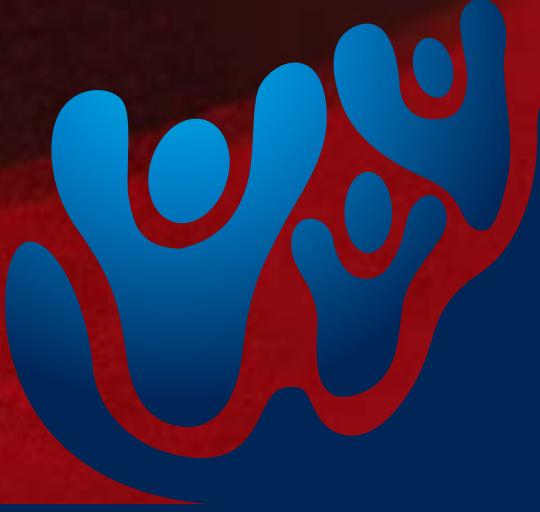




Expect emotions

inside
07

April 2008





We must have self-respect. But we also need respect for the flag, the national anthem, the physical and moral integrity of our opponents and the supporters of the opposing team. I would like to say to everybody that people who like football and partying should come to Austria and Switzerland and those who like to smash everything to bits should stay at home and leave us in peace.

Michel Platini
UEFA President



Northern Ireland's striker David Healy rated it a "great honour" to receive, from UEFA's president Michel Platini prior to the friendly against Georgia at the end of March, a special plaque commemorating his tally of 13 goals in 12 UEFA EURO 2008™ qualifiers. "David's record goes down in history," Michel Platini commented, "and he beats a world-class striker like Davor Suker. This is a record that will be hard to beat." David Healy picks out his hat-trick against Spain as the highlight of "a hugely entertaining campaign for players and fans alike". He also agrees that "hopefully, the record will stand for some time. Someone will really have to go some to beat it..." David celebrated by scoring twice during the match – but once in his own net! Northern Ireland won 4-1.

Image: William Cherry / Sportsfile

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Editorial

This is the last of my series of editorials and, when I think back to the circumstances when I sat down to draft the first, there is, to be honest, no comparison. At that time, it was all about planning and concepts. We're now counting-down in days rather than months and years and the event is already running at full pace. More and more people have been welcomed on board, and the message to all the organisational teams is quite simple: everybody has to be prepared to give 100% to make sure that every ball is ready to roll on 7 June.

It's a bit like the dressing-room just before a big match. Anyone who's played football knows what it's like. There's a bit of nail-biting but the nervousness is positive; levels of adrenalin and motivation are high. But we all know that adrenalin and motivation are not enough to win games. As kick-off approaches, there are serious preparations to be made. And those final details are important. There will be challenges to meet every day and we have to get ready on the basis that we may not have predicted absolutely everything. There are always surprises and we need to be prepared for every eventuality.

In that respect, the Team Workshop was an important event. It brought the finalists' team administrators and coaches to Vienna to run through all the regulations and logistics; to make sure that, even though competition on the pitch will be tremendous, we're all rowing the same boat in terms of staging a wonderful tournament. But for me, it was also a chance to gauge how they feel. The teams transmitted good vibrations and I had the feeling that all sixteen are ready and eager to compete.

At an event like this it's important for people to believe in each other as well as themselves – and it's crucial to feel that everybody is ready to contribute to good team efforts. That applies to all the teams within the team – governments, police and so on, and not just what we might call the 'football people'. During these final days, training also plays an important role as the show prepares to go on the road. We have to make sure that the volunteers, the security people and so on are properly briefed so that they can make a best-possible contribution to the success of the event and feel that they have been important people at the party and have helped everybody to enjoy themselves.

In Austria and Switzerland, I can sense that the temperature is going up and up. EURO is ready to come to the boil. The event is right in the front of people's minds and is already playing a part in daily lives. You can feel that it has become part of society – part of social life. And not just in the host countries. I get the impression that, in the other fourteen, the temperature is also rising fast.

I don't like to make predictions about the final tournament but, to me, it's obvious that this is going to be something special: an event that will set new standards for the competition. We're all looking forward to it – and the matches are now so close that, at last, we can really smell the grass!

Martin Kallen

Chief Operating Officer
Euro 2008 SA



Friedrich Stickler welcomes participants to the Team Workshop in Vienna, where the 16 finalists made UEFA EURO 2008™ seem even closer by reviewing in detail all the logistical aspects of the final tournament.





Michel Platini was happy to re-visit the venue he describes as The Old Lady of Austrian football and help Friedrich Stickler to unveil the commemorative plaque at the Ernst-Happel-Stadion which features the Henri Delaunay Trophy.

Image: Georg Hochmuth / Keystone / Euro 2008 SA

Walk of Fame

The Ernst-Happel-Stadion was given a long-lasting souvenir of UEFA EURO 2008™ when representatives from all sixteen finalists went to the stadium on the morning prior to the Team Workshop in order to unveil the 'Walk of Fame'.

The stadium, inaugurated in 1931, is steeped in the history and traditions of Austrian – and international – football. That's why UEFA president Michel Platini affectionately referred to it as The Old Lady when he and the other participants braved the rain to lay the foundations for a Walk of Fame which aims to reflect the glorious past of the structure.



Red is the colour as Michel Platini and Ralph Zloczower shake hands on the unveiling of the plaque at the stadium which commemorates the staging of UEFA EURO 2008™.

Image: Georg Hochmuth / Keystone / Euro 2008 SA

Ultimately, 70 commemorative plaques will be attached to the columns on the perimeter of the stadium – and the first 18 of them were unveiled on 12 March. A member of each of the finalists – presidents, vice-presidents, general secretaries or head coaches – unveiled the plaque corresponding to his country while the other two columns have been adorned with the UEFA EURO 2008™ tournament logo and a depiction of the European Football Championship trophy.



At the launch of the revolutionary stamp, the yellow Austria Post ball is in the safe hands of former international goalkeeper Franz Wohlfahrt; the blown-up version of the Europass stamp is held by Austria Post's CEO Herbert Götz and Secretary of State for Sport Reinhold Lopatka; the real Europass is proudly displayed by the adidas PR manager in Austria, Gregor Almássy; and the man with one finger on the ball is, appropriately, TV commentator Edi Finger.

Image: Christian Houdek / Austria Post

Hitting the post

When is a ball not a ball? Answer: when it's a stamp. The Austrian Post Office has made history by making postage stamps out of the adidas Europass, the official match ball to be used at the final tournament.

The stamp is, literally, a collector's item. A limited edition of just under half a million has been minted and put on sale at Austrian post offices for EUR 3.75. Apart from the shape – circular of course – it's something really special. In size, the Europass's 69cm dimensions have been shrunk twenty-fold to 36mm. But it's the material of the self-adhesive stamp that is the real revolution. The stamp has been produced in the same prime material as the ball itself – a synthetic mix with polyurethane. "Altogether, the Europass stamp is our most sophisticated stamp in terms of typography and fabric," says Eric Haas, head of philately at the Austrian Post Office.



Team W

How many of my backroom staff can be with me on the bench? What happens to yellow cards at the end of the group stage? What are my media commitments on matchdays and during the rest of the tournament? How many of the official adidas matchballs do we receive and do we need to take them to the stadium to use during the warm-up?



Not a bad attacking partnership! Germany's national team manager Oliver Bierhoff says 'cheers' with the Netherlands' head coach Marco van Basten during a laid-back 'official dinner' in the typical Viennese setting of the Fuhrgassl-Huber restaurant.

Image: Kristian Bisutti / Euro 2008 SA

Team coaches like to control every detail – which is why all 16 finalists were delighted to make their way to Vienna for the Team Workshop in March with, of course, hopes of returning to the Austrian capital in June. The hosts, along with their Group B partners – Croatia, Germany and Poland – will be there for the group phase. The other dozen would dearly like to return later in the month and preferably on the 29th!

"For the first time, blood samples will be taken in addition to urine testing and this means that players can also be monitored for the use of EPO, growth hormones, blood transfusions or any other substances which could, theoretically, enhance strength or endurance."

But the event was, by no means, exclusively for the coaches, even if they were the prime targets for the media and the autograph-hunters. Each finalist was represented by a team of eight – which, if our



Image: Kristian Bisutti / Euro 2008 SA

arithmetic is correct – means that there were 128 delegates at the two-day event staged in the Hilton am Stadtpark.

The event opened and closed with plenary sessions but most of the work was done in smaller specialised groups, such as one-to-one meetings with the finalists to discuss topics such as transportation, logistics and accommodation.

The first plenary session was based on a review of the main novelties, such as the presence of 23 people on the team bench (12 players plus 11 officials) or the UEFA Executive Committee's decision to allow replays to be shown on giant screens at stadiums under strictly monitored conditions. In other words, players, coaches and fans will not see potentially controversial incidents – which makes sense in terms of security and goodwill. The

coaches were informed that their pre-match training slots at the stadium can be either from 16.00–17.00; 18.00–19.00; or 20.00–21.00. None of these sessions will be open to the public.

orkshop



Interestingly, most of the coaches were keen to discuss media matters – which formed one of three main topics to be discussed by working groups on the following morning. Media matters brought together the teams' Press Officers in one room, while UEFA's Technical Director Andy Roxburgh led the coaches through the logistics most likely to have a direct impact on their work – including their dealings with the media.

The third working group was attended by team doctors who, among other things, discussed the new system of doping controls to be implemented at UEFA EURO 2008™ and will break new ground in terms of demonstrating to the public that football is, indeed, a 'clean sport'. The details had been publicly presented during a press conference at the Ernst-Happel-Stadion on the previous day, at the end of which, presidents of the 16 finalists had put their signatures to an Anti-Doping Charter which reiterated their commitment to keeping drugs out of football – and demonstrating that they are not used in the professional game.

Anyone who relishes a challenge should try to get all 16 coaches to line-up with the trophy just before the start of the Technical Session on the second day of the Workshop. If you can't work out the names of the absentees, Germany's Joachim Löw was otherwise engaged; Turkey's Fatih Terim had already left Vienna for professional reasons; while France's Raymond Domenech and the Czech Republic's Karel Brückner were simply not in the right place at the right time!



