



Union des associations européennes de football



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UEFA announces first TV rights agreements for UEFA Cup Finals and UEFA Super Cup

UEFA has reached the first television agreements for the rights to the UEFA Cup Finals 2004/2005 and 2005/2006 and the Super Cup 2005.

A new sales process, in which for the first time the rights were available to all broadcasters including those outside the EBU, has so far resulted in excellent agreements at a healthy financial level.

The matches will be broadcast by high calibre partners in two of Europe's largest television markets.

In the UK, terrestrial broadcaster ITV is to broadcast the three matches live and exclusively. ITV is a long-standing partner of UEFA's through its involvement in the UEFA Champions League but this is the first time that the company will be broadcasting the finals of UEFA's second club competition.

M6 will be the new rights holder in France. M6 are one of France's three major terrestrial networks and will be broadcasting the UEFA Cup Finals and Super Cup for the first time.

Both broadcasters will offer the finals the maximum exposure in their television markets and will ensure the highest possible production standards for their viewers.

The high levels of interest in these rights already indicates strong demand and in the coming weeks UEFA, through its marketing agency TEAM Marketing, expects to conclude similar agreements in a number of additional key territories.

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