



Union des associations européennes de football



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UEFA Champions League 2009-12 media rights deals announced in Spain and Andorra

TVE and Forta awarded free-to-air rights; Mediapro awarded pay rights

UEFA today announced three separate deals with Spanish broadcasters for the 2009-12 UEFA Champions League media rights which will also include the UEFA Super Cup 2009, 2010 and 2011.

Spain's public broadcaster TVE has secured a major package of rights which includes the exclusive broadcast of the Tuesday first choice live match each matchweek on TVE 1. TVE will also show a Wednesday night highlights programme with comprehensive coverage of the action from the match week.

Forta (Federation of Regional Radio and Television Stations) has obtained the exclusive free-to-air rights to the first choice Wednesday live match. As a result, this match will be shown every Wednesday on the primary channel of each regional broadcaster which is part of the Forta network. The deal with Forta also means that fans in Spain will have access to highlights programmes on both Tuesdays and Wednesdays.

These deals with TVE and Forta will therefore guarantee two nights of live free-to-air coverage and highlights of the UEFA Champions League. Furthermore, each of TVE and Forta will have the right to broadcast the UEFA Champions League Final which will be played on a Saturday as from season 2009-10.

Mediapro has emerged as the winner of the pay rights which include exclusive coverage of the remaining live matches. Mediapro will also show a Wednesday night highlights programme and has also acquired rights to delayed coverage of UEFA Champions League matches.

Each broadcaster will exploit the rights on the Internet and via mobile ensuring that fans throughout Spain will have an extensive choice of coverage not only on television but also via online and mobile services.

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

"We are delighted to announce these exciting deals with TVE, Forta and Mediapro in Spain. The strong participation of Spanish club sides in the UEFA Champions League in recent years and the success of the Spanish national team in UEFA Euro 2008™ mean that Spanish football is riding high. These UEFA Champions League deals represent great news for Spanish fans because they ensure huge exposure on free-to-air allied to quality coverage of Spanish club sides in Europe. UEFA welcomes the opportunity to renew its relationship with TVE, a former broadcast partner, and looks forward to developing partnerships with Forta and Mediapro. At the same time, UEFA wishes to place on record its thanks to Antena 3 and Sogecable for their fantastic contribution to the UEFA Champions League which will continue until the end of season 2008-09."

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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