Here's to a return fixture right here! The Swiss and Austrian head coaches Köbi Kuhn and Josef Hickler would dearly love to drink another toast in Vienna in June – as the hosts could only meet there to play for medals...

Image: Kristian Bisutti / Euro 2008 SA

For the first time, blood samples will be taken in addition to urine testing and this means that players can also be monitored for the use of EPO, growth hormones, blood transfusions or any other substances which could, theoretically, enhance strength or endurance. Apart from routine testing at each of the 31 games, there'll be pre-tournament out-of-competition testing and unannounced spot checks at the base camps of the 16 finalists. Each team is being tested at least once, based on samples taken from ten squad members. A minimum of 160 pre-tournament samples will be analysed in Austria while the in-tournament analyses will be carried out in Switzerland with results available within 48 hours.

Let's hope there are no 'positives' – because everything else at the Team Workshop was highly positive...





RESPECT for EURO



Look this way, please! Michel Platini is first on stage for a press conference in Vienna which attracted an audience of over 200 media representatives.

Image: Georg Hochmuth / Keystone / Euro 2008 SA

The body language transmitted as many messages as the words. Michel Platini leaned forward in his chair and gestured with his arms as he addressed his audience. His enthusiasm made it obvious that he was talking about something close to the UEFA president's heart. His subject was the RESPECT campaign which will be one of the salient features at UEFA EURO 2008™.

He had good reason to feel happy about the launch of the campaign at the Ernst-Happel-Stadion in Vienna. Initial estimates had been for around 80 media representatives to attend the press conference at which the campaign was officially unveiled. In the event, there were over 200, including no fewer than 25 television crews. They, along with dozens of photographers, were keen to grab the first images of the RESPECT logo which, at the final tournament, will be visible on shirts, drinks bottles, perimeter boards at the venues, captains' armbands, the clothing worn by stewards and ball-kids. In some cases, it'll take the shape of Unite Against Racism messages which, as Michel Platini explained, are all embraced by the new RESPECT campaign.

"Respect is a global word that is readily understood in many languages," he said. "And so is football. The European Championship is a sporting and media event with global exposure and it is important to use it to transmit strong social, civic and humanitarian messages."

The UEFA president emphasised that the RESPECT campaign will spread into other UEFA competitions but that the finals in Austria and Switzerland represent the ideal scenario for it to be launched. "The aim is to promote a sense of social responsibility," he explained, "based not only on respect for opponents and match officials but also for 'rival' supporters, national anthems, flags, the tournament – and football. Europe is a continent with rich cultural and social textures of all kinds. So it is important to celebrate and, above all, respect the differences and diversities which enrich our continent."

This is where the new campaign dovetails beautifully with programmes aimed at combating violence, racism, xenophobia and homophobia. "At the same time," Michel Platini explained, "we want the respect

for diversity theme to embrace respect for people with disabilities." At UEFA EURO 2008™, under the Football for All slogan, players with disabilities such as paraplegia, cerebral palsy, blindness or learning disabilities will be showing off their skills prior to each of the quarter-final matches – a project in which the Swiss and Austrian disabled sports federations have joined forces with UEFA.

The semi-finals in Basel and Vienna will represent the climax of the anti-racism part of the RESPECT campaign which will run as a continuous thread through the tournament. "It is something unique," Michel Platini commented, "that one of our sponsors is donating its advertising space and supporting us in the campaign against racism." The groundbreaking company is Hublot, who have taken the role of 'national supporter' in both host countries.

At UEFA EURO 2008™, five social projects are being highlighted, with UEFA injecting financial support to the tune of EUR 2.2million. Each project is aimed at different target groups, including the EuroSchools programme which we've presented in an earlier issue and which will reach its peak in parallel with the final tournament.

Another feature of UEFA EURO 2008™ which we've previously mentioned is the presence of the International Committee for the Red Cross as 'official charity partner' and, in this issue, we also present the project for Fan Embassies to be set up in all eight host cities.

In other words, the RESPECT campaign at the final tournament embraces schoolchildren, supporters, the disabled and many, many more sectors of our society. "For many years," Michel Platini underlines, "UEFA and European football have been involved at all levels of society, enabling our sport to use its enormous popularity to help in combating social ills, promoting civic commitments and defending major humanitarian causes. The time has come to bring these campaigns together to strengthen their impact. UEFA EURO 2008™ offers us the opportunity to highlight a concept which epitomises all of our work at the level of social responsibility – respect. Respect for opponents, in the cities, in the stands and on the pitch."





inside information



When Shaggy met Baschi and Chappi

A show with a really solid informative core. That just about sums up an event staged in Berne to mark the milestone of "100 days to go". With the city's mayor Alexander Tschäppät acting as host, singers Shaggy and Baschi teamed up with Switzerland's event ambassador Stéphane Chapuisat to play some music and talk about football in front of an audience that contained well over 100 media reporters – and a whole class from the EuroSchools project.

Apart from the music, the event also featured the five-screen 30-minute movie which was proving to be a smash hit during the Euro



Baschi gives the thumbs-up to the idea of – as his song says – Bringing it home as he plants a kiss on the trophy during the 100-day milestone event in Berne.

Image: UEFA / Roger Grüter

Bring it home, Baschi

He may not be a household name all over Europe, but Baschi is music to Swiss ears. Sebastian Bürgin, alias Baschi, is a Basel-born singer who released his debut album in 2004 and who, within three years, had become



Image: UEFA / Roger Grüter

Jamaica meets Switzerland. The mayor of Berne, Alexander Tschäppät sports a suitably red tie; Shaggy tries to persuade Trix to play for Jamaica. And Stéphane Chapuisat's attire is perfectly diplomatic!

famous enough to generate a TV documentary called, simply, Baschi National. Labelled a 'straight talker', Baschi and his songs speak the same language as youngsters in urban Switzerland – which makes him a solid choice to perform the official Swiss UEFA EURO 2008™ song.

It's actually a re-worked version of *Bring en hei* – loosely translated as 'come on, bring it home' – which he took to the top of the charts during the 2006 FIFA World Cup and was used by Swiss TV as the theme song for their coverage of the event. It stayed in the Top 100 for over a year and is the fourth most successful song in the history of Switzerland's singles chart. Baschi first performed the new version on 24 February during a series screened with a view to spotlighting the country's 'best host city'. As Swiss TV has already decided to use it as the theme for this year's finals, it could soon be back in the charts again.

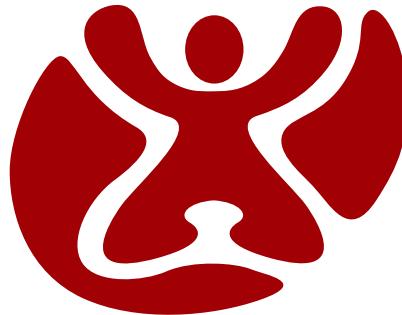
Experience tour which, as UEFA's commercial director, Philippe Margraff, revealed, had already attracted 30,000 visitors by the time it reached Berne. The audience was also introduced to the new euro2008.com website, and Martin Kallen whetted some media appetites by giving some tasters of the opening and closing ceremonies which, he said "won't exceed 12 or 13 minutes because the most important entertainment is going to be the football itself". The only other hint was that the ceremonies will add a "modern, creative twist" to some hallowed Alpine traditions. But the prize for the event's greatest piece of diplomacy goes to 'Chappi' who, when asked to name his favourites for the title, tactfully responded "I think Germany and Italy could go a long way..."



Two of a kind

Christian + Christian = Switzerland + Austria. Switzerland's Christian Mutschler (left) and his Austrian counterpart, Christian Schmöller, add up to a pair of highly experienced Tournament Directors.





In addition to its main base in Nyon, a stone's throw from UEFA headquarters, Euro 2008 SA has two tournament offices, one in Berne and one in Vienna. These ensure that contact with the host countries, associations and cities runs smoothly. The most important tasks of the 30 or so staff at each tournament office include the planning and implementation of private security in the stadiums and at the team base camps, plus the recruitment and training of thousands of volunteers. In the following interview, the two tournament directors, Christian Mutschler (Switzerland) and Christian Schmölzer (Austria), give us an overview of their staff, their challenges and their goals.

The Swiss tournament office predates even Euro 2008 SA and its headquarters in Nyon.
When did you start?

Christian Mutschler: "You could say I'm the longest-serving member of Euro 2008 SA. I was appointed as tournament director by the Swiss Football Association back in 2003. The tournament office in its current form at Nussbaumstrasse 21 in Berne has been in place since February 2005. Three of us moved in originally; now there are 30 of us."

Why Berne?

Christian Mutschler: "We were looking for a central location and Berne was the best solution. There are logistical reasons first of all. Then the fact the Swiss Football Association is based in Berne and virtually all Public Authorities Project Organisation meetings are held in Berne. The Swiss tournament office also functions as a kind of central meeting place for everyone involved in the organisation of EURO 2008."

Vienna was chosen for Austria.
Were there alternatives?

Christian Schmölzer: "In reality, no, even though Vienna is over 1,000km from Geneva. It soon became clear that we would end up at the Ernst Happel stadium sooner or later. The proximity to the Austrian FA helps. And, of course, it is useful not to have another big move for the tournament."

When did things get going at your end?

Christian Schmölzer: "I was taken on in March 2004 and worked from an office on the outskirts of Vienna to begin with. We moved into the stadium – Sector B – in summer 2006. Initially there were three of us in the team. Now we have a good 30, and everything has become a lot more hectic."

The young boys and young girls of Berne make up a formidable squad at the tournament HQ in Switzerland.





The team at the Vienna office looks suspiciously relaxed as they take a 'camera break'. The image might be different when the adrenalin gets going in June...

Will the staff in the tournament offices continue to grow?

Christian Mutschler: "No, the bulk of the people that will be joining us in the coming weeks and months will work at the venues themselves, i.e. in the stadiums."

