



MEDIA content rights sales: UEFA Champions League/UEFA Super Cup

Last Update: 14 December 2009

In accordance with the principles established by the European Commission, the UEFA Champions League™ (seasons 2009/2010 to 2011/2012) and UEFA Super Cup™ (2009 to 2011) media content rights sales process will be conducted by TEAM Marketing AG on behalf of UEFA on a market-by-market basis. Such process will involve an 'Invitation to Submit Offer' (ISO) inviting all Qualified Content Distributors to submit offers for various media content rights.

Rights will be offered on a platform neutral basis. As a result, successful bidders for live match rights will benefit from exclusivity across all media platforms (including television, Internet and mobile) throughout the entire live match.

Qualified Content Distributors only

For these purposes, a 'Qualified Content Distributor' is an organisation with the capacity to distribute audio-visual content via any transmission technique. This may include (but shall not be limited to) television broadcasters, Internet service providers, mobile networks and/or IPTV operators.

Staggered sales process

The sales process will be staggered with different start and end dates per market. Once such process has started for a market, Qualified Content Distributors will be able to request the ISO from TEAM Marketing AG at the following e-mail address: iso-ucl@team.ch

Contracts signed

EUROPE

Country(ies)	Contracting parties
Albania	Media 6 SH.A (TV Klan) Digitalb SH.A.
Austria	Sky Austria GmbH Osterreichischer Rundfunk (ORF) Sat.1 Privatrundfunk und Programmgesellschaft (Sat.1)
Azerbaijan	Lider Media Holding LLC
Belarus	State National TV and Radio Company of Belarus
Belgium	CLT-UFA SA (RTL) BeTV SA Telenet NV Vlaamse Media Maatschappij (VTM)
Bosnia Herzegovina	Radio Television of Bosnia & Herzegovina – BHRT HD-WIN DO.O.
Bulgaria	Viasat Sport A/S TV2
Croatia	HRT-Hrvatska Radiotelevizija Nova TV
Cyprus	Cyprus Telecommunications Authority (CYTA) Sigma Radio TV Public Limited
Czech Republic	Ceska Televize CET 21 SPOL. S.R.O. (Nova Sport)



Denmark	Viasat Sport AS
Estonia	Viasat Sport AS
Finland	Yleisradio OY, Finnish Broadcasting Company (YLE) Viasat Sport AS MTV Oy
France	TF1 Canal+
Georgia	Rustavi 2 Broadcasting Company Ltd Georgian Public Broadcaster
Germany	Sky Germany AG Prosiebensat1 Media AG
Greece	MEGA ERT SA Netmed Hellas SA (Nova Sport)
Hungary	Digi Sport MTM-SBS-ZRT (TV2)
Iceland	365 Media (Stod 2 Sport)
Israel	The Sports Channel Limited
Italy	RTI Spa (Mediaset) RAI Spa Sky Italia SRL
Kazakhstan	JCS National Information Holding "Arna Media" (Khabar TV)
Latvia	Viasat Sport AS
Lithuania	Viasat Sport AS
Macedonia	TRD Kanal 5 Televizija
Malta	Melita Cable PLC
Moldova	Compania de Stat Teleradio Moldova
Montenegro	HD-WIN DO.O. D.O.O In Co. (In Televizija)
Netherlands	United Football Broadcasting BV Stiching NOS
Norway	Viasat Sport AS
Poland	Nord License AS (Polsat) III Neovision SP. Z.O.O (Nsport)
Portugal	Sport TV Portugal SA Radio e Televisao de Portugal SA
Republic of Ireland	Setanta Sports Channel Ireland Limited TV3 Television Network Limited Radio Telefis Eireann-RTE British Sky Broadcasting Limited
Romania	Societatea Romana de Televiziune (TVR) DTH Television Grup SA (Boom Sport One)
Russia	NTV-Plus
Serbia	RTS – Serbian Broadcasting Corporation HD-WIN D.O.O. Beograd
Slovakia	CET 21 SPOL. S.R.O. (Nova Sport) Slovak TV
Slovenia	Produkcija Plus D.O.O.



Spain (including Andorra)	Mediaproduccion SL FORTA TVE
Sweden	Viasat Sport AS
Switzerland	CT Cinetrade AG (Teleclub Sport) SRG SSR Idée Suisse
Turkey	Dogan TV Holdings AS
Ukraine	Poverkhnost Sport-TV LLC
United Kindgom	ITV Plc. British Sky Broadcasting Limited

