

UEFA EURO 2008™ review

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Feedback from target groups – from fans to volunteers

Stadium spectator survey

- 79% were men.
- The average stay in Austria was for 3.6 nights and in Switzerland it was for 3.4 nights. In Austria, visitors spent an average of EUR 1,327 per head and in Switzerland they spent EUR 983.
- 90% had a "positive" or "very positive" overall impression of Austria. The equivalent in Switzerland was 84%.

Corporate hospitality guests

80,000 VIP tickets (comprising category-one seating, first-class catering, entertainment and gift) were available for the tournament (compared with 27,000 in Portugal) and feedback from the guests was extremely positive. A verdict of "very good" or "excellent" was given by:

- 89.3% for the overall quality of service;
- 88.6% for the quality of food;
- 90% for the overall experience.

Media

- 85% of media representatives considered the working conditions at the eight stadiums to be "good" or "very good".
- The news in our Media Information System (MIS – password-protected internet portal) was rated "very useful" by 60.6% and "useful" by 38.9%.
- 91.7% said the media hotline was "extremely helpful".

Volunteers

- 74% of the 5,000 volunteers described the atmosphere in their team as "very good", while a further 23% described it as "good".
- 90% of volunteers considered their area of activity to have been interesting and educational.
- 86% of volunteers confirmed that they had "always" used their accreditation as a public transport pass.
- The training provided before the start of the final round was described as "good" or "very good" by 95%.

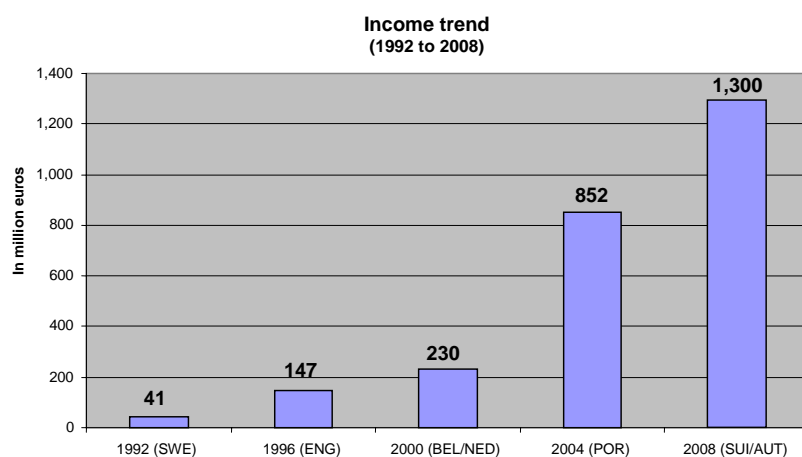
Finances

UEFA EURO 2008™ budget

	UEFA EURO 2004™	UEFA EURO 2008™	
	In million euros	In million euros	In million Swiss francs
Media rights	560	800	1'320
Commercial rights	183	280	461
Ticketing	80	90	149
Corporate hospitality	29	130	215
Overall turnover	852	1,300	2,145
Event costs	-313	-600	-990
Solidarity payments to UEFA member associations	-316	-450	-743
Net profit	223	250	412

Exchange rate: EUR 1 = CHF 1.65

Income



The income from UEFA EURO 2008™ totalled EUR 1.3 billion, which is about twice as much as UEFA made from EURO 2004 in Portugal.

The overall turnover from the European Championship final round can be broken down into four main sources: media rights (60%), commercial rights (income from sponsoring and merchandising, 21%), hospitality (12%), and ticketing (7%).



Where does the income go?