Christian Schmölzer: "By the time we start the operational implementation (in May), another 200 people will have been taken on."

Is there such a thing as a typical day in the life of a tournament director?

Christian Mutschler: "The characteristic feature is that no two days are alike. I'm constantly on the move and have lots of meetings about very different things. One could be about night-time travel bans and another about medical issues. As a tournament office we act as an interface for coordination with the authorities, host cities, teams, the host football association and stadium representatives."

Christian Schmölzer: "It's the same for me. Meetings – internal and external – shape my day. And the closer we get to the tournament, the more public appointments I have – a press conference in Klagenfurt, perhaps, a TV interview in Innsbruck, or a panel discussion in Salzburg."

How do you manage to give the tournament a local feel, that is, an Austro-Swiss feel?

Christian Mutschler: "Our main goal has to be getting the most enthusiastic volunteers possible to work at the tournament. The nicer and friendlier our volunteers come across, the better the first impressions of the teams, guests, sponsors and media representatives. As for the local feel – typically Swiss characteristics such as punctuality, reliability and hospitality should go without saying for all staff, be they full-time employees or volunteers."

Christian Schmölzer: "People say that Austrians sometimes consider friendliness and charm to be more important than precision and punctuality. There's also the fact that we're 1,000km away from the EURO headquarters in Nyon. So we obviously don't feel every fluster or sense the agitation to the same extent. We're a bit calmer about some things. But in June, right from the first games, we too will make sure everything goes off without a hitch. That we can guarantee."



Trophy Tour

Have you experienced the Experience?

Literally and figuratively, you can't miss it! The venue for the EURO Experience Tour is the world's biggest touring inflatable structure. In fact we're told it's biggest of its kind ever used for non-military purposes! A mammoth structure is the venue for a massively enjoyable experience that's unique in the history of the competition.





Images: UEFA

The idea is to generate and reflect the mounting excitement as the big event draws near. So the EURO Experience Tour hit the road at the Rosentalange in Basel at the end of January and will have entertained fans in a dozen cities in Switzerland and Austria before taking pride of place in the official Host City Fan Zone in Vienna for the duration of the final tournament. The 13 cities are the eight venues plus Graz, Lausanne, Linz, Lucerne and Lugano.

The "Expect emotions" slogan has been the inspiration for a breathtaking experience which is having massive public appeal. The inflatable structure comprises two domes. One is an Interactive Action Zone featuring interactive computer panels, entertainment

programmes, exhibitions and chances to have pictures taken with the Henri Delaunay trophy which the winning captain will raise at the Ernst-Happel-Stadion on 29 June. The other dome houses a multi-media cinema featuring unforgettable moments on five back-projection screens that give a really cool visual surround effect – as well as a main screen measuring a huge 25m².

Some background info gives a rough image of the sheer dimensions of the EURO Experience Tour. The record-breaking touring inflatable measures 60m x 40m and is 14m high. It has taken about 10,000m² of canvas to build it and the structure is made up of 2,000 panels, each of them unique.

Each of the domes weighs about 5 tons and it takes three articulated lorries to transport the Experience from one venue to another.

Once it has been set up, there's a 24-hour advance warning that the EURO Experience Tour balloon is about to go up...when a balloon goes up! And it's no ordinary balloon, either. It measures 34.5m in height; has a maximum diameter of 16.5m; weighs 240kg; and has a volume of 3,440m³. But don't ask for a trip because the hot-air balloon's maximum capacity is three...

That's all we're giving away. The rest of the EURO Experience Tour has to be experienced in the flesh...



Between Trix and Flix, Martin Kallen, Stéphane Chapuisat, Giangiorgio Spiess and presenter Pierre-Alain Dupuis set the ball rolling as the EURO Experience Tour hits the road in Basel.

Image: UEFA





Breaking News

It's hard to imagine that, when EURO 1980 was staged in Italy, only 854 written press reporters and 197 photographers were accredited to cover the event. Four years ago in Portugal, over 2,000 reporters were joined by some 3,500 TV personnel at a tournament which generated TV audiences of well over 200 million; occupied 28,378 hours of TV time; and gave birth to 14,093 special TV programmes. And the greater the TV coverage, the greater the challenge for the other media to find different angles. Reporting on UEFA EURO 2008™ is going to be an experience to relish. But it's going to be very demanding and the media will need as much help as they can get.

That's where the team led by Dietmar Bautz comes into play. Heimo Schirgi, Guy Wolter and Stephan Sandner are the key players on the Media Operations side while Hans Hultman and Mattias Grafström will be responsible for the Media Information Team. In fact it's a full squad, given that 19 UEFA Media Officers will be closely connected to the 16 finalists and the '17th Team' – the match officials.

There are some interesting innovations on both fronts. For example, once reporters know that they're accredited for a match, they prefer to spend time on news-gathering rather than queuing for their tickets. So they'll probably be pleased to know that, at UEFA EURO 2008™ queuing time will be sliced to an absolute minimum. The IT boys have been working overtime to devise a system that will allow seats in the

Press Box and photographers' pitchside positions to be allocated on-screen – by UEFA, not by the media themselves – using something akin to the seating plans that allow you to reserve places on planes or in a theatre. Then, in a handful of clicks, the final seating plan can be converted into Supplementary Accreditation Devices which, even though they're known as SAD, are definitely not sad news for anybody. The system offers much greater flexibility; the staff at the Media Centres don't have to mess around putting hundreds of paper tickets into envelopes; and there'll be much greater agility when it comes to handling waiting lists, as SADs can be printed on-demand.

And there *will* be waiting lists. Inevitably, demand will exceed supply at some matches. But in Basle and Vienna, another innovation is the flexible Press Box. At these venues, the demand for media seats will be even greater for knock-out matches than during the group phase. But it doesn't make sense to cater for maximum numbers throughout the whole tournament. The Press Boxes won't be enlarged to full capacity until just before the knock-out round starts, releasing hundreds of seats to supporters at games played during the group phase.

Talking of Press Boxes, it's also great news for reporters that we've reached agreements with the Telecom suppliers in both host countries (Austria Telekom and Swisscom) and that, in Media Working Areas and

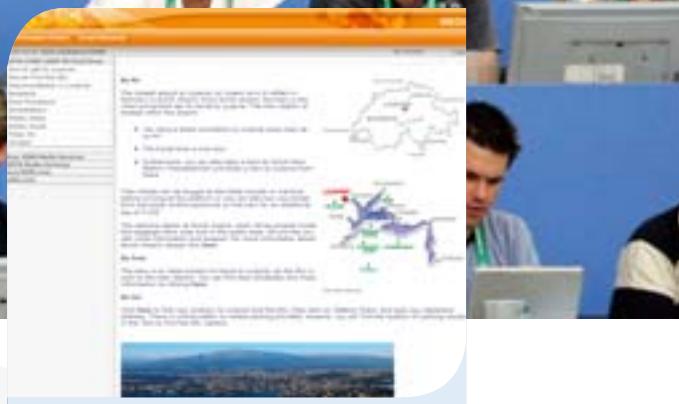




Press Boxes in the stadiums, there'll be free-of-charge internet connectivity.

Communication is, of course, one of the core elements at an event of this magnitude and geographical spread. Reporters could come up with long lists of nightmare situations – and one of them is making a long trip to a training session or press conference, only to find it's been cancelled or the timing has been changed. This is where the Media Information System comes in – affectionately known as MIS. Having performed a similar role in 2004, Mattias Grafström, after his initial dismay, now accepts that being addressed as MIS Administrator isn't an affront to his manhood. He and Hans Hultman will be co-ordinating an upgraded info system which will operate as a password-protected media extranet linked to the public website euro2008.com, where there'll be in-depth blanket coverage of the event. All press conference and training times will be posted on MIS, along with loads of other information ranging from train timetables to press kits or audio files from press conferences. Reporters can also subscribe to a service which will relay up-to-the-minute information by e-mail or via SMS – meaning that reporters in a car or train can immediately receive news of any changes to team activities.

To some, that might seem impersonal. So a Media Hotline will be manned by 8-10 'real people' throughout the tournament. They'll be fully briefed to answer most questions and, if they can't, they'll be able to redirect to people who can. If reporters are in Media Centres, they'll also be able to receive information via the tournament news channel on the TV screens.



Spot anyone you know in the Press Box?
This is a part of the MIS set up for the Final Round Draw in Lucerne.

'Media TV' will, for example, be able to show a match on part of the screen with, along the bottom, a news ticker featuring info such as 'last train leaves at 23.00'.

Another upgrade in comparison to 2004 will go totally unnoticed by the public at large. But reporters will be more than happy to know that there'll be simultaneous translation (the languages of the two teams plus English) at all official press conferences during UEFA EURO 2008™. And, talking of press conferences, another novelty is a Media Briefing which will take place at 11.00 every day from 1 June till the day after the final. Various names have already been pencilled on to a list of key people who'll make 'guest appearances' at the Briefings, which will be staged in either Basle or Vienna. Or rather, in Basle and Vienna. Because pictures will be beamed between the two venues. If, for example, Michel Platini is on the podium in Vienna, reporters in Basle will be able to follow the Briefing on large TV sets and pose questions to the UEFA president without needing to make the trip to Austria.

So, while you're watching TV or reading the morning paper, try to spare a thought for all the people, the time, the efforts and, not least, the money being deployed with the aim of helping the media to provide second-to-none coverage of Europe's top national-team event.





The groundbreaking UEFA EURO 2008™ merchandising programme is



Reaching the fans

To the average supporter, 'merchandising' conjures up images of the usual range of products to be found at major sports events. If you ask a fan to produce a list, it'll probably start with things like T-shirts, key-rings, rucksacks, back-packs, sports bags, scarves, mascots... But UEFA EURO 2008™ is a groundbreaking tournament in many sectors – and one of them is the merchandising programme. The finals in Portugal four years ago provided a great platform on which to build some exciting innovations and to upgrade the sheer range of products on offer to the public. There's something for everybody – from kids to connoisseurs.

