



Union des associations européennes de football

Media Release

Communiqué aux médias

Medien-Mitteilung

Date: 15/06/2009

No. 076



Global exposure for UEFA European Under-21 Championship 2009

The UEFA European Under-21 Championship 2009 in Sweden kicks off today and will end on June 29 when the final will be played in Malmö New Stadium. Dressed up host cities and crowded stadiums will provide the stage for Europe's finest young stars to display their emerging talents.

UEFA is therefore delighted to confirm that it has secured agreements with broadcast partners who will deliver fantastic coverage of the action from Sweden to audiences around the world. In addition, uefa.com, UEFA's official website, will stream all 15 matches live and free of charge in selected countries where no television coverage will be available.

Media rights agreements have been signed in each of the participating nations as follows – Belarus (Belarus TV), England (BSkyB), Finland (TV Viisi), Germany (ZDF and DSF), Italy (RAI), Serbia (RTS), Spain (Sogecable) and Sweden (TV4).

TV4, the largest commercial television channel in Sweden as well as an experienced and well respected host broadcaster of major sporting events, has been appointed as Host Broadcaster for the Championship.

Elsewhere, UEFA has concluded agreements guaranteeing coverage across North Africa and the Middle East, Sub-Saharan Africa, Latin America, the USA, Canada, Australia and Asia.

To complement the broadcast platform, free live streaming of the matches will be available on uefa.com in selected territories in Europe and outside Europe, including India, Japan and South Korea, where no television coverage is planned. Throughout the tournament, uefa.com will provide its usual extensive coverage such as the MatchCentre, coach profiles, venue guides, match reports and free two-minute highlights after midnight.

Worldwide, the broadcast platform and the uefa.com offering will deliver unrivalled exposure for the competition in more than 150 territories and will build on the success of the 2007 competition which was watched by in excess of 75 million viewers.

T.E.A.M. Marketing AG is UEFA's exclusive marketing agent for the competition's media rights sales.

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