



Frequently Asked Questions

UEFA EURO 2012 Public Screening Licensing Programme





This document serves as a practical guide to the public screening licensing programme for UEFA EURO 2012. New questions may be added from time to time.

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1. The programme

What is the purpose of UEFA's public screening licensing programme?

The main purpose of the programme is to regulate the organisation of public screenings, given their increasing popularity with football fans. For safety and security reasons, as well to align such screenings with the commercial interests of UEFA's tournament partners, a set of rules underpin the organisation of public screenings. In addition, these rules clarify the procedure for the organisers this type of event.

Is the programme applicable in all countries?

Yes and no. UEFA controls the programme on a worldwide basis but in certain countries UEFA may appoint a third party to operate the programme on its behalf. If this is the case, it will be clearly communicated in the application process.

Is the programme applicable to all public screenings?

Yes and no. All public screenings are subject to a public screening licence issued by, or on behalf of, UEFA. However, UEFA will exempt from the licence requirement public screenings that meet **all** of the following conditions:

1. The screen used is smaller than 3 meters in diagonal.
2. The capacity of the screening location does not exceed 150 visitors.
3. There is no sponsorship or admission fee involved.

Do I need to have a separate licence for each match I want to show at my public screening?

No. A public screening licence, if granted, is valid for all 31 UEFA EURO 2012 matches. This is a major difference compared with UEFA EURO 2008. This step was taken to reduce paperwork and to facilitate the organisation of public screenings. There will be no need to reapply if a team progresses. This, however, also means that it will not be possible to apply for a licence to show only one match.



Do I need to get separate licences if I intend to organise public screenings at multiple locations?

Yes. Public screening licences are granted on a location by location basis. You must make a separate application for each location.

What is the difference between commercial and non-commercial public screenings?

The main difference is that commercial public screenings have a distinct commercial character (i.e. involve commercial activities, for example, the sale of food and beverages, sponsorship by third parties or admission fees being charged). Non-commercial public screenings involve no commercial activities at all.

What are the fees? Is there a rate card?

No licence fees are charged for non-commercial public screenings.

Licence fees are charged for commercial public screenings. The rate card will be published when the online application portal opens in December 2011. As an indication, for territories where public screening licences are issued directly by UEFA, fees start at €35 per square metre (per screen) for the smallest public screenings and increase gradually based on the screen size.

In those countries where UEFA appoints third parties to operate the public screening licensing programme, additional licensing conditions and fees may apply. Further details will be provided in due course.



2. Terms and conditions (T&Cs)

All public screenings are subject to UEFA's public screening [terms and conditions](#).

2.1 General

Are the public screening terms and conditions always applicable?

Yes. The public screening terms and conditions are always applicable and are not negotiable.

Are the terms and conditions the same for commercial and non-commercial public screenings?

The basis is the same but there are additional rules in relation to commercial activities at commercial public screenings.

I am using third parties in the organisation of my public screening. Do the terms and conditions also apply to them?

You are personally responsible for ensuring that any such third parties comply with the terms and conditions.

Do I need other authorisations in addition to a public screening licence from UEFA?

Yes. UEFA's public screening licence only relates to the use of the relevant live television signal transmitted by the relevant UEFA EURO 2012 broadcast partner on screens in public places (see paragraph 1.3 of the terms and conditions). No other authorisations (e.g. permits, clearances and licences) are granted by UEFA and must instead be obtained through the relevant authorities in your territory. Sections 1 and 2 of the terms and conditions deal with this in more detail.

2.2 Organisation of public screenings

I have an event agency and have been asked to organise a public screening on behalf of a company. Can I do this?

Yes. The licensee is legally responsible (and liable) for all aspects of the public screening. Accordingly, you must ensure that it is clear who is to act as the licensee (either you or the company that hired you) and the licence application must be made on that basis.

Are there any restrictions I need to be aware of if I am organising a public screening on behalf of a company/brand?

Yes. You must not involve any companies/brands (whether as organiser, supplier or (financial) partner) at your public screening if they are a (direct or indirect) competitor of any official UEFA EURO 2012 partner. Sections 2 and 4 of the terms and conditions, specifically paragraphs 2.3, 4.1c, 4.5 and 4.6, deal with this matter in further detail.