UEFA EURO 2008™ merchandise is currently on offer via official retailers such as Intersport outlets, the chain of Manor stores in Switzerland or a thousand or so BILLA shops in Austria and Oviesse department stores in Italy. Intersport, the 'Official Sports Shop for Licensed Products' will also be operating three UEFA EURO 2008™ Superstores in Basel, Zurich and Vienna. The one in the Austrian capital will be the largest with over 1,000m² of retail space. It'll be one of the great features in Vienna's Fan Zone and will include an adidas shop-in-shop, a multi-media experience, a games zone and much more.

One of the other novelties is that UEFA will be operating five stand-alone stores at the tournament's major airports – one in Salzburg, Vienna and Zurich plus two

shops on UEFA's 'home ground' in Geneva. One of them is going to be a showcase store highlighting the products available at the top end of range, going from Hublot watches to items like fine wine and the Official Match Ball.

This illustrates that one of the great things about UEFA EURO 2008™ is that will bring together people from all walks of life with all sorts of tastes. So it's logical to try to offer something to everybody. In terms of massive sales, the official UEFA EURO 2008™ sticker album produced by Panini, the world's No.1 in this particular sphere, will take a lot of beating. The Panini collection features elements like the trophy and the logos as well as the players from the 16 finalists, so the pieces all link up to paint a complete picture of the event.



Design drawings are the basis of a complete range of adidas apparel being produced for UEFA EURO 2008™ along with the official matchball.

Images: adidas

Predictions are always a risky business but it's estimated that the sales of Panini stickers will top one billion worldwide.

At the other end of the rainbow will be the top-of-the-range articles that will probably become real collectors' items and which will form part of the exclusive range of products on offer in the hospitality areas at each stadium.



The EA video-game cover produced especially for enthusiasts in the two host countries.

Image: Electronic Arts Sports

For example, the name of Suisse Langenthal has been gracing high-quality porcelain since 1906 and they've come bang up to date with an extensive range of UEFA EURO 2008™ products ranging from dinner services to coffee and tea cups. Langenthal items are currently available in 30



An image of the sort of UEFA EURO 2008™ shop area which will be set up in the arrivals areas of Geneva and Zurich airports.

Image: Euro 2008 SA

countries, so it'll be worth supporters in the other finalist countries seeing if they can track down some high-class mementos.

The same applies to Caran d'Ache, a leading Swiss producer of fine-art materials and writing instruments. By the way, there's a fascinating story behind the unusual name. The company's founder, Arnold Schweitzer, was a great admirer of a Russian-born French caricaturist whose name was Emmanuel Poiré but whose works were signed Caran d'Ache – a transliteration of 'karandash', the Russian word for pencil. So it became the company name when Schweitzer bought the Ecridor Pencil Factory which had been founded in 1915.

That last sentence is relevant because the Ecridor brand is still going strong – and the UEFA EURO 2008™ pen is a unique variety in the Ecridor line of precision writing instruments. The pen has a hexagonal silver-plated body which is covered in platinum bearing laser engravings of the official UEFA EURO 2008™ logo



Worldwide sales are expected to top one billion, yet Panini sticker albums have a local flavour, such as this version launched in the Swiss market.

Image: Euro 2008 SA

and various graphic elements representing fans, friendship, passion and victory. An absolute gem.

Writing instruments and video-games are worlds apart. But there's something really special for the small-screen supporters as well. The official UEFA EURO 2008™ videogame has been devised by Electronic Arts Sports, though the world's largest videogames producer is more widely known to the fans as EA. The game has been produced for next-generation consoles such as PlayStation 3 and

Xbox 360 as well as Playstation 2, Playstation Portable mobile phones and PCs. The game features all of UEFA's member associations but focuses especially on the final tournament and the teams who'll take part in it. One of the really cool features is that, based on thousands of pictures taken by EA, each of the eight UEFA EURO 2008™ venues has been virtually re-created in the game base. Initial estimates suggest that worldwide sales will top the million mark.

In other words, the merchandising for the 2008 event is breaking new ground by extending its retailer programme and offering an unprecedented range of products going from the more traditional souvenirs right up to the top end of the market. At UEFA EURO 2008™ there's going to be something for everybody...



inside information



The instruments may be different but the scarves indicate that the members of the Vienna Philharmonic Orchestra will be supporting the same team this summer – except for the man on the ball! This time round, Georges Prêtre became the first Frenchman to lead the orchestra at the famous New Year Concert. Is this an omen?

Image: Terry Linke / Wiener Philharmoniker

Football makes its mark on New Year Concert

The Vienna Philharmonic no less – conducted by Frenchman Georges Prêtre – beat the drum for UEFA EURO 2008™ at its traditional New Year concert in the golden hall of Vienna's Musikverein concert hall. The programme included 21 compositions from

the Strauss dynasty repertoire, with Josef Strauss's Sport Polka producing the cross pass to football. Prêtre gave an over-enthusiastic, flag-waving concertmaster a yellow card, while the Vienna Philharmonic wore Austria scarves for the encore and even the ballet in the Albertina had a clear touch of EURO about it. The concert was broadcast live in 50 countries.



Trophy makes guest appearance at Vienna Opera Ball

The Vienna Opera Ball was something of a rendezvous for football's elite, and not only because the EURO trophy was on show in the Chancellor's box until the early hours. Austria's EURO ambassadors, Herbert Prohaska and Andreas Herzog, helped open the ball – with the Vienna State Opera Ballet – while Franz Beckenbauer, Friedrich Stickler, president of the Austrian FA, and his Swiss counterpart, Ralph M. Zloczower, came straight from the UEFA Congress in Zagreb. Also present were European champion coach Otto Rehhagel, Euro 2008 SA COO Martin Kallen and Austria's Tournament Director Christian Schmöller.



Is this the most elegant image ever reflected in the Henri Delaunay trophy? The cup was on display in the Chancellor's Box at the annual Vienna Opera Ball.

Image: ORF

Get your kit on!



Once upon a time, there was a football match televised to over 100 countries. Both teams took to the field in really smart gear with the Blues on the left and the Greens at the other end. Ten minutes into the game, the heavens opened. Suddenly, the complaints started to arrive. All the wet shirts looked exactly the same. Especially on television, where commentators and viewers alike found it all-night impossible to tell the teams apart. During the interval, one of the teams had to change – and came out for the second half wearing red-and-white stripes!

"It turned out that 14 of the 16 teams have either a red or a white shirt and seven of them have both! That's making it difficult to meet all of the teams' wishes."

That nightmare scenario is one of the reasons behind the UEFA EURO 2008™ Kit Day. In point of fact, it was three full working days because each of the finalist associations was invited to UEFA's HQ in Nyon and

Keith Dalton, suitably serious in his UEFA uniform, inspects items from the French team's kit bag along with Frédéric Forestas, Team Manager of Les Bleus, and Olivier Tinten of their kit manufacturer, adidas.

given a one-hour 'slot' to present the kit they intend to use at the final tournament. The UEFA team was captained by Keith Dalton, Match Centre Manager within the Competitions Division. "The EURO is such an important event," he comments "that we feel it's definitely worthwhile inviting each national association to Nyon and going through each and every item of equipment with them while there is still time for modifications to be made if they're required."

For the supporters, team colours are obviously the important issue. "We discussed with the teams the kit they prefer to wear for each match in the group stage," Keith explains. "The fixture list shows which teams are, for administrative purposes, the 'home' teams and they have first choice. Some of the 'away' teams ask to play in their first-choice strip but others, who have maybe designed a rather nice second strip, are more than happy to show it off to their fans."





"We appreciate how important it is for the national team to be wearing the colours of their country," Keith adds. "So we take into account their preferences as a priority. But we also have to ensure that there is no risk of the referee confusing the two teams and we have to make sure the event is attractive for the spectators. It turned out that 14 of the 16 teams have either a red or a white shirt and seven of them have both! That's making it difficult to meet all of the teams' wishes. The first consideration is to make sure that as many teams as possible can play in their 'normal' colours. But then we look at all the other factors which can help to guarantee optimum visibility on the pitch and on television."

Apart from the colour distortions in rainy conditions which contributed to the 'nightmare scenario', there are other variables. As images from the final tournament will be distributed to about 200 territories all over the world, it has to be borne in mind that some viewers will be watching in black-and-white. And, in the past, there have been cases of confusion at matches where the monitors on the TV cameras only showed images in black-and-white – meaning that the cameramen themselves had difficulties in telling the two teams apart!

Another important aspect is that the contrast between the numbers and the colours of shirts must be



The 'Court Room' at UEFA's headquarters in Nyon was the setting for the Kit Day, with Martine Senn and Véronique Girardin jotting down evidence. But the hands-in-pockets relaxed atmosphere indicates that no one was sent to jail...

Image: Philippe Woods / UEFA



Keith Dalton and his spectrophotometer make sure that everyone in the stadium will be able to recognise that the German No.13 is Michael Ballack ... assuming he's selected, of course!

Image: Philippe Woods / UEFA

good enough for the referee, for the spectators in the stadium and for those watching on television to easily identify the player. Most fans can probably recall a game or two where, for example, red numbers on red-and-black striped shirts were practically invisible. "It was one of the important facets of the Kit Day," Keith recalls. "So we didn't leave anything to chance in the sense that we used technology to provide the answers, rather than subjective opinions. We used a machine called a spectrophotometer to take readings against the numbers and the shirt colours. Then we compared the readings to make sure that the contrast was good enough. If the contrast hadn't reached the base figure, changes would have had to be made."

...to avoid excesses, sizes are strictly controlled. An emblem, for example, can be up to 100cm². A manufacturer's logo, on the other hand, can't be larger than 20cm²; can't appear more than once on the front of a shirt; and can't be used on the back.



Seeing is believing. Michael Ballack is 'The Invisible Man' as the German away strip is photographed.

Image: Philippe Woods / UEFA

sizes are strictly controlled. An emblem, for example, can be up to 100cm². A manufacturer's logo, on the other hand, can't be larger than 20cm²; can't appear more than once on the front of a shirt; and can't be used on the back.

