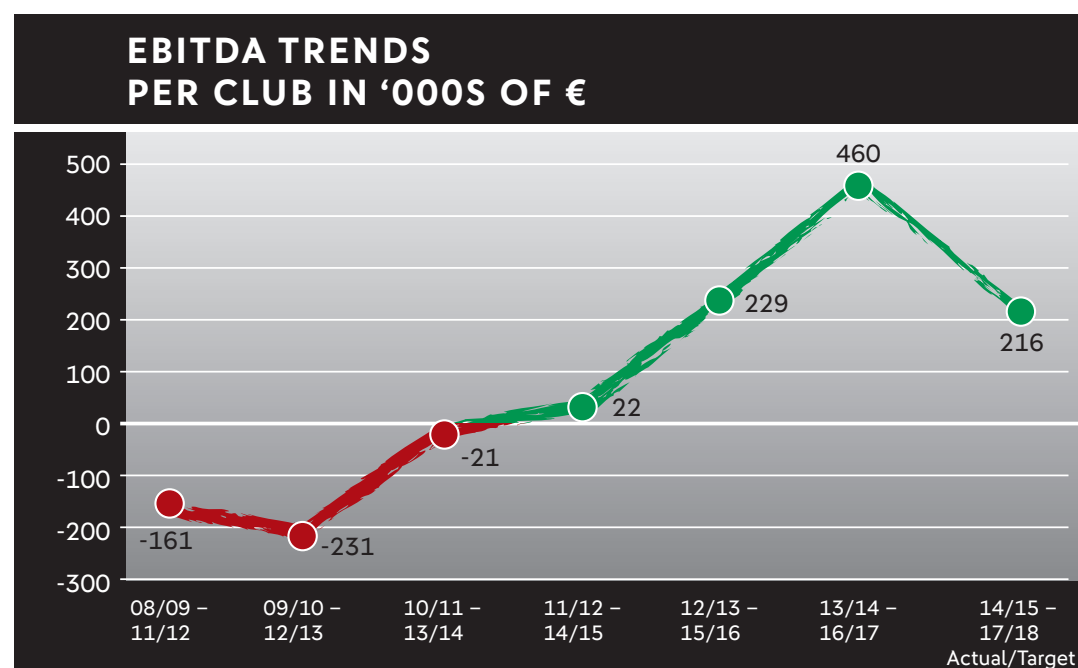


# THE 3. LIGA 2017/2018 FINANCE – PROFIT & LOSS STATEMENT

After four consecutive years with a positive average, the EBITDA (earnings before interest, taxes, depreciation and amortisation) has once again finished with a negative value, according to the actual/target data for 2017/2018.



The trend for the EBITA KPI continues to appear positive overall across the seasons.



