



Union des associations européennes de football



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## **UEFA Cup 2009-12 media rights deal announced in Turkey**

### ***Dogan TV Holdings awarded rights for 2009-12***

UEFA announced today that it has awarded the UEFA Cup media rights for 2009-12 in Turkey to Dogan TV Holdings.

UEFA received offers from many media groups in Turkey and competition for the rights was such that three rounds of bidding were necessary before Dogan TV Holdings emerged as the clear winner.

Dogan TV Holdings will exploit the media rights on its KanalD TV channel – one of Turkey's leading free-to-air channels. KanalD will show live free-to-air coverage of the first choice match in each match week including the first choice match featuring a Turkish club as well as a weekly highlights programme. Additional live matches will be scheduled on DSport branded channels (part of the DSmart digital platform). Furthermore, the platform-neutral approach taken by UEFA means that Dogan has been granted Internet and mobile exploitation for all matches.

Dogan TV Holdings is UEFA's current partner for the UEFA Champions League and has just been awarded the media rights for the UEFA Champions League 2009-12 and UEFA Super Cup 2009, 2010 and 2011.

Commenting on the award of rights in Turkey, UEFA's Marketing Director, Philippe Le Floc'h, said:

"UEFA is delighted with the result of the first sale of UEFA Cup media rights in Europe.

"The high level of competition in the market for the award of these media rights is a further demonstration of the significant potential of the newly centralised UEFA Cup rights."

TEAM Marketing AG is the exclusive marketing partner of UEFA for the UEFA Cup.