

FIFA+ to Bring Serie C NOW, Coppa Italia, and Supercoppa Serie C to Global Audience

- FIFA+ will show the competitions live and for free to Serie C fans outside of Italy through agreement with rights agency Comintech
- A selection of the 30 games per match day will be streamed live on the FIFA+ platform, allowing fans worldwide to experience the third tier of Italian men's football with 60 cities involved
- Serie C NOW, organized by Lega Italiana Calcio Professionistico, debuts on FIFA+ from Saturday 11th November

FIFA+ has announced a new agreement with Comintech to secure the international non-exclusive transmission rights for **Serie C NOW, Coppa Italia, and Supercoppa Serie C**, bringing Italian football to fans worldwide for free.

This collaboration marks a significant milestone in the world of Italian football, allowing fans from all corners of the globe to witness the excitement of Serie C NOW live on the FIFA+ platform.

Under the agreement, in the initial phase a selection of the 30 games per match day will be available for international audiences on the FIFA+ platform, with this escalating to include all games as the league heads towards its conclusion.

The deal between FIFA and Comintech, the Italian sports agency that owns the international media rights from Lega Pro competitions, ensures that Serie C NOW, the third tier of Italian men's football, gains a global audience.

Lega Pro's recent domestic rights partnership with Sky Italy paved the way for this international expansion.

The Serie C NOW matches will debut on FIFA+ from Saturday 11th November and the live broadcast will be accessible worldwide, excluding Italy.

Romy Gai, FIFA Chief Business Officer said:

“We're delighted to be welcoming Serie C NOW to the FIFA+ platform and continuing to bring a global audience to brilliant football from around the world. Serie C harbours some of the best storylines in Italian football, and is a showcase of the exciting talent across the country. Now, fans around the world can keep track of the action for free on FIFA+.”

Chairman of Lega Pro, Matteo Marani said:

“With the agreement between Comintech and FIFA+, many Serie C NOW’s Italian fans abroad will be able to keep connected to their origins, rediscover their sense of belonging, and watch the matches of their favourite team that they have always followed. This agreement highlights the international fame of our Lega Pro. We’re happy for supporters and for this new possibility which will broaden the visibility of the brand of the Serie C clubs and their partners”.

Matteo Brambilla, MD of Comintech, added: “With this important agreement we’re pleased to support in the global distribution of Italian football and continue to grow the game around the world.”

Organized by the Lega Italiana Calcio Professionistico, the league is structured into three groups, each comprising 20 teams, representing northern, central, and southern Italy respectively. The top-ranked teams from each group advance to Serie B, while second to tenth-placed teams, along with the winner of Coppa Italia Serie C, progress to playoffs for a chance at promotion.