2.3 No rights of association and no right to use any UEFA EURO 2012 marks or materials

What does that mean in practice?

You must avoid creating the impression that your event is (officially) linked to or associated with UEFA EURO 2012. Some practical (non-exhaustive) examples for reference only are set out below.

Branding elements (including signage): These may not create, or create the impression of, any direct or indirect association with UEFA, the UEFA European Championship, UEFA EURO 2012 or any related marks:





NO

**PUBLIC
SCREENING**



YES

Promotion material: No use of UEFA and/or tournament marks and official names and no direct/indirect link between UEFA or UEFA EURO 2012 and any third party is permitted.



NO

**Live
Football!!!**

This Saturday from 18.00.
Location

YES



NO

The best football.
Together with '
Company X'

YES

As the examples show, 'association' extends to the creation of the impression of an association with UEFA, the UEFA European Football Championship, UEFA EURO 2012 or any related marks. In any event, you must not use official tournament names or references to UEFA. Generic statements help avoid confusion.



2.4 Third party involvement in public screenings

Is any third party involvement considered a commercial activity?

No. Only those activities that have a distinct commercial character, such as selling goods/products/services, or those that result in brand exposure for a third party, are considered to be commercial.

I intend to organise a commercial public screening and would like my local supermarket to sponsor the event. Is this allowed?

Yes. You can offer sponsorship opportunities to third parties provided that they are not considered to be a competitor of official UEFA EURO 2012 partners. In addition, you must always have offered the relevant opportunity to UEFA EURO 2012 official partners before offering it to any such third party. Section 4 of the public screening terms and conditions provides specific details in respect of the offer procedure and limitations.

Since I will have to first offer opportunities to UEFA's official partners (paragraph 4.1 of the public screening terms and conditions), how will I know who the official UEFA EURO 2012 sponsors and broadcast partners are?

Full details (including contact details) will be communicated when the online public screening licence application portal opens in December 2011.

What will the official partners expect from me?

When contacting an official partner, please provide a concise overview of your proposal, outlining the location of your event, the size, the commercial opportunity you are offering and your financial proposal. Your proposal should be financially viable and easy to implement.

What about the sale of food and beverages?

This is considered to be a commercial activity and is only allowed under a commercial public screening licence. Paragraph 4.5 of the public screening terms and conditions explains this in further detail.



Can a (local) radio station be involved for pre- and post-match entertainment for those attending the public screening?

Yes. You are allowed to organise pre- and post-match activities and entertainment, for example, by cooperating with any local radio station that is not a competitor of any official UEFA EURO 2012 broadcaster.

Can I give a third party (some) brand exposure in return for services provided?

Yes. This is considered a commercial activity and is only allowed under a commercial public screening licence. You must also respect the relevant provisions of the public screening terms and conditions.

Will UEFA help me in securing sponsorship deals?

No. This is a matter between the licensee and the third parties it wishes to involve. UEFA will, however, provide contact details of the official UEFA EURO 2012 sponsors and broadcasters.

What if none of the official partners are interested in sponsoring my event?

If an official sponsor has not responded to your initial proposal within 30 days of receipt, , you can – but only after 1 March 2012 – offer the commercial opportunity to third parties (for example to a local business) in accordance with the public screening terms and conditions (T&Cs paragraphs 4.1–4.4).

2.5 Screening requirements

What is the difference between the protected window and an uninterrupted broadcast?

During the protected window (paragraph 5.1), the only content that may be shown on-screen at the public screening is the official live match programme of the relevant UEFA EURO 2012 broadcaster and/or content provided by official sponsors.