"The event was very successful," Keith reports. "There was excellent co-operation and understanding with teams and manufacturers. We were able to look at everything that might be worn. Caps, rain jackets, T-shirts, leisure-wear, sports bags, goalkeeping gloves, shinguards... One team even showed us the underpants the players intend to wear!" Keith, you're very welcome!

But, of course, 'kit' is much more than playing gear. So the Kit Day put a magnifying glass to everything that might be used during each team's 'official' events at UEFA EURO 2008™. That means official press conferences, the official training sessions at the stadium on the day before a match; and anything the delegation might wear – or carry – on matchday from the moment they arrive at the stadium to the moment they leave it.

"Basically, we're checking that all the equipment is free of sponsor advertising and in accordance with UEFA's Kit Regulations," Keith explains. "It's crucial for us to treat all the teams equally so, at the Kit Day, we went through each and every item of equipment with the finalists, looking at manufacturer logos, national emblems or crests, names of countries and other design elements to make sure that everything is in line with the requirements for the big event."

The Kit Regulations are designed to allow exposure for three bodies: the country (in the form of colours, country name and emblems); the manufacturer (logos); and UEFA (who provide a competition badge to be worn on the sleeve). But, to avoid excesses,



Martine Senn consults Annex C of UEFA's Kit Regulations to make sure that the numbers on the French kit are OK.

Image: Philippe Woods / UEFA



The Playing Kit



Austria



Croatia



Czech Republic



France



Poland



Portugal



Romania



Russia

of the 16 Teams



Germany



Greece



Italy



Netherlands



Spain



Sweden



Switzerland



Turkey





**EURO Legends -
The last four final
tournaments
have produced...**

Tales of the Unexpected

The slogan for UEFA EURO 2008™ may invite us to expect emotions but, if the 'turn of the century' tournaments are anything to go by, we can also expect the unexpected. In the last sixteen years, the European Football Championship has been marked by significant – not to say revolutionary – changes but the surprise factor has been a glorious and heart-warming ever-present.

So has the tradition that no champion has ever successfully defended the European crown – a statistic which will ignite fire in Greek bellies in a few weeks' time. Teams have come tantalisingly close, as Rinus Michels' Dutch side did when they travelled to Sweden as kings of Europe in 1992 – only for their hopes to be exploded by Danish dynamite in one of the greatest fairy tales in the history of the competition.

It wasn't the first case of politics exerting an influence. After all, Generalísimo Francisco Franco had ordered Spain not to travel to the Soviet Union to play a match in the very first tournament. But, as EURO 92 drew nearer, political events meant that UEFA had important issues to address. In January, it was agreed that a team featuring players from former Soviet republics would be allowed to compete under the CIS banner. But a UN resolution on the conflict in Yugoslavia produced an emergency of greater dimensions. On 31 May, ten days before the opening game, Denmark (who had finished one point behind the Yugoslavs in their qualifying group) were invited to step in. It was an invitation no footballer could refuse. But, with Michael Laudrup (who'd said goodbye to the national team) following events by phone during a holiday in New York, defeat by Sweden and a goal-less draw against England, made it look as though Richard Møller-Nielsen, head coach of the Danes, would need to



Goalkeeper Peter Schmeichel is sweating in his multicoloured jersey as Danish defender Kent Nielsen (3) clears acrobatically from German striker Karlheinz Riedle during the 1992 final in Gothenburg.

Image: Per Kjærbye

cope with nothing more than momentary disruption to summer plans of redecorating his kitchen.

As tales of the unexpected go, the next three games destroyed a lot of dreams but gave immense joy to the romantics – not least because some games had been drab enough for UEFA's own Technical Report

"By that time, they had lost Brian Laudrup and Henrik Andersen through injury and full-back John Sivebæk was hobbling round trying to fill spaces. Surviving extra-time was a tale of heroism."

to lament "the lack of creative players". Firstly, Denmark's 2-1 victory sent home Michel Platini's French team which had won all eight qualifiers. It also earned the Danes a semi-final against the rampant Dutch which turned out to be one of the epic games in the history of the European Championship. Having twice gone ahead, they were psychologically pummelled by an 86th-minute equaliser from Frank Rijkaard. By that time, they had lost Brian Laudrup and Henrik Andersen through injury and full-back John Sivebæk was hobbling round trying to fill spaces. Surviving extra-time was a tale of heroism.



Kim Christofte wheels away offering thanks to the heavens after beating Dutch goalkeeper Hans van Breukelen with the most audacious of penalties to seal victory in the semi-final shoot-out.

Image: Per Kjærbye

Then Peter Schmeichel saved Marco van Basten's penalty during the shoot-out and, after eight other spot-kicks had hit the net, it was up to Kim Christofte to deliver the coup de grâce.

He did so with an impudence comparable only with Antonin Panenka's shoot-out winner of 1976. Kim's run-up could be generously calculated at one-and-a-half paces and the ball was struck with such delicacy that it merely ruffled Hans van Breukelen's net.



Having guessed right – or rather, left – Danish keeper Peter Schmeichel keeps his eyes on the ball as he prepares to make the decisive save from Dutch striker Marco van Basten.

Image: Per Kjærbye



The Danes had expended so much physical and mental energy and were nursing so many injuries that nobody expected their giant-killing to extend to the final against Germany. But midfielder John 'Faxe' Jensen hit one of his four goals in 69 internationals and, 12 minutes from time, emotion ran even higher when the 2-0 win was completed by Kim Vilfort, who had returned 48 hours earlier from a visit to his seriously ill daughter.

"It may be hard to associate Germany with footballing adversity. But they were so short of manpower when they reached the final at Wembley that UEFA took the unprecedented decision of allowing Berti Vogts to fly in reinforcements."

Arrigo Sacchi, who watched the tournament as Technical Observer for UEFA, attributed the story-book victory to "humility, enthusiasm and will-to-win". He might have added the ability to react strongly in the face of adversity – a virtue which has marked recent tournaments.

At this point, few would have guessed that the shot by German striker Oliver Bierhoff (20), watched by fellow sub Marco Bode, would end up trickling into the Czech net to clinch the 2-1 Golden Goal win in 1996.

It was certainly true of the Germans in 1996. It may be hard to associate Germany with footballing adversity. But they were so short of manpower when they reached the final at Wembley that UEFA took the unprecedented decision of allowing Berti Vogts to fly in reinforcements. Jens Todt hurriedly boarded a plane – but, in the event, didn't appear on stage.

But it was by no means the only novelty at EURO 96 where, for the first time, there were 16 finalists on the starting grid. In less tangible – but equally important – terms, the tournament played under the *Football's Coming Home* banner also broke new ground in the sense that it generated a festive atmosphere which, apart from incidents when England met Germany in Charleroi in 2000, has put a smile on the face of the final tournaments played in recent times.

For the second time – and this is a phenomenon that has occurred in three of the last five tournaments – the final was played by two teams from the same group. Germany and the Czech Republic were drawn into a 'Group of Death' alongside Italy and a team making its first appearance wearing the colours of Russia. After a 2-0 defeat by

Germany, the Czechs produced a major shock by beating Italy and clinching second place by drawing 3-3 with Russia. Their presence in the knock-out phase was such a surprise – even to themselves – that Vladimir Smicer had to travel home for a wedding that had been arranged on the basis of an early exit. He returned to play the final as a married man.

Image: Lee Beskine / Action Images





With Sylvain Wiltord (13), scorer of France's last-gasp equaliser, on the right, fellow sub David Trezeguet combines poise, balance and power as he volleys past Italian keeper Francesco Toldo to clinch the 2-1 Golden Goal victory in the 2000 final.

Image: Alain de Martignac / Presse Sports / L'Equipe

But the route to Wembley wrote new chapters in the competition's history. The quarter-final between England and Spain was the first match where the Golden Goal could have been scored – but wasn't. The quarter-finals and semi-finals yielded only six goals and, with Golden Goals glittering by their absence, four of the six matches had to be decided by penalty shoot-outs. Germany broke the hosts' hearts by winning a shoot-out at Wembley while, in Manchester, the Czechs almost apologetically sent the French home. After Reynald Pedros had failed to convert, they needed one more to secure a place in the final. But there was reluctance in the ranks. Finally Lubos Kubik walked forward, only to be waved back by the referee. He had already taken one spot-kick. Miroslav Kadlec ultimately decided to perform his duties as captain – and did so with aplomb.

Dusan Uhrin's side had beaten Portugal in the quarter-finals thanks to a peach of a lob by the diminutive Karel Poborsky, one of the revelations of the tournament. And the ultimate surprise seemed to be on the cards when the Czechs took the lead in the final. But substitute Oliver Bierhoff provided the equaliser and, in extra-time, the long-awaited Golden Goal which put an abrupt end to the proceedings. However, it was significant that two defensive players – Dieter Eilts and Matthias Sammer – were acclaimed as the foundation stones of German success. At their post-tournament get-together, the national team coaches expressed, for the first time, concerns about the burn-out symptoms troubling their most creative elements at the end of gruelling seasons.

The fact that an Assistant Referee's flag was raised when Oliver Bierhoff's Golden Goal trickled into the Czech net was also symptomatic of unease reflected by the admission that UEFA's Referees Committee "was not happy with the lack of uniformity in the interpretation of the Laws of the Game". This was to lead to significant changes when the first-ever co-hosted finals kicked-off in Belgium and the Netherlands four years later.

Up till then, match officials had been flown in during the 48 hours preceding a match and flown out as soon as any disciplinary repercussions had been resolved. It hadn't even been until EURO 92 that 'teams' of officials from the same country had been selected. Previously, two of the referees selected for the finals had run the lines. UEFA EURO 2008™ will be the third final tournament where the match officials form the '17th team'.

It wasn't the only innovation. The quarter-final between Turkey and Portugal at the Amsterdam ArenA went into the annals of the competition as the first to be played under a closed roof. And the Portuguese felt that the roof had harshly fallen in on them when Abel Xavier's near-post handball was spotted by an Assistant Referee and the 117th-minute Golden Goal penalty coolly converted by Zinédine Zidane sent Humberto Coelho's talented side home.



