



The Maple League continues on the Ruutu channel

Finnish Maple League games will continue to be broadcast on Ruutu channel with multiple year contract. The agreement between the Finnish American Football Association and Nelonen Media also covers the matches of the Women's Maple League and the Men's Division I.

With the agreement, every match of the regular season and playoffs of all American football leagues (men's and women's Maple League and men's Division I) will be seen live on Ruutu. During the coming season, Finnish fans will be offered as many as 82 live American football broadcasts. The season culminates on September 11 with the Maple Bowl XLII game.

The games of the Maple League are produced as high-quality multi-camera productions with pre game studios, as in previous years. Women's Maple League and Men's Division will be broadcasted with lighter single-camera production, including graphics and action replays, but without commentators. Finnish production company Grassmark Oy is responsible for production in all games.

SAJL chairman **Roope Noronen** is excited about the agreement:

"It is great that the opportunity to watch American football leagues in Finland is growing. Our audiences have grown rapidly. Getting two new high-quality leagues covered live on TV will probably increase the interest football even more in the future."

Tuomas Saarela, Head of Nelonen Media's domestic sports productions, is pleased with the growth of the American football offering in Ruutu:

"It is great to continue the coverage of top American football in Ruutu. The Maple League has been a product that works in Ruutu, and I believe that interest in the sport will continue to grow as we add women to the Maple League and Division I offerings. The Women's Maple League is also a good addition to the already strong Ruutu coverage of women's top league sports."

More information:

Roope Noronen
President, SAJL
+345 400 634 968