1) Event costs: EUR 600 million

Event costs include (non-exhaustive list):

- Distribution to the participating teams: EUR 184 million (EUR 7.5 – 23 million per team)
- Euro 2008 SA operational budget: EUR 234 million (CHF 386 million)
 - Staff costs
 - Stadium rental
 - Security costs
 - Host cities: EUR 18 million (CHF 30 million)
 - Combi-ticket: EUR 5 million (CHF 8 million)
 - ...
- Delivery of sponsor and media rights
- TV production
- www.euro2008.com website
- Agency fees
- Social responsibility projects: EUR 2.2 million (CHF 3.45 million)

2) Distribution to UEFA member associations: EUR 450 million

The UEFA EURO 2008™ operating profit was around EUR 700 million. This money will be used to fund development projects in all 53 UEFA member associations over the next four years. UEFA's assistance programme is called HatTrick and it covers the following areas:

- Investment projects (construction of stadiums, training and education centres, artificial pitches, etc);
- Annual solidarity payments to associations (amounts depend on participation in youth and women's competitions, compliance with the UEFA club licensing system and signing of the refereeing and coaching conventions);
- HatTrick education (basic and further training for association staff in technical and administrative fields).

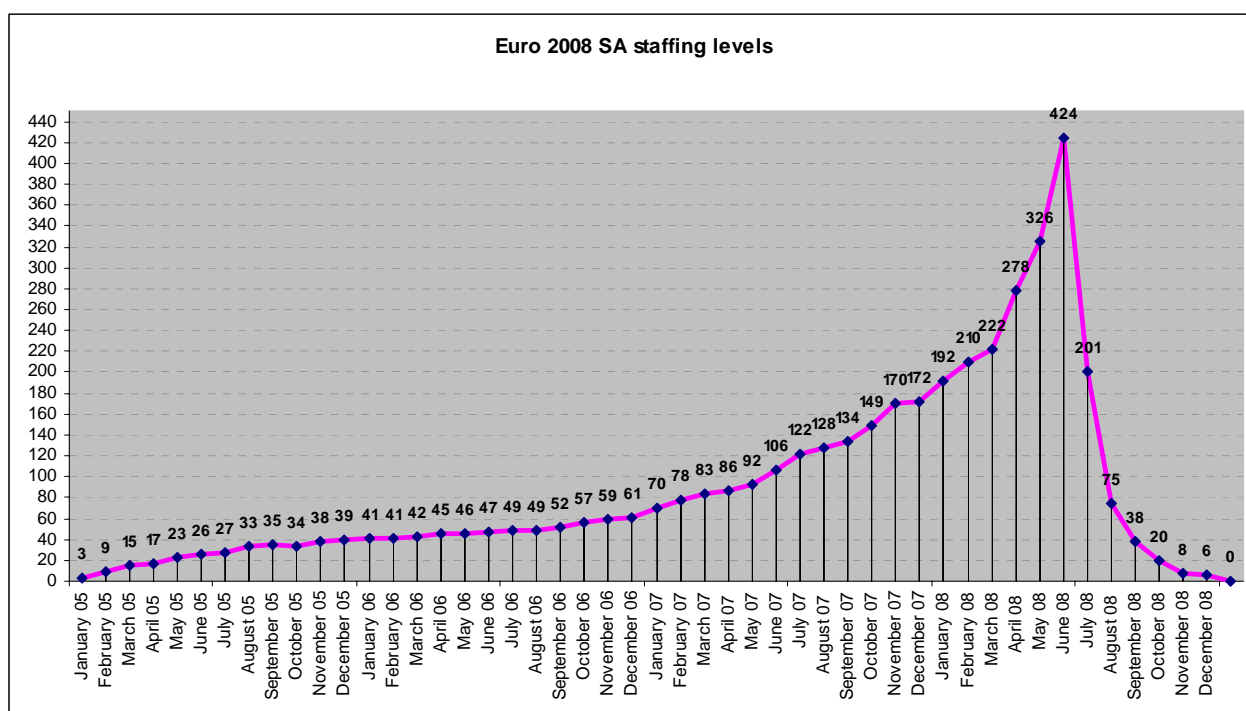
3) Net profit: EUR 250 million

UEFA will use the remaining EUR 250 million or so net profit to finance all its youth and women's competitions until 2012, its complete refereeing and coaching programmes and some of its administrative costs.

History of Euro 2008 SA

During UEFA EURO 2008™, Euro 2008 SA (a fully owned UEFA subsidiary charged with the entire organisation of the final round) employed a total of 424 people of 17 different nationalities and an average age of 33. 54.5% of the staff were male.

The company will be dissolved at the end of 2008.