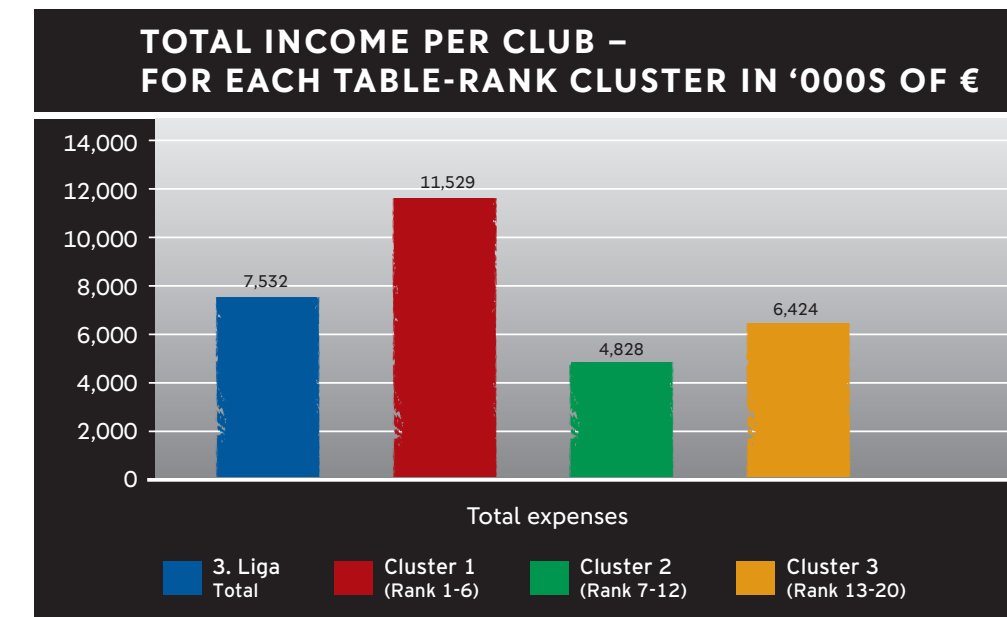
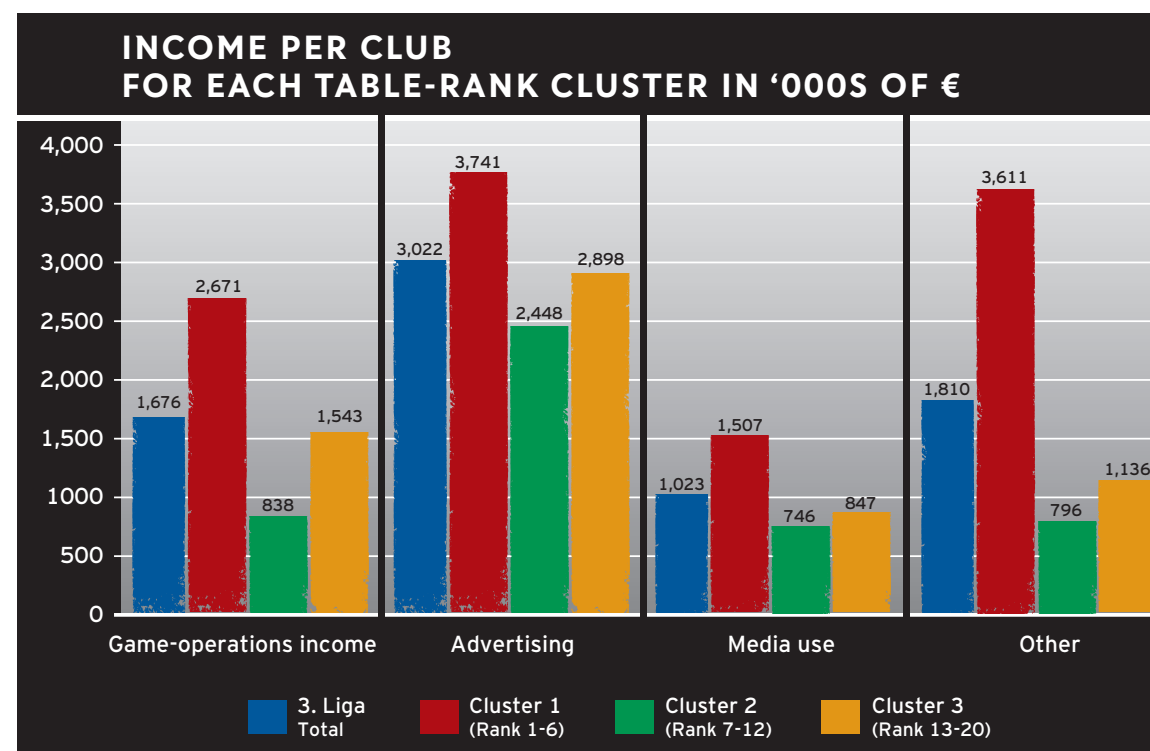


