



Union des associations européennes de football

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EURO 2008™ Media Rights Ex-Europe awarded

Innovative mix of agency and direct negotiations for sale of media rights

Further to an extensive tender process UEFA has today confirmed that for the first time it has entered into direct negotiations with broadcasters for the distribution of UEFA EURO 2008™ broadcast rights in certain territories outside of Europe.

The open tender approach taken by UEFA inviting bids from broadcasters and agencies has proven to be successful. In view of the quality of the offers received, UEFA has decided to enter into direct negotiations with broadcasters in certain strategic territories, which has resulted in the grant of broadcast rights as follows:

- ESPN has been granted the rights for North America, including pay rights in Latin America. The deal guarantees an extensive coverage of EURO 2008™ on the ESPN network including two games on ABC. ESPN continued commitment into European football will help UEFA European Championships to reach new heights in a market, where interest in football is growing significantly.
- ESPN Star has been appointed for the Indian Sub-Continent, including sub-licensing to terrestrial networks. The structure of the agreement provides a unique platform for the promotion of UEFA EURO 2008™ in a region encompassing a global population of up to 1.3 billion people.
- Al Jazeera was granted the rights for the Middle East and North Africa. The agreement will ensure a wide coverage of the competition in this region, where most of the 350 million people are huge football fans and that has close links with European football.
- PCCW has been selected in Hong Kong. PCCW's NOW TV is a cutting edge type of broadcaster that runs the largest IPTV operation in the world. This agreement will put UEFA and UEFA EURO 2008™ at the forefront of technology convergence with a fully integrated distribution on IPTV and mobile.

To complement this network of broadcasters, UEFA has appointed SportFive to represent the media rights to UEFA EURO 2008™ in all the remaining markets ex-Europe. This is a natural extension of the current agency agreement between UEFA and SportFive for the European territories, and this would ensure a consistent distribution of the broadcast rights worldwide to UEFA EURO 2008™.

Commenting on the results of the tender process, Philippe Le Floc'h, Director of Marketing and Media Rights at UEFA, said:

"The feedback to the tender has been very positive, which confirms the strength of the UEFA EURO 2008™ as a truly global property.

"We are delighted by the outcome of the process and are convinced that these new partnerships will lead to the most comprehensive and wide-reaching promotional platform ever for UEFA European Football Championship in territories ex-Europe.

"We are looking forward to developing a direct relationship with the broadcasters and to further deepen the collaboration with Sportfive."

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