

Dolby and MagentaTV Bring Fans Closer to the FIFA World Cup 2026™ in Germany with Dolby Vision and Dolby Atmos

Deutsche Telekom's MagentaTV to become the first platform in Germany to broadcast a major football tournament in Dolby



SAN FRANCISCO (June 10, 2026) - [Dolby Laboratories](#) (NYSE: DLB) and Deutsche Telekom today announced that MagentaTV will bring fans a premium FIFA World Cup 2026™ viewing experience, becoming the first platform in Germany to broadcast a major football tournament in Dolby Vision® and Dolby Atmos®. All 104 matches will be delivered in vibrant, vivid imagery and immersive sound, transporting audiences to the center of the stadium, surrounded by the cheers of thousands of fans.

Together, Dolby Vision and Dolby Atmos transform sports from something you watch into something you feel. Dolby Vision reveals every detail of the action with lifelike colors, sharp contrast, and richer depth - from the tears of joy on a

goalkeeper's face to the grass stains on a striker's kit. Dolby Atmos delivers an immersive, multi-dimensional sound experience that puts you in the stadium: the roar of 80,000 fans, the metallic clang of the ball striking the goal post, the eruption of "GOAL!" after a big play. Watching sports in Dolby is the closest thing to being there.

"The World Cup is one of the most emotional and unifying sporting events in the world, and Dolby is excited to bring that experience to fans across Germany with Deutsche Telekom and MagentaTV," said Javier Foncillas, VP, Commercial Partnerships & Global Sales at Dolby Laboratories. "Live sports continues to be one of the most compelling entertainment experiences for audiences worldwide, and Dolby Vision and Dolby Atmos elevate every match with stunning picture quality and immersive sound. Whether it's the anticipation before kickoff or the roar of the crowd after a decisive goal, Dolby helps bring fans closer to every moment."

This marks both a global sporting milestone and new chapter for premium live sports broadcasting in Germany. This collaboration reinforces Deutsche Telekom's leadership in premium TV and streaming experiences. MagentaTV will air all 104 matches of the tournament, 44 of them exclusively, on three channels, with over 1,000 hours of programming—all delivered in Dolby Vision and Dolby Atmos, bringing fans right into the action.

"Especially in football, Dolby Atmos ensures a significantly more realistic depiction of stadium atmosphere - from the soundscape in the stands to the positioning of commentators and match actions. This makes us more realistic in the situation during the World Cup matches, closer to the action - it's like sound in 3D. I'm thrilled that we can offer our customers the best that technology has to offer in picture and sound for the World Cup," says Arnim Butzen, responsible for MagentaTV within Deutsche Telekom.

Live sports remain one of the most powerful ways audiences connect with entertainment, and Dolby continues to work with broadcasters, streaming services, leagues, and technology partners around the world to expand the availability of Dolby Vision and Dolby Atmos. Through its collaboration with Deutsche Telekom and MagentaTV, Dolby is helping set a new experience for sports viewing in Germany.

How to Experience FIFA World Cup 2026 in Dolby on MagentaTV

To enjoy Dolby Vision + Dolby Atmos, viewers should ensure their MagentaTV receivers are set up optimally:

- Go to Settings (gearwheel) > MagentaTV-Settings > Recordings & Channels > TV resolution > select UHD
- Go back in MagentaTV-Settings > Audio -> Audio format > select Dolby Audio

Note: A Dolby Vision capable TV and Dolby Atmos ready TV/Soundbar/Home-Cinema-System is required.

About Deutsche Telekom:

With over 273 million mobile customers, more than 24 million fixed-network lines, and more than 22 million broadband customers, we are one of the leading integrated telecommunications companies worldwide.

We provide fixed-network/broadband, mobile, internet, and internet-based TV products and services for consumers, and information and communication technology (ICT) solutions for business and corporate customers. We have an international focus and are represented in more than 50 countries. With some 200 thousand employees worldwide (as of December 31, 2025), we generated revenue of EUR 119.1 billion in the 2025 financial year. 78.0 percent of the Group's net revenue is generated outside of Germany.

<https://www.telekom.com/en/company/companyprofile/company-profile-625808>

About Dolby

[Dolby Laboratories](#) (NYSE: DLB) is a world leader in immersive entertainment. From movies and TV, to music, sports, gaming, and beyond, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide across all their favorite devices. We partner with artists, storytellers, and the brands you love to transform entertainment and digital experiences through groundbreaking innovations like [Dolby Atmos](#), [Dolby Vision](#), [Dolby Cinema](#), and [Dolby OptiView](#).

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