## CLUSTERING

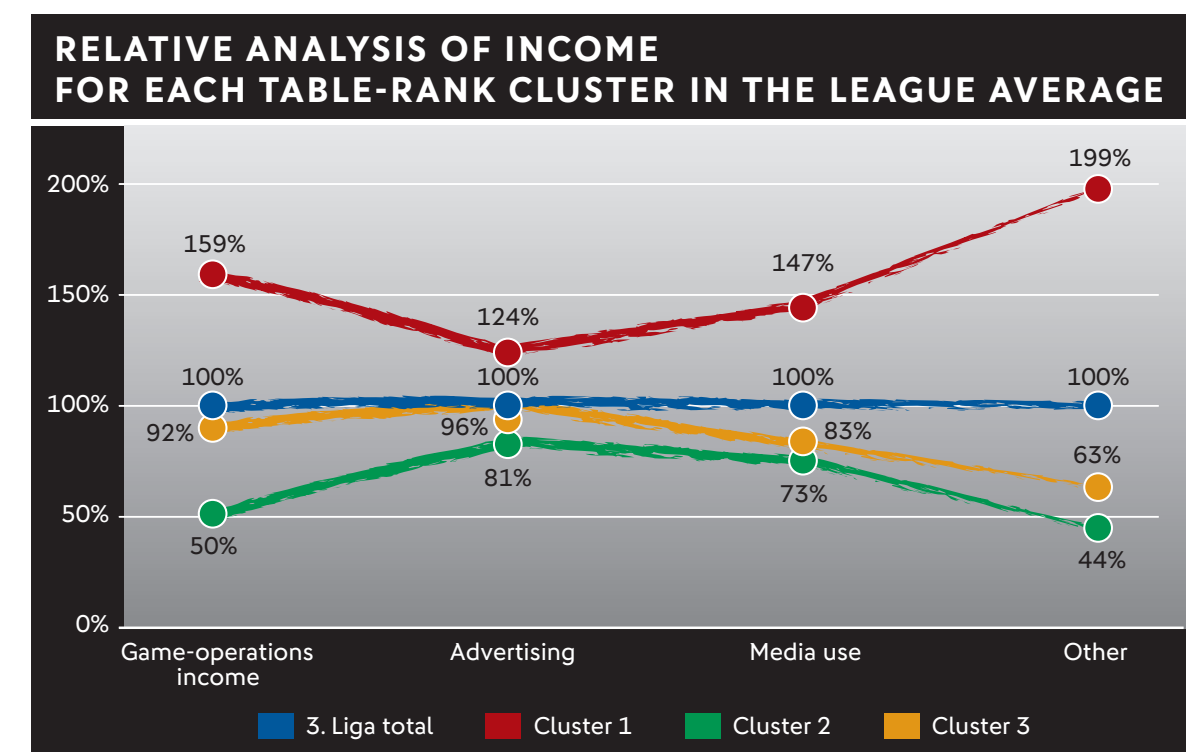
Dividing the clubs into groups (clusters) based on staffing expenses for game operations enables a better comparison between clubs of similar structures and sizes. It also sheds light on the balance across the division, as well as the competitiveness of lower-budget clubs. It is worth emphasising that the clubs in cluster 2 and 3 do not achieve the 3. Liga average in any income or expense item – proving the “dominance” of the six cluster-1 clubs in terms of financial situation.

## CLUSTERING BY TABLE RANK

The 19 non-reserve teams were split into one group of 7 and two groups of 6. The final standings were adjusted to take into account the SV Werder Bremen reserve team. Cluster 3 achieved higher income than cluster 2 in all main items.