With Swiss defender Patrick Müller looking depressed and goalkeeper Jörg Stiel ready to throw in the towel, England's Paul Scholes (8) watches the ball fly into the net to make team-mate Wayne Rooney the youngest-ever scorer.

Image: John Walton / Empics

Zidane's performance in 2000 meant that the search for EURO legends was not dead. Although he didn't take the entire tournament by the scruff of the neck as Michel Platini had done during France's previous run to the title in 1984, he hit sublime notes during a wonderful quarter-final against Spain; was decisive in the semi-final against Portugal; and was the inspirational force in his team's epic comeback in the final against Italy.

Although nobody could describe victory for the 1998 world champions as astounding, the tournament was richly coloured by flowing attacking football and various surprise factors – with Yugoslavia, saying farewell to the international scene, providing more than



With Portuguese goalkeeper Ricardo stranded, Greek striker Angelos Charisteas outjumps Costinha and Ricardo Carvalho to head the goal that earned a historic triumph in Lisbon in the 2004 final.

Image: Foto-Net

their fair share. Playing with ten men, Vujadin Boskov's side came from 3-0 down to draw with debutants Slovenia. They then conceded two goals in added-time to snatch a 4-3 defeat from the jaws of victory against Spain. And, in another seven-goal thriller, their 6-1 defeat by the Netherlands went into the history books as the biggest-ever at European Championship finals.

The Dutch went on to set another record in their semi-final against Italy by failing to convert five out of six penalties – two in normal time and three in the decisive penalty shoot-out. The 1988 champions were not the only former kings to fall. The 1992 victors, Denmark, and the defending champions, Germany, were axed in a group phase where they jointly totalled one goal and one point. In 2000, the grand finale in Rotterdam was disputed by the 1984 champions, France, and the 1968 champions, Italy.



But Rooney's record is short-lived as Swiss forward Johan Vonlanthen (22), four months younger, beats French goalkeeper Fabien Barthez four days later in Coimbra.

Image: John Walton / Empics

Dino Zoff's side had reached the final by expressing traditional, pragmatic Italian virtues. The surprise factor re-surfaced when they took the game to France with Francesco Totti and Marco Delvecchio leading the attack. As the Czechs had done at Wembley, they took the lead. And, as in 1996, the decisive personnel emerged from the substitutes' bench. The Italian supporters were waiting for the final whistle when Sylvain Wiltord, after 4 minutes



The stuff that dreams are made of. Before the 2004 finals, who would have predicted that the Greek captain, Theodoros Zagorakis, would be the one to lift the Henri Delaunay trophy?

Image: Getty Images

and 21 seconds of added-time, struck the equaliser. And the Italians were still shell-shocked when Roger Lemerre's other two subs, Robert Pirès and David Trezeguet combined to produce the Golden Goal which adjudicated the European crown for the second successive time.

By 2004, Gold had been replaced by Silver. And, in point of fact, FIFA had decreed a return to the full 30 minutes of extra-time as from 1 July 2004. But, for coherency, UEFA opted to maintain during the whole tournament the concept of the Silver Goal whereby play continued until the end of a 15-minute period of extra-time. The Greeks successfully clouded the issue when Traianos Dellas headed the last-ever Silver Goal 55 seconds into added-time at the end of the first period of extra-time in the semi-final against the Czechs. The idea of the Silver Goal was to give the conceding team time to react – but Karel Brückner's side were left with a matter of seconds to respond.

Memories are still fresh of a tournament where Greece opened and closed the spectacular against the hosts and beat them on both occasions to spring the biggest surprise since the Danish triumph of 1992. Their improbable victory allowed a new name to be engraved on the Henri Delaunay trophy and allowed Germany's Otto Rehhagel to become the first non-native coach to don the European crown.

There were many other cameos during a spellbinding tournament. Against Switzerland, Wayne Rooney (18 years and 8 months) became the youngest to score in European Championship finals. But his record stood for 96 hours, till Johan Vonlanthen, nearly four months his junior, scored for Switzerland against France.

Yet, once again, the star soloists struggled to stamp their personalities during a tournament where the nomination of the Greek captain, Theodoros Zagorakis as UEFA's 'Player of the Tournament' vividly illustrated that collective virtues had prevailed.

During its last four editions, the European Football Championship has blossomed into a mega-event watched by a cumulative worldwide TV audience calculated in billions and enriched by productive commercial partnerships. But when UEFA EURO 2008™ kicks-off on 7 June, the questions fans will be asking are the ones that were being asked in 1992. Will another EURO legend be born? Will any individual be capable of holding centre-stage? Or will team ethics prevail? When and where will the surprise factor emerge? And, of course, who will lift the Henri Delaunay trophy on Sunday 29 June 2008?



The Team behind

Imagine it's already 7 June. Saturday afternoon. About an hour before Switzerland and the Czech Republic raise the curtain. You're in the armchair with a glass of something and you've already worked out how to grab a bite to eat before Portugal and Turkey get the evening game going. Suddenly, while the commentators are warming you up for the big match, you wonder how many millions of other people all over the world are sitting in front of their screens with the same adrenalin rush and the same expectations. But the expectations take one thing for granted: that stunning images of UEFA EURO 2008™ will appear on the screen in front of you. You know that nothing beats the special feel of watching a game in the stadium. But you want the 'best seat in the house' and you hope that, somehow, the TV pictures can make you laugh, cry, punch the air, jump for joy, hug your mates...you want to feel the emotions just as strongly as if you were among the crowd in the main stand.

That's the challenge facing UEFA because, for the first-time, UEFA is producing the TV images of its own tournament.

Alexandre Fourtoy, CEO of UEFA Media Technologies, is determined to make it a ground-breaking event in terms of quality as well. "The aim is quite clear. We want to provide best-ever coverage." That, as the cliché goes, is easier said than done. How do you go about it?

"...you want the 'best seat in the house' and you hope that, somehow, the TV pictures can make you laugh, cry, punch the air, jump for joy, hug your mates...you want to feel the emotions just as strongly as if you were among the crowd in the main stand. That's the challenge facing UEFA because, for the first-time, UEFA is producing the TV images of its own tournament."

"We want to give viewers the feel of the tournament – not just the feel of the games," Alexandre explains. "On our production plans, that goes under the heading of Additional Programming. But on the ground, it means better coverage than ever before in terms of keeping track of what all 16 finalists are up to; focusing on the fans; offering insights into the teams, preparations for each match day and exclusive



Alexandre Fourtoy, CEO of UEFA Media Technologies, is flanked by Head of TV Production, Bernard Ross, and, on his left, Head of Partners Servicing, Joachim Wildt.

Image: Philippe Woods

views from the legends of the game – and generally working harder than ever on helping viewers to build up the excitement and to feel part of the event. This means that we'll be encouraging and helping the broadcasters from different countries to exchange back-up material and build up a real team effort."

This is where the IBC plays a big role. The International Broadcast Centre in Vienna will operate as the hub where all the images will be collected and distributed. It's being set up about 1km from the Ernst-Happel-Stadion using recyclable structures and, for a month or so, will be home to all the broadcasters, their studios, their offices and some highly sophisticated technology, such as cutting-edge high-

and the Cameras



light production equipment. It will also be the nerve-centre for IT communications between the eight venues.

But the success of the IBC depends largely on the images it receives. And Alexandre Fourtoy is well aware that judgements passed by TV viewers will be formed on the basis of match coverage. "That's why, for us, the production teams will be the VVIPs of the tournament," he says. "There'll be four of them – two in Austria and two in Switzerland. We often refer to them as 'trucks'. But, these days, a top-level production team needs more than one truck to make it tick. We're talking about full High Definition transmission of each match with 'sound surround' audio. And we'll be adding a 'UEFA touch' by using our expertise to produce better-than-ever on-screen back-up services, such as what we call 'Level 3' statistics, tracking information and other features

which, we are confident, will contribute to the viewers' tactical enjoyment of matches."

The basic transmission of a match will involve as many as 28 cameras and most of the broadcasters will add a few extra cameras of their own to cover specific details of games. "We'll also be incorporating innovations that have never been used in a tournament of such magnitude," says Alexandre, "and we'll be making full use of the 'spider cam' – the camera that zooms around over the pitch on a network of cables, as well as offering better coverage of what goes on in the penalty areas. We've also recruited the very best Match Directors in Europe in terms of professional ability and creative talents."

They're also highly experienced. French director François-Charles Bideaux, for example, is a veteran of the 1998, 2002 and 2006 FIFA World Cups. His compatriot François Lanaud was at the helm for the 2000 and 2006 UEFA Champions League finals. Germany's Knut Fleischmann was a key performer on home soil for the 2005 Confederations' Cup and the 2006 World Cup. Jamie Oakford has added the 2007 and 2008 UEFA Cup finals to experience gained at the 2002 and 2006 World Cups. And, in addition to World Cups, his colleague at the British ITV network John Watts has worked with UEFA at EURO 96, EURO 2004, the 2002 and 2003 UEFA Champions League finals, plus various UEFA Super Cups. In other words, it's not a bad team...

"I'm happy you mentioned the 'team' aspect," Alexandre comments. "We assembled under Bernard Ross, the Head of Television Production, a great combination of innovative and experienced staff because we need to have a global approach to make sure that our coverage combines teamwork with individual talent. We need to combine a degree of uniformity with very high standards. That's why we recruited our Match Directors early – we announced the names last October – and have involved them in all our preparation processes. Their input has been invaluable and I'm confident that the viewers will really enjoy the images that we're going to be offering them."



inside information



Image: Stadt Wien Marketing

The whole of Vienna decked in EURO colours

With 100 days to go before the start of UEFA EURO 2008™, Vienna, where the final is to take place, has already taken on a EURO look. Since 28 February, even the city's landmark Ferris wheel has been adorned with the EURO design, as well as the host city logo.

In keeping with the host city flags, the giant 2,000m² net depicts, on a ruby-coloured background, the mascots Trix and Flix, the Vienna host city logo, the UEFA EURO 2008™ logo and the message "Wir freuen uns auf die Europameisterschaft" (We're looking forward to the European Championship). The EURO motif will adorn the giant wheel for the 100 days remaining until UEFA EURO 2008™ kicks off as an expression of the city's excitement in the run-up to the football festival.

