



Union des associations européennes de football



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## ***UEFA Champions League season brings new three-year marketing cycle***

### **Start of the 15<sup>th</sup> UEFA Champions League season sees key marketing successes**

UEFA has today announced, on the eve of the first match day of the new season, a series of significant achievements with respect to the marketing of the UEFA Champions League. The main features of the new three-year cycle for marketing partners for 2006-09 are highlighted below:

- Best-ever television coverage
  - TV rights sold to more than 230 countries
  - 90 broadcast partners world-wide
  - many new broadcast coverage initiatives including, ball tracking system, enhanced graphics
  - agreements with the leading broadcasters in Europe, including RAI (Italy) and Antena 3 (Spain) as new partners
- Live internet streaming for the first time, allowing broadband internet users to enjoy UEFA Champions League football
- Introduction of a new six-sponsor concept
  - all previous sponsors renew agreements: Ford, Heineken, PlayStation and MasterCard
  - two new sponsors: Vodafone, Sony
- Introduction of an Official Match Ball, provided by adidas, for use at all matches
- A series of events to support and promote the UEFA Champions League experience
  - UEFA Champions Festival in Athens: a five day fan experience event in the Athens City centre around the 2007 Final
  - UEFA Trophy Tour: the public display of the Trophy in selected locations
  - UEFA Young Champions tournament: a grass roots UEFA Champions League themed event for teenage boys and girls around the Final
- New look and feel with the introduction of a new brand identity. The new brand identity will be featured on all UEFA Champions League applications including broadcast elements and stadium dressing.
- Significant increase in marketing revenues
  - The provisional total marketing revenues for the 2006/07 season will be EUR 750 million, with EUR 575.75m to go to the participating clubs and EUR 174.25m to make solidarity payments to associations, eliminated clubs and leagues, as well as to cover organisational costs, which compares with the actual revenues for season 2005/06 of EUR 610 million

Lars-Christer Olsson, CEO of UEFA, said of the new changes:

"The start of each new cycle of UEFA Champions League is always an exciting time. We are confident that with the hard work and planning of the past few years, we have laid the foundations for a bright future for the UEFA Champions League.

"The commercial success of the 2006/09 cycle is especially strong and will have a beneficial effect on the whole of football family, the clubs that compete in the UEFA Champions League, the UEFA member associations and all the fans of football who follow this great football competition.

"The new season sees many familiar clubs from all over Europe and some not so familiar ones. There are six clubs from Eastern Europe and the first ever appearance by a Bulgarian club, PFC Levski Sofia in the competition. We look forward to some great football in the new UEFA Champions League season."

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