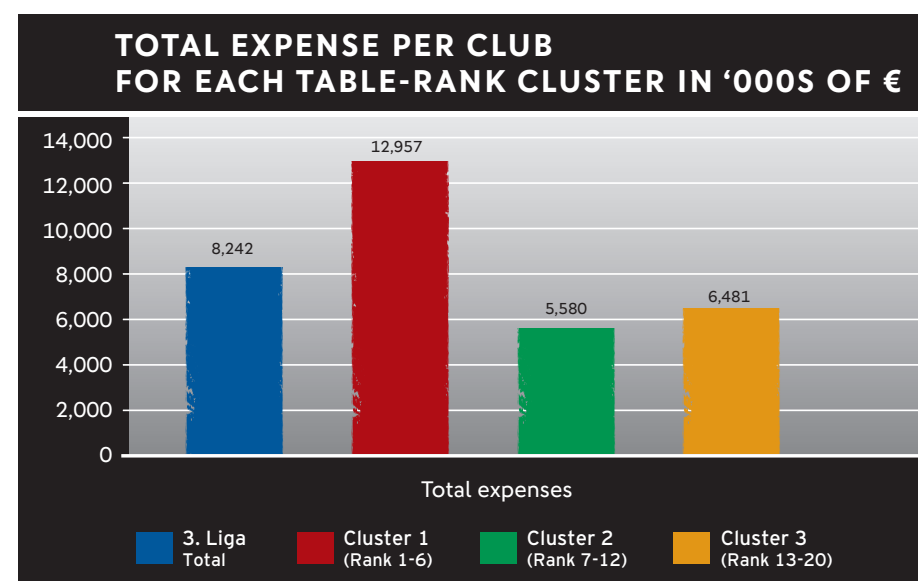
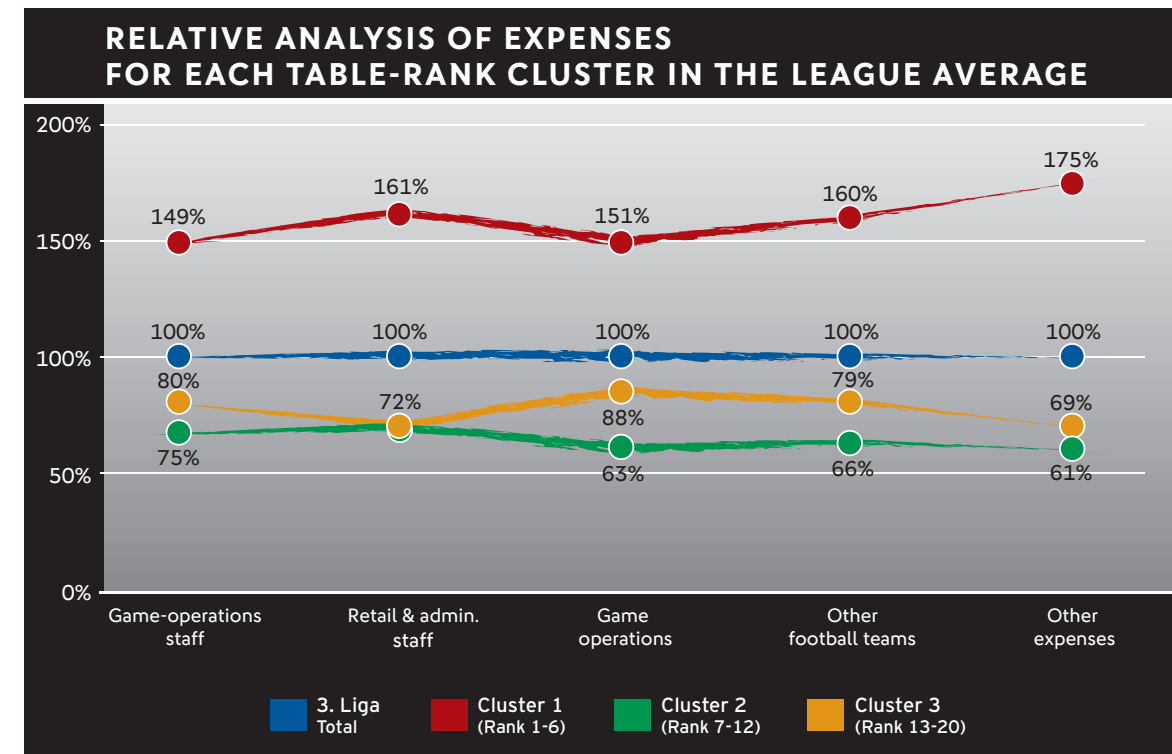