Since last summer, Vienna's Ringstrasse has been decked out with 100 UEFA flags, and at the start of 2008, the matrix signs leading into the city were given a EURO look. A further 200 UEFA flags were up by the end of February, followed by another 400 round the Ringstrasse, on the No 2 tramline, along the Handelskai, on the Schwarzenbergplatz and at Vienna's football grounds.

The remaining 1,100 flags are due to be delivered in mid-April for putting up along the west access road and the outer ring road, in the city centre, at the Praterstern railway station and along Ausstellungsstrasse and Meiereistraße by the end of May. In all, 1,800 EURO flags will be flying in Vienna for the final.

A stunning image of one of Vienna's most famous landmarks decked out in UEFA EURO 2008™ livery. The Riesenrad is the giant Ferris Wheel designed by Walter Basset and erected in 1897 to commemorate the golden jubilee of Emperor Franz Josef I.

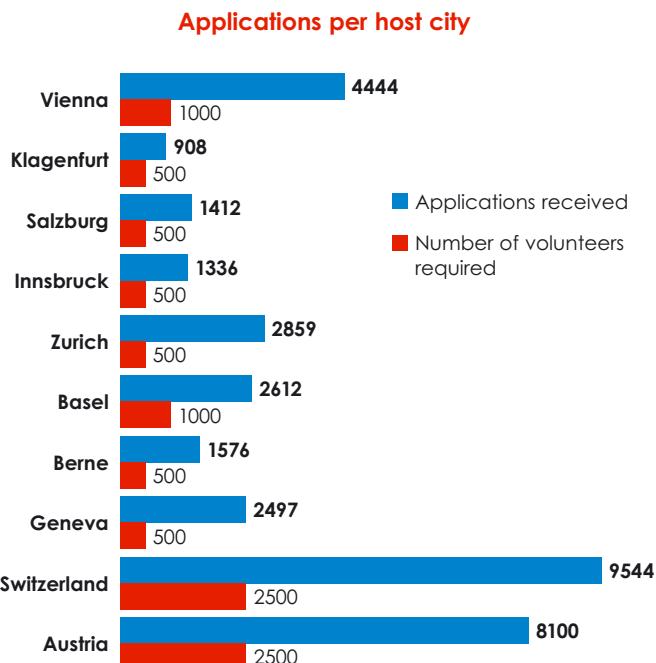


UEFA EURO 2008™ is drawing near:

Volunteers gain First Insights

The application period for the UEFA EURO 2008™ volunteer programme was drawn to a close at the end of February. Interest remained strong to the last.

Applications have come predominantly from within Switzerland and Austria. In the wake of a highly successful FIFA World Cup, however, it seems that many Germans are eager to experience the emotion of another major event and registrations from overseas were not lacking either: football fans from 150 countries and every continent have applied to work as volunteers at the European Championship final round from 7 to 29 June. 65% of all applications have come from men. In terms of age, the distribution is fairly even – be they students or senior citizens, people of all ages want to play their part in the success of the third-largest sports event in the world. The application period was closed on 29 February, while interviews were held until the end of March. Now it is time to make the final decisions and to let the 5,000 lucky ones from 17,644 candidates know that they have been selected as volunteers for the tournament.



No sign of Otto Rehhagel or Raymond Domenech this time, but Manuel Kilchenmann is prepared to be a driving force behind UEFA EURO 2008™.

Image: Keystone / Euro 2008 SA

In the meantime, 220 volunteers have already gained their first insights into UEFA EURO 2008™. They helped Euro 2008 SA staff before and during the final-round draw in Lucerne on 2 December. Some 600 guests and over 700 media representatives were at the Culture and Congress Centre to watch the four final-round groups be drawn. "With their expertise, enthusiasm, friendliness and readiness to help, the volunteers ensured that an excellent impression was made on our guests. We are very happy," said Christian Mutschler, Euro 2008 SA Tournament Director for Switzerland, who is in charge of the volunteer project.

One of the 220 volunteers at the draw was Nadia Batzig. A 29-year-old media and communications student, Nadia was hired as a media volunteer. She was already helping out four days before the draw, setting up the facilities and work stations for the media representatives. On the day of the draw, her team of 15 volunteers was responsible for accrediting journalists and supplying them with the group lists and





"I'm not here to entertain my passengers, but must get them to their destination safely and on time."

Manuel Kilchenmann (33)

match schedules. In terms of the draw itself, Nadia didn't see a great deal: "I watched the first ball being drawn, but then had to get to work."

Nadia already has lots of experience in the field of media support. As head of media at various events, she has looked after up to 400 journalists. "But EURO 2008 is in a whole other league," she says. Hence her application to volunteer. "This is a unique opportunity for me to get a glimpse behind the scenes at a major event. The benefits for Nadia, who has nearly finished her studies, are a matter of course. "I get a great insight into the processes and can experience the feeling of this huge event."

Another media volunteer was Sara Keller (20), a journalism student who followed the media professionals attentively. "They work at a horrendous speed," she says. The journalists were therefore sometimes a bit frantic and a few harsh words were said. "But we stayed friendly and helped as best we could." And to great success it seems: once they'd finished, the journalists apologised to the volunteers and thanked them for their work, according to Keller.



"Straight over there!" Sara Keller offers directions to some reporters in a hurry.

Image: Keystone / Euro 2008 SA



Don't believe a word of it! Volunteers at UEFA EURO 2008™ don't really have to share three drinks between six of them!

Image: Keystone / Euro 2008 SA

Aside from the exciting work, Sara was particularly struck by the excellent atmosphere among the volunteers. Her team comprised 15 people, from Germany, France, Brazil and Switzerland. "It was sometimes a bit of a linguistic jumble," Sara laughs, but they got on great all the same. Eating together, lots of photo-taking and infectious merriment were the upshots according to Sara. "Obviously, I hope that I'll be picked as a volunteer for the final round too and get to see some of my volunteer friends from Lucerne again."

Manuel Kilchenmann was busy in and around Lucerne as a volunteer driver. Employed by the Swiss Federal Customs Administration, Manuel is no stranger to such a role. He was even a driver for the UEFA EURO 2008™ qualifying-round draw in Montreux. "Among others, I had the Greek coach, Otto Rehhagel, and the French coach, Raymond Domenech, in the car," said 33-year-old Manuel. In Lucerne he didn't chauffeur such big names, but he doesn't care: "That makes no difference. The important thing is that I get my guests to their destination safely and on time. Whatever they're called."

"The atmosphere in the volunteer team is great. I hope to see my volunteer friends again."

Sara Keller (20)

Image: Keystone / Euro 2008 SA



Smile, please! Nadia Batzig is pleased to oblige when asked for assistance by a press photographer at the Final Round Draw in Lucerne.

Image: Keystone / Euro 2008 SA

As a long-term volunteer in the Berne recruitment team, Manuel still has plenty to do. At the final-round draw he noted that the apparently subdued football fever was mounting. "The whole shebang was definitely greater in Lucerne. You could tell that the final round was getting closer." Manuel – in true Berne style – isn't letting that faze him. "Getting nervous would achieve nothing. I try to stay calm

"This is a unique opportunity for me to get a glimpse behind the scenes of a major event."

Nadia Batzig (29)

and, by extension, have a calming effect on those around me."

After their unique experiences in Lucerne, all three hope to be among the 5,000 volunteers helping in Switzerland and Austria during UEFA EURO 2008™. Nadia applied for Basel, Sara for Zurich and Manuel for Berne. When asked who would be the next European champion, they made no comment, saying only that attractive games and a positive atmosphere for the final round were all that mattered. For Nadia, the European champion question has been put into perspective anyway. "I was rooting for England actually, but that's no longer an option. So I have no reason to get distracted from my volunteering in June," she says, with a wink.

Despite the signage behind them, there's nothing sad about the volunteers who operated the Media Desk at the Final Round Draw in Lucerne.



Image: Keystone / Euro 2008 SA

inside information



Attila Dogudan can't keep a straight face as he tries to convince us that the adidas Europass is the world's largest meatball...

Image: Euro 2008 SA / Kristian Bissuti

Culinary Delights

At an exclusive press conference on the eighth floor of Haas Haus in Vienna, it wasn't just the incredible view over St Stephen's Cathedral that put a smile on everyone's faces. "We're really happy, we've already sold 94% of the hospitality packages," explained IMG Sales Manager Stefan Füg.

In summer 2007, a total of 80,000 hospitality packages were produced. They include category one seating, catering and an entertainment programme, and are tailor-made for corporate visitors. The packages cost from EUR 1,250 (single group-stage match) to EUR 14,000 (four final-stage matches – e.g. two

quarter-finals, a semi-final and the final). "We have made EUR 115 million already, which is a new EURO record," Martin Kallen, COO of Euro 2008 SA, pointed out, adding that "all revenue, without exception, will go back into football."

While IMG is exclusively responsible for sales, DO & CO is looking after the catering in all eight stadiums. "It's not only the footballers; our 2,000-strong staff also has to undergo a fitness programme in preparation for the European Championship," said DO & CO boss Attila Dogudan. The numbers speak for themselves. In all eight stadiums, 250,000 meals will be served in total. The menu includes 20 tonnes of fish and 20 of beef, plus 250,000 strawberries. "EURO 2008 is not going to be just a football festival, but one of culinary delights too," promises Dogudan. The first tasters at Haas Haus were a resounding success.



The proof of the pudding is in the eating. Euro 2008 SA's COO Martin Kallen takes a three dish to one advantage over DO & CO chairman Attila Dogudan as they discover the delights of the Hospitality Round Table.

Image: Euro 2008 SA / Kristian Bissuti



Leaping into action

The gymnastics associations in Austria and Switzerland have been selecting some 350 boys and girls (well, the only age requirement is that they must be at least 16) to make guest appearances on the pitch at the eight tournament venues. Teams of 20 boys and 20 girls will perform a 'cocktail' of gymnastics and hip-hop dancing to warm up the crowd while they're waiting for the teams to come on the pitch.

