



# MEDIA content rights sales: UEFA Europa League

Last Update: 21 December 2009

In accordance with the principles established by the European Commission, the UEFA Europa League™ (seasons 2009/2010 to 2011/2012) media content rights sales process will be conducted by TEAM Marketing AG on behalf of UEFA on a market-by-market basis. Such process will involve an 'Invitation to Submit Offer' (ISO) inviting all Qualified Content Distributors to submit offers for various media content rights.

Rights will be offered on a platform neutral basis. As a result, successful bidders for live match rights will benefit from exclusivity across all media platforms (including television, Internet and mobile) throughout the entire live match.

## Qualified Content Distributors only

For these purposes, a 'Qualified Content Distributor' is an organisation with the capacity to distribute audio-visual content via any transmission technique. This may include (but shall not be limited to) television broadcasters, Internet service providers, mobile networks and/or IPTV operators.

## Staggered sales process

The sales process will be staggered with different start and end dates per market. Once such process has started for a market, Qualified Content Distributors will be able to request the ISO from TEAM Marketing AG at the following e-mail address: [iso-europa@team.ch](mailto:iso-europa@team.ch)

## Contracts signed

### Europe

Country(ies)	Contracting parties
Albania	Super Sport SH.A. RTSH (Radio Televizioni Shqiptar)
Austria	Sky Austria GmbH Sat.1 Privatrundfunk und Programmgesellschaft M.B.H.
Azerbaijan	Public TV and Radio Broadcasting Company of Azerbaijan
Belarus	State National TV and Radio Company of Belarus
Belgium	Vlaamse Radio en Televisie (VRT) AB Droits Audiovisuels Euro 1080 NV (Exqi Sport)
Bosnia & Herzegovina	OBNI TV HD-WIN D.O.O. Beograd
Bulgaria	TV2/Ring TV Bulgarian National Television
Croatia	HRT-Hrvatska Radiotelevizija
Cyprus	Cyprus Broadcasting Corporation (CYBC) Cyprus Telecommunications Authority (CYTA)
Czech Republic	Ceska Televize
Denmark	Viasat Sport AS
Finland	MTV Oy
France	Metropole Television (M6/W9) Canal+



Germany	Prosiebensat 1 Media AG Sky Germany AG
Greece	Antenna TV SA Netmed Hellas SA (Nova Sport)
Hungary	S.C. RCS&RDS SA (Digi Sport/Story TV)
Iceland	365 Media (Stod 2 Sport)
Israel	Charlton Limited
Italy	RTI (Mediaset) Interactive SPA (Sportitalia)
Kazakhstan	JCS National Information Holding "Arna Media" (Khabar TV)
Macedonia	TRD Kanal 5 Televizija
Malta	Melita Cable Plc.
Moldova	Mediapro Ltd
Montenegro	HD-WIN D.O.O. Beograd Radio Television of Montenegro
Netherlands	Eredivisie Media & Marketing CLT-UFA SA (RTL)
Norway	Viasat Sport AS
Poland	Nord License AS (Polsat)
Portugal	Sport TV Portugal SA SIC SA
Republic of Ireland	TV3 Television Network Ltd Setanta Sports
Romania	S.C PRO TV SA
Russia	NTV-PLUS
Serbia	HD-WIN D.O.O. Beograd Broadcasting Company "B92" A.D.
Slovakia	Slovak TV
Slovenia	Radio Televizija Slovenija
Spain (including Andorra)	Canal Satélite Digital SA Gestevision Telecinco SA
Sweden	TV4 AB
Turkey	Dogan TV Holdings AS
Ukraine	Poverkhnost Sport TV- LLC
United-Kingdom	ITV Plc. Channel 5 Broadcasting Ltd ESPN Ltd

### Ex-Europe

Country(ies)	Contracting parties
Australia	Special Broadcasting Service Corporation (SBS)
Brazil	ESPN Do Brasil Eventos Esportivos LTDA
Brunei	Astro Supersport
Canada	Teletatino Network Inc.
Caribbean, Central and Latin America	Fox Sports Latin America Limited



