

LIGUE 1 McDONALD'S ACCELERATES ITS INTERNATIONAL GROWTH WITH NEW STRATEGIC BROADCAST PARTNERSHIPS

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As the 2026/2027 season gets underway, LFP Media is unveiling a series of new strategic broadcast agreements that further strengthen the international presence of Ligue 1 McDonald's. This season, Ligue 1 McDonald's will be available in 215 territories worldwide through a network of 53 broadcast partners, delivering the competition in 44 languages.

These new agreements mark an important milestone in the league's development across two of the world's most dynamic and populous markets.

In India, Ligue 1 McDonald's has partnered with JioStar, a major player in the country's media landscape. Created through the merger of Reliance's media businesses and The Walt Disney Company's operations in India, JioStar is now one of the world's leading media and entertainment groups, with a dominant position in sports broadcasting and streaming across India. As the broadcaster of major sporting events, including the country's most prestigious cricket competitions, JioStar will provide Ligue 1 McDonald's with outstanding visibility among hundreds of millions of Indian viewers. At least four matches from each matchday will be available on JioHotstar, while a selection of matches will also be broadcast on the Star Sports Network channels. Through this agreement, Ligue 1 McDonald's continues its ambition to attract new fans in one of the most strategic and significant markets for its international growth.

In Indonesia, Ligue 1 McDonald's has partnered with Emtek, a leading media and digital group in Southeast Asia. The competition will be available in full on Vidio, the group's flagship streaming platform and the market leader in Indonesia. With tens of millions of users, Vidio has established itself as the country's premier destination for sports streaming.

In the United Kingdom and Ireland, Sky, Europe's leading pay-TV group and a benchmark broadcaster for premium sports content, will air Ligue 1 McDonald's highlights. This enhanced exposure complements the existing offering available locally through Ligue 1+.

In Spain, DAZN, one of the world's leading sports streaming platforms, will broadcast the full season and every Ligue 1 McDonald's fixture after carrying the final two matchdays of the 2025/2026 campaign.

Brazil remains another key market for the competition. CazéTV, which has rapidly become one of the country's leading digital sports broadcasters and delivers record audiences for Ligue 1 McDonald's, will now be joined by XSports, Brazil's first free-to-air sports channel, which will broadcast three matches per matchday. This complementary approach, combining digital distribution and free-to-air television, will further expand the league's reach and audience.

These new agreements further strengthen an already well-established international broadcast network that includes partners such as Canal+ International in French-speaking Sub-Saharan Africa, SuperSport across English-speaking African territories, beIN SPORTS in the Middle East and North Africa, CCTV and MIGU in China, DAZN in Germany, Austria and Switzerland, and FOX Sports in

Mexico.

With a presence across 215 territories, 53 broadcast partners and coverage available in 44 languages, Ligue 1 McDonald's continues to reinforce its status as a truly global championship. The 30% growth in international audiences recorded during the 2025/2026 season reflects the increasing appeal of French football and the success of LFP Media's international development strategy.

<https://www.lfp.fr/article/ligue-1-mc-donald-s-accelerates-its-international-growth-with-new-strategic-broadcast-partnerships>