



Media content rights sales: UEFA Europa League

Last Update: 26 April 2011

In accordance with the principles established by the European Commission, the UEFA Europa League™ (seasons 2012/2013 to 2014/2015) 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 broadcasters to submit offers for various media content rights.

Media content rights will be offered on a platform neutral basis. Such an approach will mean that successful bidders can exploit rights across all media platforms including television, Internet and mobile on a linear and on-demand basis. This platform neutral approach is aimed at ensuring maximum exposure while providing partners with programming flexibility in parallel.

Qualified broadcasters only

For these purposes, a 'qualified broadcaster' is a media content distribution organisation, that has (in the sole opinion of UEFA) the appropriate infrastructure, reach, resources and financial standing to distribute UEFA Europa League™ programmes in its territory.

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 broadcasters will be able to request the ISO from TEAM Marketing AG at the following e-mail address: ISO@team.ch

Contracts signed

Europe

Country(ies)	Contracting parties
Austria	Sky Österreich GmbH
Italy	RTI Spa (Mediaset)
Germany	Sky Deutschland Fernsehen GmbH
Russia	NTV-PLUS

Ex-Europe

Country(ies)	Contracting parties
Hong-Kong	The First Company Limited
Middle East & North Africa	Al Jazeera Satellite Network
Sub-Saharan Africa, Nigeria, South-Africa, Swaziland and Lesotho	SuperSport International (PTY) Ltd



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)/Regions	ISO Issue date	ISO Closing date for offer submissions
Austria	18.02.2011	22.03.2011*
Germany	18.02.2011	22.03.2011*
Italy	02.11.2010	30.11.2010*
Russia	11.01.2011	09.02.2011*
Switzerland	18.02.2011	22.03.2011*

EX-EUROPE

Country(ies)/Regions	ISO Issue date	ISO Closing date for offer submissions
Hong Kong	14.03.2011	11.04.2011 (10 a.m CET)
India Subcontinent	29.03.2011	10.05.2011 (10 a.m CET)
Latin America (except Brazil)	28.04.2011	2305.2011 (3 p.m CET)
Malaysia and Brunei	25.03.2011	29.04.2011 (10 a.m CET)
Middle East & North Africa	08.11.2010	06.12.2010*
Myanmar	22.03.2011	09.05.2011 (10 a.m CET)
Nigeria	18.03.2011	19.04.2011*
South-Africa, Lesotho and Swaziland	18.03.2011	19.04.2011*
Sub-Saharan Africa	18.03.2011	19.04.2011*
Thailand, Laos and Cambodia	22.03.2011	09.05.2011 (10 a.m CET)
USA	27.04.2011	23.05.2011 (3 p.m CET)

KEY	
*	Deadline : 12:00 (Midday) CET