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Euro 2008 SA takes stock

Zurich/Vienna – One month to the day since the UEFA EURO 2008™ final, the organisers have been drawing their conclusions in Zurich and Vienna. "We set ourselves the challenge of organising the best European Championship final round. The results of studies and surveys show that we succeeded," said Austrian FA president Friedrich Stickler, Swiss FA president Ralph M. Zloczower and Euro 2008 SA COO Martin Kallen unanimously.

The latest figures:

- No fewer than 62 million visitors and 1.3 billion page views were registered on the official website, www.euro2008.com;
- At least 155 million TV viewers followed each of the 31 matches live.
- 90% of Swiss and 80% of Austrians watched at least one EURO 2008 match live on TV.
- The TV viewing figures in Switzerland were up 29.9% on EURO 2004, and those in Austria were up 33.9%.
- With 2.1 million viewers, the Austria v Germany group-stage match attracted a bigger audience than any other in the history of the ORF (Austrian national broadcaster).
- A new TV record was set in Spain, where 14.5 million watched the final live (compared with 12.2 million for the World Cup final), while in Germany every EURO 2008 match was watched by at least 15.8 million viewers; the (German) record was set by the Germany v Turkey semi-final, watched by 29.6 million TV viewers (World Cup record: 29.7 million).
- The perimeter boards bearing the host city names were visible for over seven hours during live broadcasts. This represents an advertising value of about EUR 90 million.

Euro 2008 SA COO Martin Kallen, who had the same position for the previous tournament, made a direct comparison with Portugal in 2004: "It would be fair to say that, from an organisational perspective, we have greatly progressed and improved in almost all areas."

The biggest success factors at a glance:

Income in all areas – from TV rights, through sponsorship money, to ticketing – has increased significantly. Total income was EUR 1.3 billion (800 million from media, 280 million from commercial rights, 90 million from ticketing and 130 million from corporate hospitality). By way of comparison, total income from EURO 2004 was 852 million, with 560 million from media rights, 183 million from commercial rights, 80 million from ticketing and 29 million from corporate hospitality. The tournament income benefits the entire European football family, with some of it being used to fund youth and women's final tournaments and the rest being distributed among UEFA's 53 member associations in the form of lump-sum payments and project sponsorship.

UEFA EURO 2008 set new sustainability standards in the public transport sector thanks to the special combi-ticket. Match tickets could be used to travel to and from the match on public transport, at a cost to Euro 2008 SA of EUR 5 million. In total, 4.4 million additional passengers



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travelled on the Austrian and Swiss public transport networks during the final round (Austria (ÖBB): 2.4m; Switzerland (SBB CFF FFS): 2m), and almost 8,700 additional trains were provided (Austria: 3,977; Switzerland: 4,700).

Against the backdrop of the Respect campaign, EURO 2008 was also used as a platform for a series of new social responsibility projects, notably the Football for All matches between players with physical disabilities and learning difficulties, the audio commentary service for blind and partially sighted spectators and, last but not least, EUROSCHOOLS 2008, through which over 10,000 pupils from a total of 200 schools in Switzerland, Austria and Liechtenstein participated in fair play football tournaments and intercultural dialogue.

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