



UEFA signs broadcasters ARD and ZDF of Germany for UEFA EURO 2012™





Union des associations européennes de football

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ARD and ZDF appointed Official Broadcasters of UEFA EURO 2012™

UEFA today announced an agreement with ARD and ZDF for the broadcasting rights of UEFA EURO 2012™ in Germany.

The two public broadcasters have been long-term partners of UEFA for national team competitions in Germany and had a very successful coverage of UEFA EURO 2008™ in terms of audience figures.

The deal will ensure extensive free-to-air coverage with 27 matches live via channels Das Erste and ZDF. Dedicated magazines and highlights programmes will complement the offering on both broadcasters. In addition, coverage of the competition will also be made available via internet, mobile and radio.

The right to licence the four overlapping matches to other Free-TV channels and all Pay-TV rights remains with UEFA.

Commenting on the agreement, David Taylor, CEO of UEFA Events S.A. said:

“UEFA is delighted to renew this agreement with ARD and ZDF, two long-standing and experienced partners in broadcasting major sports events.

“Having established a very good relationship with both broadcasters, UEFA is looking forward to providing a unique viewing experience to football fans in Germany by offering an extensive coverage of UEFA EURO 2012™.”

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