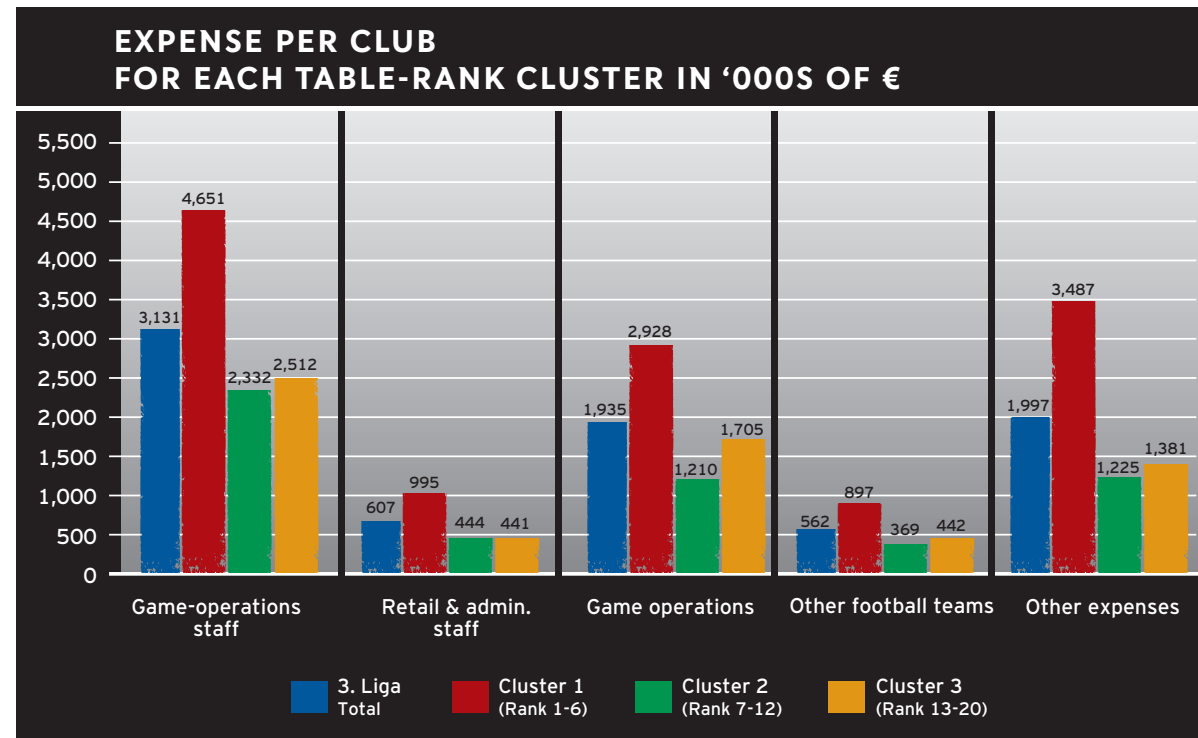


