



Union des associations européennes de football



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UEFA Champions League and UEFA Cup 2009-12 media rights deals announced in Germany

**ProSiebenSat.1 awarded exclusive free-to-air TV rights to both competitions;
Premiere awarded exclusive pay TV rights to UEFA Champions League**

ProSiebenSat.1 emerged from a highly competitive sales process to secure the exclusive free-to-air television rights to both the UEFA Champions League and UEFA Cup whilst Premiere has reinforced its position as the exclusive pay TV home of the UEFA Champions League in Germany.

For the UEFA Champions League, ProSiebenSat.1 has acquired the first choice live match package which will incorporate highlights from other matches (including all matches featuring German teams) taking place in a match week. Coverage will focus on the first choice live match on a Wednesday evening unless there is only one German team participating at any stage of the competition in which case the broadcaster retains the flexibility to follow the German team's matches whether they are on a Tuesday or a Wednesday.

Premiere has been awarded the rights to show all matches of the UEFA Champions League on their pay TV platform as well as highlights. This enables Premiere to continue with their successful "all matches, all goals" approach in Germany. The UEFA Champions League media rights for 2009-2012 will also include the UEFA Super Cup 2009, 2010 and 2011.

For the UEFA Cup, ProSiebenSat.1 will introduce a "UEFA Cup night" every match week on free-to-air which would comprise the live broadcast of two matches in a row followed by a highlights programme. This represents a huge step forward for the UEFA Cup in Germany.

Each broadcaster will also exploit the rights via the Internet and on mobile devices ensuring that fans in Germany will have an extensive choice of coverage.

Commenting on the award of rights in Germany, UEFA General Secretary David Taylor said:

"We are delighted to announce these deals with ProSiebenSat.1 and Premiere in Germany. The level of commitment shown by each demonstrates the continuing strength of broadcaster interest in the UEFA Champions League, the UEFA Super Cup and the UEFA Cup. These deals represent great news for football fans in Germany because they ensure the delivery of unrivalled coverage of German teams participating on the European stage.

"From season 2009-10 ProSiebenSat.1 will be the free-to-air home for both the UEFA Champions League and the UEFA Cup in Germany and as such will deliver significant audiences throughout the territory.

"Premiere, during the course of its longstanding partnership with the UEFA Champions League has excelled and UEFA is eagerly looking forward to continuing this partnership."

TEAM Marketing AG is the exclusive marketing agent of UEFA for the UEFA Champions League, UEFA Super Cup and UEFA Cup.

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