



Union des associations européennes de football



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Medien-Mitteilung

RTE to broadcast UEFA EURO 2008™ in Ireland

RTE appointed the Official Broadcaster of UEFA EURO 2008™

UEFA and RTE recently signed an agreement under which RTE is appointed Official Broadcaster of UEFA EURO 2008™ in the Republic of Ireland.

All 31 UEFA EURO 2008™ matches will be broadcast on free-to-air television. In addition, RTE will offer further coverage and highlights programmes for all matches to football fans in Ireland.

Commenting on the agreement, UEFA's Director of Marketing and Media Rights, Philippe Le Floc'h said:

"RTE is the leading broadcaster in Ireland and is a long-term partner of UEFA with vast experience in broadcasting major sports events. We are delighted to welcome RTE in the prestigious club of UEFA EURO 2008™ Official Broadcasters and look forward to working together in order to bring the UEFA European Football Championships™ viewing experience in Ireland up to a new level."

The broadcast rights to the UEFA European Football Championship™ are being sold on a market-by-market basis for the first time in the 46-year history of the tournament.

SPORTFIVE is UEFA's exclusive sales agent for the exploitation of European broadcast rights relating to UEFA EURO 2008™.

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