You must show **live** the signal as broadcast by the official UEFA EURO 2012 broadcast partner in the territory without any interruption during the (live broadcast) periods described below.¹

Normal match (matches 2–30) – KO 18.00 or 20.45CET

KO -20 mins	KO -10 mins	Match			FW +5 mins
UEFA EURO 2012 sponsors only	Join live signal	First half	Half-time	Second half (and ET, Pen if applicable)	Live signal
	Uninterrupted live broadcast				
Protected window					

Opening game/final (matches 1 + 31) – KO 18.00CET (opening game) and 20.45CET (final)

Ceremony -10 mins	Ceremony + Match + Trophy lift			Trophy lift +5 mins
Join live signal	Ceremony + first half	Half- time	Second half (and ET, Pen if applicable)	Live signal
Uninterrupted live broadcast				
Protected window				

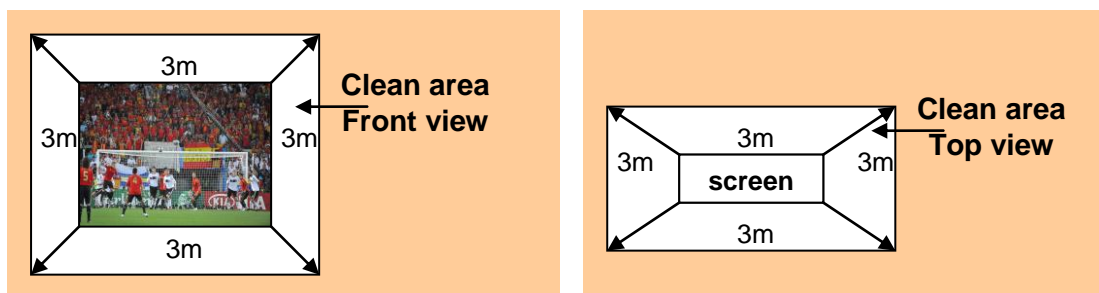
Abbreviations: KO = Kick-off, FW = Final whistle, ET = Extra time, Pen = Penalty shoot-out. In case of multiple matches on one day, the protected window is extended to cover the period between the first and last match played that day.

All kick-off times are CET. Please verify kick-off time in your time zone.



How does the “clean area” principle (T&Cs paragraph 5.4) work in practice?

You must ensure there is a clean area of three metres around each screen in all directions which is free from any (commercial) identification of any party other than official UEFA EURO 2012 sponsors and/or broadcasters. The city in which the public screening is held may be referred to in a standard text font (no logos). The clean area principle extends to any identification of (technical) providers or equipment.



What does an “unobstructed view” mean?

This simply means that, in principle, there should not be any obstacle blocking the spectators' view of the relevant screen(s).



3. Application process

How and when can I apply?

The application process will be managed through an online portal which will be accessible via www.UEFA.com. This portal will open in December 2011 following the UEFA EURO 2012 final draw. It will not be possible to apply for a licence before the portal opens. If you wish to receive an email reminder of the portal opening date, please click [here](#).

Is there a deadline for applications?

The application process closes on 18 May 2012. After that date it will no longer be possible to apply for a licence.

I will need to make further arrangements (e.g. suppliers), so when will I know if I have a licence?

UEFA aims, but does not guarantee, to give you feedback on your application within four weeks of its receipt.

How do I pay the fees for commercial public screenings?

Payments must be made online (credit card). You will receive an email stating the fees payable and instructions for your online payment. Once payment is received, the respective licence (if granted) will be binding and issued by email. Licence fees are non-refundable.

How do I keep track of my application?

You will not be able to track the status of your request. Once submitted, you will receive notification via email. Any further communication will only follow once your request has been evaluated by UEFA.

How do I update UEFA of changes to the information submitted in my application?

All changes must be communicated to UEFA by email; this includes changes after a licence has been granted. UEFA may accept or reject any such changes at its absolute discretion.



If I apply for a non-commercial public screening licence but later wish to change this into a commercial public screening licence, do I need to make a new application?

Yes. This will be considered as a new request.

What if I have a licence but decide to cancel the event?

You must notify UEFA via email of any cancellations. Please note that payments received by UEFA are non-refundable.

4. Final remarks

If I have further questions, who do I contact?

First of all, please make sure that you have read the terms and conditions carefully together with this FAQ document. In addition, more information will become available closer to the opening of the online application portal.

However, if necessary, you can always send an email to publicscreening@uefa.ch. Please allow our staff time to answer your question and note that the following information will only be communicated when the online application portal opens:

- Pricing
- Territories where UEFA is appointing third parties to operate its public screening licensing programme
- Contact details of UEFA's partners.

In addition, we recommend that you subscribe to our email reminder service. You will then automatically receive an email when the application portal opens and when additional information is made available. You can subscribe by clicking [here](#).