The relative analysis of total income shows a spread towards cluster 1, particularly for “Other income” and “Game-operations income”, while the clubs/clusters are bunched closer together for “Advertising”.





The clubs in cluster 1 are also much higher than the clubs in clusters 2 and 3 for the expense items. Apart from the virtually identical values in “Staffing expenses for retail & administration”, cluster 3’s expenses are – similarly to the income – higher than those of cluster 2, and this is also reflected in the graph for total expenses.



**DOUBTING ONCE  
SHATTERS  
MORE DREAMS  
THAN LOSING ONCE.**



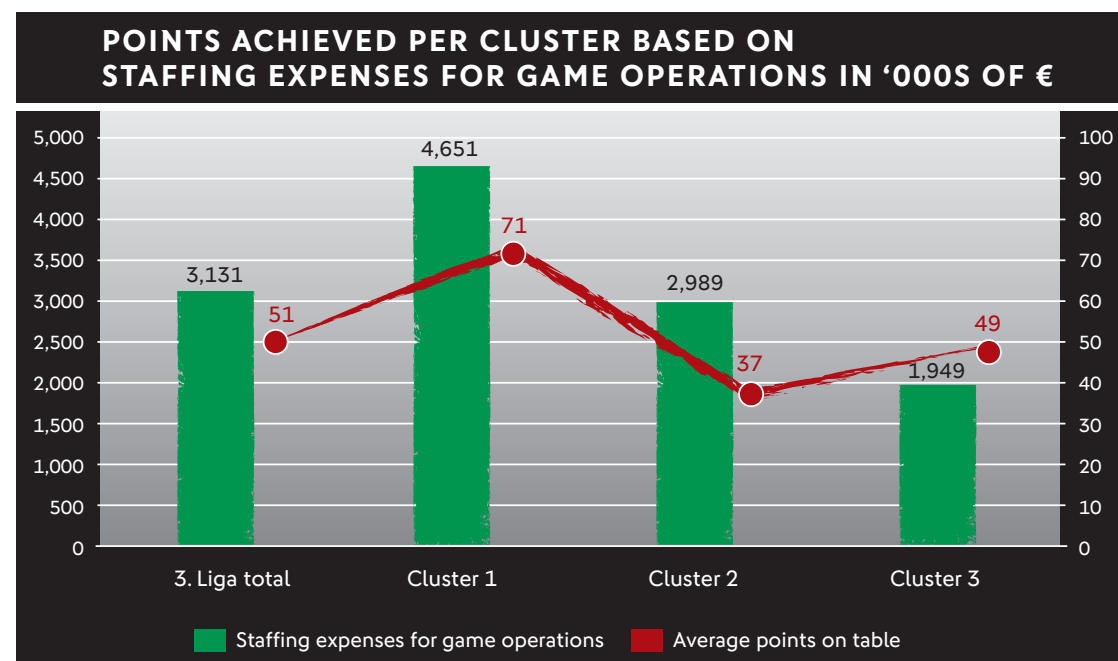
## CLUSTERING BASED ON STAFFING EXPENSES FOR GAME OPERATIONS

The clustering based on staffing expenses for game operations saw the 19 non-reserve teams split into one group of 7 and two groups of 6 (clusters) as follows:

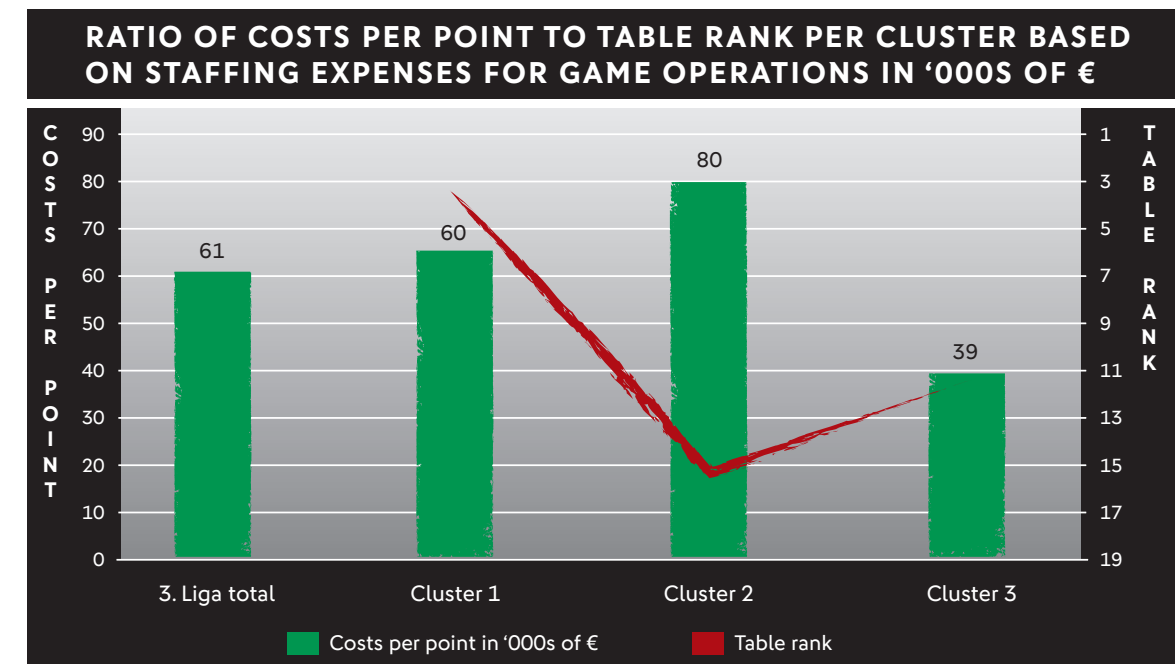
- Cluster 1 (six clubs):** Staffing expenses for game operations > 3.6 million Euros
- Cluster 2 (six clubs):** Staffing expenses for game operations 2.69 – 3.6 million Euros
- Cluster 3 (seven clubs):** Staffing expenses for game operations < 2.69 million Euros

The clubs with the highest staffing expenses ultimately also have the highest total expenses.

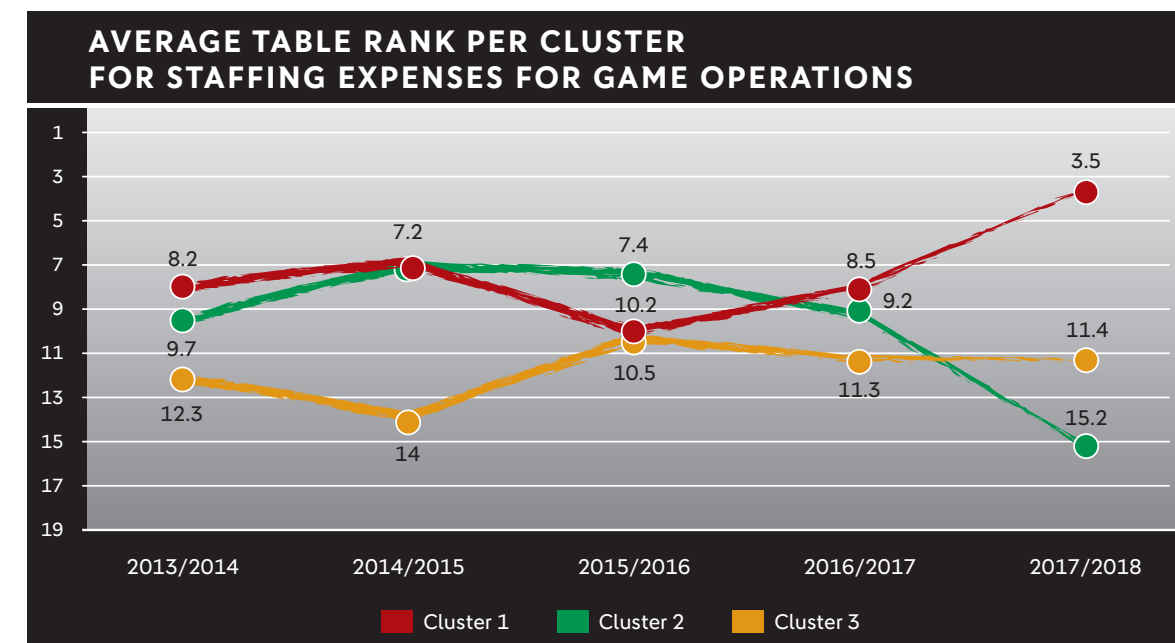
The third-division teams achieved an average of 51 points on the field during the 2017/2018 season. While cluster 2 “only” achieved an average of 37, cluster 3 was able to obtain a higher yield with 49. Cluster 1 has an average of 71 points.