Internet statistics

- 105 million internet users have visited www.euro2008.com since its launch in February 2008. In June alone, over 62 million people from 200 countries visited the site. The highest number on a single day was 4.9 million.
- A total of 1.3 billion page views were registered.
- The countries with the most users were Great Britain (15% of all users), Germany (8%), Canada (6%) and Finland (3%).
- Of the ten languages available on the website, demand for English was by far the highest (73%).

Public transport

The dedicated EURO 2008 public transport service was hugely popular. In Austria, 3,977 extra trains were provided during the tournament and 2.4 million additional passengers were catered for. In Switzerland, 4,700 extra trains were laid on for an additional 2 million or so passengers. The public transport targets of 60% of long-distance and 80% of local transport were exceeded.



Public viewing

In total, 5,390 public viewing licences were issued in 56 countries (including about 880 in Austria and 720 in Switzerland). Revenue from the public viewing licences was used to fund fan projects. UEFA will provide details as soon as the final calculations have been made.

Rights protection

- UEFA has taken action in 569 cases of infringement in 49 countries.
- Ten cases have gone to court, five of which UEFA has won and five of which are still pending.
- There were three or four patrols (six to eight people) watching for infringements at each match.
- The police seized products from street sellers (those with no authorisation for commercial activity) in all cities. Several tickets touts were also provisionally arrested.

The following measures were taken in connection with the ticketing black market:

- 1.7 million ticket applications were cancelled before the ticket draw;
- 20,000 ticket applications were cancelled after the ticket draw;
- Around 1,300 tickets were cancelled or seized during the event itself.

Safety

A private security staff of almost 10,000 stewards was employed across the eight stadiums. For each match – depending on the risk assessment and size of the stadium – between 400 and 1,100 stewards were on duty. There were no major incidents. Thanks to the fans' exemplary behaviour, the stewards only had to intervene in isolated cases.

TV figures

According to the latest figures, each of the 31 UEFA EURO 2008™ matches was watched live by at least 155 million TV viewers (equalling the figures from Portugal). The final round of the European Football Championship was shown in a total of 231 countries/territories (including the Channel Islands, Virgin Islands and Montserrat).

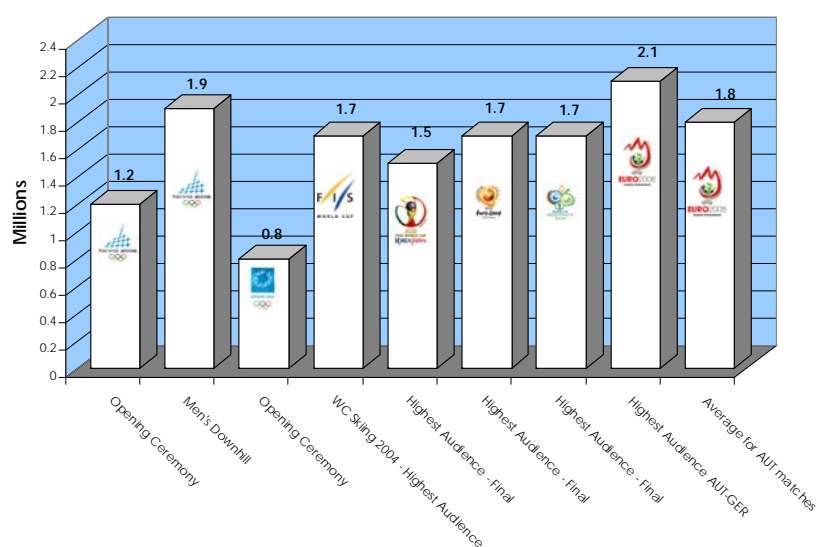
A few key TV figures from UEFA EURO 2008™:

- The live audience in Austria was up 33.9% on EURO 2004.
- The live audience in Switzerland was up 29.9% on EURO 2004.
- The highest ever audience for a football match in Austria was recorded (2.1 million and 67.1% market share for Austria v Germany).
- Ten hours of UEFA EURO 2008™ was viewed on average per Swiss resident (men's average: 11.4hrs; women's average: 8.3hrs).
- UEFA EURO 2008™ produced 3 of the 15 all-time audience highs on Swiss TV (SF) since records began.
- Compared with EURO 2004, Germany's average live audience rose from 11.5 million to 15.8 million (+37.6%). Its highest TV audience was for the Germany v Turkey semi-final, watched by 29.6 million (best World Cup audience: 29.7 million).
- Spain's final against Germany produced the highest registered audience in Spanish TV history (14.5 million). By way of comparison, the World Cup final was watched on TV by 12.2 million.