EX-EUROPE

Country(ies)	Contracting parties
Australia	Special Broadcasting Service Corporation (SBS)
Brazil	ESPN Do Brasil Eventos Esportivos LTDA Esporte Interativo Globo Comunicaçao E Participaçoes SA-
Brunei	ESPN STAR Sports Inc
Canada	Rogers Sportsnet Inc.
Caribbean, Central and Latin America (except Brazil)	Fox Sports Latin America Limited Fox Sports US Distribution LLC
China	CCTV ESPN Star Sports Sina Corporation
Colombia	Caracol Television SA
El Salvador	Telecorporación Salvadoreña Inc. (Canal 4)
Hong Kong SAR	i-Cable Sports (BVI) Limited
Indian Sub-Continent	Ten Sports Zee Sports
Indonesia	GTS Far East Ltd (Indovision) GTS Far East Ltd (RCTI)
Japan	Sky Perfect Jsat Corporation
Latin America	Televideo Services Inc.
Macau	Teledifusao de Macau SA
Malaysia	ESPN Star Sports Inc.
Mauritius	Mauritius Broadcasting Corporation (MBC)
Middle East and North Africa	Al Jazeera
Nigeria	Daar Communications Plc HiTV Limited
Oceania	ESPN Inc.
Panama	Televisora Nacional SA (TVN)
Singapore	Sing-Tel i2i Pte Ltd
South-Africa, Lesotho and Swaziland	Supersport International (Pty) Ltd
South-Korea	CJ Media Inc.



Sub-Saharan Africa (except the Republic of South-Africa and Sudan)	Canal Overseas Afrique Supersport International (Pty) Ltd Canal France International
Suriname	Suriname Cable & Communication Network NV
Thailand	Bangkok Broadcasting and TV Co. Ltd The Bangkok Entertainment Company Limited
USA	Fox Sports US Distribution LLC
Venezuela	Meridiano TV (Continental TV CA)
Vietnam	Vietnam TV

Updated ISO list

The updated list of countries (subject to changes at UEFA's discretion) where an ISO has been issued is as follows:

EUROPE

Country(ies)	ISO Issue date	ISO Closing date for offer submissions
Albania	26.02.2009	30.03.2009*
Armenia	21.04.2009	12.05.2009*
Austria	05.06.2009	23.06.2009*
Azerbaijan	10.11.2008	11.12.2008*
Belarus	07.11.2008	03.12.2008*
Belgium	20.03.2009	23.04.2009*
Bosnia Herzegovina	26.02.2009	02.04.2009*
Bulgaria	05.11.2008	27.11.2008*
Croatia	26.02.2009	25.03.2009*
Cyprus	22.01.2009	18.02.2009*
Czech Republic	16.03.2009	14.04.2009*
Denmark	03.09.2008	01.10.2008*
Estonia	30.04.2009	03.06.2009*
Finland	03.02.2009	27.02.2009*
France	20.10.2008	18.11.2008*
Georgia	21.03.2009	21.04.2009*
Germany	09.05.2008	03.06.2008*
Greece	17.10.2008	12.11.2008 (2 p.m CET)
Hungary	16.03.2009	14.04.2009*
Iceland	16.06.2008	07.07.2008*
Israel	21.08.2008	22.09.2008*
Italy	24.10.2008	25.11.2008 (2 p.m CET)
Kazakhstan	10.11.2008	11.12.2008*
Latvia	30.04.2009	03.06.2009*
Lithuania	30.04.2009	03.06.2009*
Macedonia	06.01.2009	04.02.2009*



Malta	15.07.2008	12.08.2008 (2 p.m CET)
Moldova	13.01.2009	04.02.2009*
Montenegro	26.02.2009	02.04.2009*
Netherlands	28.01.2009	26.02.2009*
Norway	03.09.2008	01.10.2008*
Poland	02.04.2009	05.05.2009*
Portugal	09.09.2008	02.10.2008 (3 p.m CET)
Republic of Ireland	05.05.2008	28.05.2008 (2 p.m CET)
Romania	28.02.2008	26.03.2008*
Russia	08.05.2008	29.05.2008*
Serbia	26.02.2009	02.04.2009*
Slovakia	16.03.2009	14.04.2009*
Slovenia	08.05.2009	08.06.2009*
Spain (including Andorra)	02.06.2008	01.07.2008 (2 p.m CET)
Sweden	03.09.2008	01.10.2008*
Switzerland	11.11.2008	28.11.2008*
Turkey	21.01.2008	12.02.2008*
Ukraine	22.07.2008	18.08.2008 (12 p.m CET)
United Kingdom	11.02.2008	12.03.2008 (2 p.m CET)

Non-Europe

Country(ies)	ISO Issue date	ISO Closing date for offer submissions
Asia (except Japan)	18.02.2008	14.03.2008*
Brazil	03.02.2009	03.03.2009 (6 p.m CET)
Canada	03.02.2009	03.03.2009 (6 p.m CET)
Caribbean, Central and Latin America (except Brazil)	03.02.2009	03.03.2009 (6 p.m CET)
Middle East and North Africa	21.01.2008	14.02.2008*
Oceania	25.02.2009	30.03.2009 (10 a.m CET)
South-Africa, Lesotho and Swaziland	12.01.2009	11.02.2009*
Sub-Saharan Africa (except The Republic of South-Africa & Sudan)	07.04.2008	30.04.2008*
USA	03.02.2009	03.03.2009 (6 p.m CET)

KEY	
*	Deadline : 12:00 (Midday) CET