Of note is the ratio between costs per point and the corresponding rank in the final standings. It clearly shows that cluster 2 records the highest expenses per point, and, on average, occupies the lower end of the table!



The six clubs with the highest staffing expenses for game operations also achieved the best average table rank during the 2017/2018 season (rank 3.5) – well clear of cluster 3 (11.4) and cluster 2 (15.2). In the previous years, it had been some of the clubs from cluster 2 that had achieved the best average table rank. While cluster 3 very consistently achieves a table rank of between 10.5 and 14, the table results for clusters 1 and 3 fluctuate more.





- For the first time ever, the 3. Liga secured a main league partner at the start of the 2017/2018 season in the form of bwin.
- A total of 1,378 hours of reporting was dedicated to the 3. Liga on free-to-air and pay TV during the 2017/2018 season. Report duration more than triple compared to 2016/2017.
- For the first time in 3. Liga history, all 380 games of the season were broadcast live.
- The Monday game between 1. FC Magdeburg and FC Rot-Weiss Erfurt generated the season's highest live reach on TV with 560,000 viewers.
- The live broadcasts on free-to-air TV increased by 43 hours to a total of almost 474 hours, but the average reach for live games on free-to-air TV dropped from 270,000 to 220,000 viewers.
- The amount of media exposure from 3. Liga reports (videos, print and online) rose by 7%.
- The 3. Liga became an official part of the globally successful "FIFA 18" video-game series by EA Sports for the first time.
- With a negative equity of an average of € 0.845 million, the third-division teams generally continue to be overextended on their balance sheets. As at 31/12/2017, only eight of the 19 clubs had positive equity.
- The third-division teams once again invested a relevant amount (7% of their total expenses) in youth development during the 2017/2018 season. On average, this meant over half a million Euros per club!
- In 2017/2018, the "Other football teams" item was the only expense item to have increased among the third-division teams.
- The total expense has dropped by approx. 6% compared to 2016/2017. Staffing expenses for game operations and other expenses for game operations were particularly lower in 2017/2018.
- Following the positive result from the previous season, the 2017/2018 season result was once again negative, at an average of € 0.662 million. Only four clubs recorded an annual surplus in the "actual" plan for 2017/2018.



THOSE  
WHO  
FINISH #3  
WANT  
TO BE #1.

## IMPRINT

Publisher:  
Deutscher Fußball-Bund e. V. (DFB)  
Department of Game Operations, Leagues and Competitions  
Otto-Fleck-Schneise 6  
60528 Frankfurt  
Telephone: (0 69) 6 78 80  
Fax: (0 69) 6 78 82 66  
Internet: [www.dfb.de](http://www.dfb.de)  
Email: [info@dfb.de](mailto:info@dfb.de)

Responsible for content:  
Heike Ulrich, Director of Associations, Clubs and Leagues

Editorial co-ordinators:  
Manuel Hartmann, Head of Match Operations, Leagues and Competitions  
Jens Futterknecht, Department of Match Operations, Leagues and Competitions  
Jochen Breideband, PR and fans

Image sources:  
Getty Images

Design & production:  
B2 Design, Ulanenplatz 2, 63452 Hanau  
[info@b2design.info](mailto:info@b2design.info)





**ZEIGT'S  
UNS!**



[dfb.de/3-liga](http://dfb.de/3-liga)



[facebook.com/die.dritte.liga](https://facebook.com/die.dritte.liga)



[twitter.com/DFB\\_3Liga](https://twitter.com/DFB_3Liga)



[fussball.de](http://fussball.de)