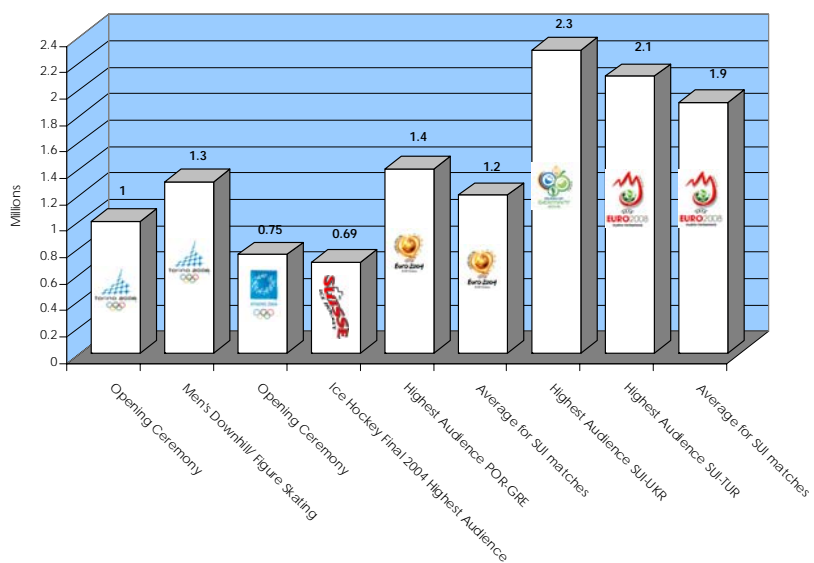
- The perimeter boards bearing the host city names were visible for over seven hours during live broadcasts. This represents an advertising value of about EUR 90 million.
- Nine out of every ten people in Switzerland watched at least one EURO 2008 match; in Austria it was eight out of ten.

Comparative TV figures in the host countries (live audiences)

Austria

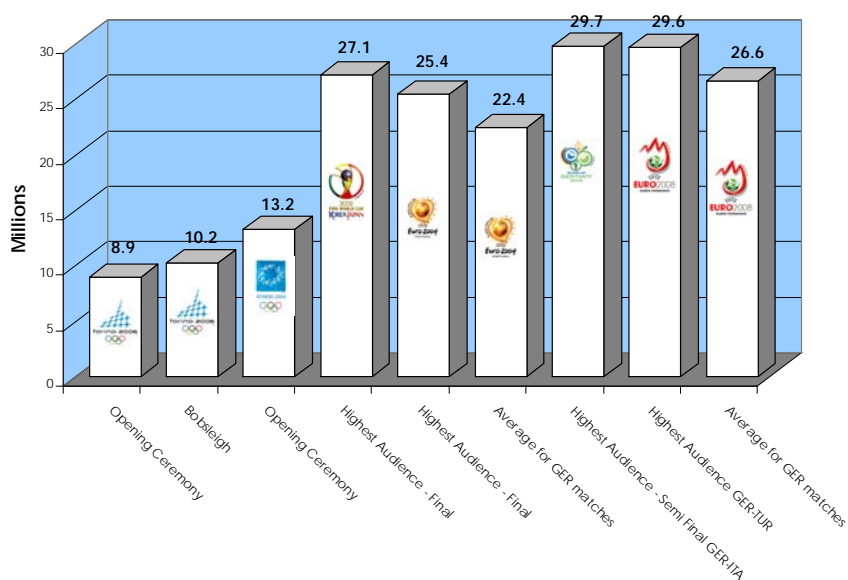


Switzerland



Comparative TV figures in the finalist countries (live audiences)

Germany



Spain

