

Deutscher Fussball Bund & the Tech Revolution: How TCG Digital Is Transforming the Game

Football is getting smarter, more inclusive, and exciting

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[Deutscher Fussball Bund](#) (DFB), the iconic heartbeat of German football, has partnered with [TCG Digital](#), a global leader in enterprise data intelligence & AI driven transformation, to bring about a digital transformation that promises to redefine the way fans, players, and stakeholders experience the adrenalin-rushed, enthusiastic, and super-charged game of football. This collaboration is poised to revolutionize football as we know it, forging new pathways of innovation and fan engagement ensuring that football remains not just a sport but a global phenomenon uniting billions.



L-R: Kaushik Moulik, Founder - India Football Centre; Kay Dammholz, Director Media Rights - DFB; Debdas Sen, CEO - TCG Digital; and Keya Chatterjee, Global Marketing Head - TCG Digital

At the heart of this alliance is a pioneering “Co-Innovation Lab” that brings data intelligence & AI into the heart of football. From enhancing fan engagement to potentially scouting the next big talent, this lab is set to seamlessly integrate transformative technology into every facet of the sport. Starting with India and later potentially rolled out to further countries, fans can look forward to live multilingual commentary, automated match intelligence connecting the global community and much more; the unparalleled football archive of DFB may even be made smarter and better for preserving and rejuvenating the game’s rich history.

This collaboration sets the stage for a new era in football innovation and fan connection. Together, TCG Digital and DFB aim to explore the future of the sport, delivering unparalleled experiences to the fans.

Statements from Our Champions:
Kay Dammholz, Director Media Rights, DFB

"As German Football Association it is our desire and responsibility to use modern technology to try and improve the game that we all love. TCG Digital with its AI capabilities and proven technology know-how in many other industrial fields is a perfect partner for this endeavour. We will combine forces to try out new technologies and test their practicability and marketability. Every test case that proves viable we will then look to implement into our day-to-day operations and into the way we market our leagues and competitions to media partners and fans."

Debdas Sen, CEO, TCG Digital

"At TCG Digital, we believe in the transformative power of data intelligence and AI to transcend boundaries through our [AI platform mcube](#). Football is the perfect stage to showcase this potential, and our collaboration with the DFB is a testament to our commitment to innovation and excellence."

Arunava Mitra, Vice President EMEA, TCG Digital

"This collaboration is more than just technology—it's about redefining how fans engage with the game, how talent is discovered, and how stories are told. Together, we're setting new benchmarks for passion and innovation in sports, elevating football to new heights."

This collaboration was announced at the DFB headquarter in Frankfurt featuring industry leaders like Kay Dammholz, Director Media Rights -DFB, Kaushik Moulik, Founder - India Football Centre, Debdas Sen, CEO - TCG Digital, and Keya Chatterjee, Global Marketing Head - TCG Digital. In the audience were eminent dignitaries including Fabian Veit (International Head - TSG Hoffenheim), Jan Mayer (CEO of Innovation - TSG Hoffenheim), Dietmar Beiersdorfer (CEO - FC Ingolstadt), Navas Meeran (President - Kerala Football Association), Gerhard Riedl (Founder - Indian Football Center, Austria), and key representatives from the Indian fraternity in Germany.

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