(except Brazil)	
China	ESPN STAR Sports Sina Corporation Xinhua Finance Media Limited
El Salvador	Telecorporación Salvadoreña (Canal 4)
Hong Kong SAR	i-Cable Sports (BVI) Limited
Indian Sub Continent	Ten Sports Zee Sports
Indonesia	Astro Supersport
Japan	Sky Perfect Jsat Corporation
Latin America	Televideo Services Inc.
Macau	Teledifusao de Macau SA
Malaysia	Astro Supersport
Mauritius	Mauritius Broadcasting Corporation
Middle-East and North Africa	Al Jazeera
Nigeria	Daar Communications Plc. HiTV Limited
Oceania	ESPN Inc.
Panama	Televisora Nacional S.A.
Singapore	SingTel i2i Pte Ltd
South-Africa, Lesotho and Swaziland	Supersport International (Pty) Ltd
South-Korea	CJ Media Inc.
Sub-Saharan Africa (except The Republic of South-Africa and Sudan)	Canal Overseas Afrique Optima Sports Management International (UK) Ltd/OSMI Supersport International (Pty) Ltd
Suriname	Suriname Cable & Communication Network NV
USA	Directtv Inc.
Venezuela	Meridiano TV (Continental TV CA)
Vietnam	Vietnam TV

#### Updated ISO list

The updated list of countries (subject to changes at UEFA's discretion) where an ISO has been issued is as follows:

#### EUROPE

Country(ies)	ISO Issue date	ISO Closing date for offer submissions
Albania	26.02.2009	30.03.2009*
Armenia	21.04.2009	12.05.2009*
Austria	05.06.2009	23.06.2009*
Azerbaijan	10.11.2008	11.12.2008*
Belarus	07.11.2008	03.12.2008*
Belgium	20.03.2009	23.04.2009*
Bosnia Herzegovina	26.02.2009	02.04.2009*
Bulgaria	05.11.2008	27.11.2008*



Croatia	26.02.2009	25.03.2009*
Czech Republic	16.03.2009	14.04.2009*
Cyprus	22.01.2009	18.02.2009*
Denmark	03.02.2009	27.02.2009*
Estonia	30.04.2009	03.06.2009*
Finland	03.02.2009	27.02.2009*
France	09.04.2009	07.05.2009*
Georgia	21.03.2009	21.04.2009*
Germany	09.05.2008	03.06.2008*
Greece	17.10.2008	12.11.2008 (2 p.m CET)
Hungary	16.03.2009	14.04.2009*
Iceland	16.06.2008	07.07.2008*
Israel	21.08.2008	22.09.2008*
Italy	24.10.2008	25.11.2008 (2 p.m CET)
Kazakhstan	10.11.2008	11.12.2008*
Latvia	30.04.2009	03.06.2009*
Lithuania	30.04.2009	03.06.2009*
Macedonia	06.01.2009	04.02.2009*
Malta	15.07.2008	12.08.2008 (2 p.m CET)
Moldova	13.01.2009	04.02.2009*
Montenegro	26.02.2009	02.04.2009*
Netherlands	24.04.2009	14.05.2009*
Norway	03.02.2009	27.02.2009*
Poland	28.04.2009	22.05.2009*
Portugal	26.11.2008	16.12.2008 (3 p.m CET)
Republic of Ireland	05.05.2008	28.05.2008 (2 p.m CET)
Romania	09.04.2008	30.04.2008 (3 p.m CET)
Russia	08.05.2008	29.05.2008*
Serbia	26.02.2009	02.04.2009*
Slovakia	16.03.2009	14.04.2009*
Slovenia	08.05.2009	08.06.2009*
Spain	28.10.2008	02.12.2008 (2 p.m CET)
Sweden	03.02.2009	27.02.2009*
Switzerland	11.11.2008	28.11.2008*
Turkey	21.01.2008	12.02.2008*
Ukraine	22.07.2008	18.08.2008 (12 p.m CET)
United Kingdom	21.04.2008	08.05.2008 (2 p.m CET)

### Non-Europe

Country(ies)	ISO Issue date	ISO Closing date for offer submissions
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Asia (except Japan)	18.02.2008	14.03.2008*
Brazil	03.02.2009	03.03.2009 (6 p.m CET)
Canada	03.02.2009	03.03.2009 (6 p.m CET)
Caribbean, Central and Latin America (except Brazil)	02.02.2009	03.03.2009 (6 p.m CET)
Middle East and North Africa	21.01.2008	14.02.2008*
Oceania	25.02.2009	30.03.2009 (10 a.m CET)
South- Africa, Lesotho and Swaziland	12.01.2009	11.02.2009*
Sub-Saharan Africa (except The Republic of South-Africa & Sudan)	07.04.2008	30.04.2008*
USA	03.02.2009	03.03.2009 (6 p.m CET)

KEY	
*	Deadline : 12:00 (Midday) CET