



Union des associations européennes de football



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## ***BBC and ITV to broadcast UEFA EURO 2008™ in the United Kingdom***

**BBC and ITV appointed Official Broadcasters of UEFA EURO 2008™**

UEFA announced today the appointment of the BBC and ITV as the Official Broadcasters of UEFA EURO 2008™ in the United Kingdom.

Viewers in the UK will be able to watch all 31 UEFA EURO 2008™ matches broadcast live on BBC and ITV channels and websites, as well as daily highlights programmes. Extensive television coverage of UEFA EURO 2008™ will be complemented through further UEFA EURO 2008™ content being made available on all of BBC and ITV's media platforms.

Commenting on the agreement UEFA's Marketing Director Philippe Le Floc'h said:

"UEFA is delighted to welcome the BBC and ITV on board as Official UEFA EURO 2008™ Broadcasters. We look forward to working with the UK's leading free-to-air broadcasters to bring the UEFA EURO 2008™ viewing experience to the UK's football fans and viewers on all media platforms."

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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