200th employee joins the Team

On 1 February, Euro 2008 SA took on its 200th member of staff, Eleonora Spasojevic, from Switzerland. Eleonora works as protocol assistant. By the start of the tournament, the company will have a workforce of 450 in all. The majority of staff come from Switzerland (39%) and Austria (21%). 53% are male and the average age is 33.

The Sounds of EURO



The cover speaks at full volume as Trix and Flix team up with Shaggy to launch the first official mascot song "Like A Superstar".

Image: Ministry of Sound Recordings

OK, at UEFA EURO 2008™ we'll expect to see the artists on the pitch. But the event has become such an immense party that, for the first time, the final tournament in Austria and Switzerland will have its own 'sonic brand' or, if you like, a musical identity. In fact there'll be a lot of sounds that will be immediately identifiable with the event.

Apart from the Official Song (remember Nelly Furtado at EURO 2004™?) there'll be 'official music' – an instrumental piece which will be played in the stadium and used for a lot of other purposes, such as opening and closing TV programmes. When it came to creating the music, UEFA headed for London and recruited the renowned producer Roland Armstrong, well known for his associations with Faithless and the Cheeky record label.

But the first EURO sounds to hit the airwaves came from a picturesque trio formed by Trix, Flix and Shaggy! The two mascots play the starring roles in a stunning three-minute video, but the gravelly voice belongs unmistakeably to the Jamaican rap-reggae performer who, since making a huge impact with songs like *Oh Carolina* and *Boombastic*, has sold well over 20 million albums.

"I see it as an honour and a challenge that the Europeans have chosen me and my song," says Shaggy, who'll be making some public appearances with Trix and Flix during the run-up to the final tournament. It'll be a new adventure for the artist who usually splits his time between New York and his Big Yard studio complex in the Jamaican capital, Kingston.

Shaggy's music has always got the dance halls rocking – and the mascot song "Like a Superstar" will certainly make the fans want to get up and dance. It's been released on the Ministry of Sound label (based in Berlin) and the superb video featuring Trix and Flix ball-juggling their way through Alpine landscapes and right into the stadium has been created by Swedish animators Kaktus. The result is cool – and if you haven't seen it yet, just hit the button on [uefa.com or euro2008.com](http://uefa.com/euro2008.com).

And there's more to come. Two further mascot songs featuring Shaggy playing football (he describes Jamaica as a football-crazy country) with the mascots Trix and Flix will have been released by the time the tournament kicks off and now the big news will be the launch of the Official Song for UEFA EURO 2008™ which will be performed by a major international artist whose identity is shortly to be revealed. In other words, there'll be plenty of music for the big party. Enough to keep the fans rocking while the ball's rolling...

Trix and Flix? They're close as that! Jamaican star Shaggy is teaming up with the mascots to produce UEFA EURO 2008™ smash hits.



Image: Big Yard Music Group Ltd



An Embassy by Fans for Fans

Up to six million spectators from home and abroad are expected in Austria and Switzerland for UEFA EURO 2008™. UEFA aims to help the host cities look after the football fans with the fan embassies project, through which information and contact points will be set up in all eight cities. This concept of personal assistance has already proved successful at other tournaments. The first-ever "fan embassies" were provided at the EURO '96 in England.

Subsequently, the concept has been developed further with each tournament that passes. However, the basic principle remains the same: "by fans for fans". The "embassy" staff are themselves football fans, who rely on close contact with international supporters'

groups. "The fans appreciate being welcomed in unfamiliar environments by like-minded individuals," confirms Heidi Thaler, project manager for Austria, from the Vienna Institute for Development and Cooperation (VIDC).



He may be too young to enjoy a Carlsberg but this Swiss fan was old enough to enjoy the football at EURO 2004.

Image: Keystone / Euro 2008 SA

German fans help the German fans in Porto during the finals in Portugal four years ago.



The fan embassies are first and foremost contact points that answer specific requests. The best restaurants and bars in town, public transport, and local laws – these were the most common topics dealt with by the fan embassies at UEFA EURO 2004™ in Portugal.

Behind the project stands the organisation Football Against Racism in Europe (FARE), with which UEFA also collaborates on the Unite Against Racism campaign. FARE is coordinating the fan embassies project with Football Supporters International (FSI). The implementation side is covered by the Vienna Institute for Development and Cooperation (Fair Play - VIDC) in Austria and the Public Authorities Project Organisation (POÖH) in Switzerland. Progetto Ultrà – UISP is responsible for international contacts and UEFA is making a financial contribution of CHF 500,000 (312,000 Euros). The federal chancellery in Austria and POÖH are also involved financially.

The project managers started work in spring 2007. Since then, individual venue coordinators have been recruited to organise the fan embassies in their respective cities.



Czech supporters use their Fan Embassy as a social meeting point during the 2004 finals in Portugal.

Image: FARE

Locations are currently being finalised in consultation with the host city organisation. Ideally, the fan embassies will be positioned in the centre of town, readily identifiable and easy to reach. "It is better not to have the embassy in the official fan zone itself, but somewhere outside," says David Zimmermann (POÖH), who is responsible for the project implementation in Switzerland. "Wherever possible we want to avoid making people pass security controls or battle their way through crowds to reach the contact point."

In addition to the fixed sites in the host cities, there will also be so-called mobile fan embassies. These comprise a team that travels with national supporters to ensure the fans can always turn to the same contact person, even when the match venue changes. Finally, a fan guide summarising the most important information will be published for each city and the website www.fanguide2008.net has been online since the Final Round Draw.

Care "by fans for fans" offers many advantages. When tensions run high, a supporter would much rather be reasoned with by a counterpart from their own camp than by a policeman or steward. This should nip violence in the bud and eliminate the need for official intervention. At the same time, fan embassy staff can act as mediators and arbitrate between the visitor and (foreign-speaking) officials.

In the long term, the aim is for the project to continue well beyond 29 June 2008. Indeed, the idea is that it will be used as a sustainable network of national and international fan experts for future tournaments, domestic matches and international club ties.



You'd never guess they were Swiss! Supporters were keen to receive and exchange information at their Fan Embassy in Coimbra, venue for two of their team's three games at UEFA EURO 2004™.

Image: FARE





inside information



Vienna recommends public transport

Vienna's transport system is ready, willing and able to bear the burden of millions of visitors during UEFA EURO 2008™ thanks to a special concept designed by a number of local institutions. Deputy Mayor Renate Brauner, who was visited by Michel Platini and Martin Kallen when they were in town for the Team Workshop, expressed her satisfaction at the work done to connect the Ernst-Happel-Stadion to the city's U2 underground line. "That makes Vienna the only UEFA EURO 2008™ host city where you can take the underground directly to the stadium. The underground station is only 150 metres away from the stadium."

The underground line will have trains every two minutes before and after matches at the final tournament. "This allows us to transport 24,000 guests per hour to the stadium." With lines U1 and U2 carrying additional traffic, 50,000 people per hour will be able to use public transport to and from the stadium, while special signage has been put in place so that cars, buses and pedestrians can also get in and out of the stadium with a minimum of hassle.

The signage starts at the city limits and directs visitors to parking areas and fan zones. 4,600 parking spaces are located near underground and open-air railway stations and a further 1,850 free spaces are being made available as 'park-and-ride' options allowing drivers to use the much more convenient



While in Vienna for the Team Workshop, Michel Platini and Friedrich Stickler visited Austria's Federal Chancellor Alfred Gusenbauer to review the current state of affairs – and to offer him a Europass ball.

Image: GEPA



Friedrich Stickler keeps his eye on the ball as UEFA president Michel Platini presents an official Europass ball and a commemorative pennant to Renate Brauner in Vienna.

Image: GEPA

public transport system once they get close to their destination. "If we can convince people that public transport is their primary option," says Vienna's transport councillor Rudi Schicker, "traffic within the city will run much more smoothly."

Don't tell the training fraternity, but they're also convinced that things will go better without coaches! A ban will be imposed in five sectors of the city, where buses will need to obtain a special permit if they are to gain access.



Tuning-up in Basel

Supporters visiting the official UEFA EURO 2008™ fan zones in Basel will be treated to the sounds of 36 regional music acts. The idea was to offer visiting supporters a real taste of 'local produce' and when the 'tendering process' was thrown open, there were more than 250 applications to perform at the parks in Munsterplatz and Kasernenareal during the final tournament. The three-dozen best candidates were selected by an independent jury featuring actress Bettina Dieterle, musician Dänu Siegrist and local radio journalist Gaudenz Wacker, aided and abetted by an internet poll that drew 7,304 responses from local residents. The resulting musical cocktail represents a cross-section of the region's music scene, including jazz (Pat's Big Band), pop (Detto Fatto Group), rock (Whysome), hip hop (Bih'tnik), world (Lariba) and drums'n'pipes (Schotte Clique). Further details about the participants can be found at euro08.basel.ch.

Website for and by the fans

euro2008.com: converging media, personalisation and participation will give the fan an immersive involvement in and around the tournament

With UEFA EURO 2008™ set to be the biggest football event of the year, euro2008.com aims to raise standards to meet the expectations of the millions of fans that will choose the internet as a means to follow the tournament.

The website, produced fully in-house by UEFA through its subsidiary UEFA Media Technologies, will feature ten languages as the focal point of an exhaustive

Six of the 'spiders' at the centre of the web: from left to right, Kadira Malkoc, Content Coordinator, Sachin Mehrish, Internet Usability Specialist, Adrian Harte, Features Editor, Alexandre Fourtoy, CEO of UEFA Media Technologies, David Farrelly, Head of Content, and Andy Pattison, Project Manager.

content package covering all aspects of the tournament. "Our initial focus will be the coverage of the 31 matches themselves," says David Farrelly, Head of Web and Content at UEFA Media Technologies. "But we also aim to bring the best of all worlds with live video streamed worldwide, live audio, live text and photo match coverage, up-to-the-minute news, games, exclusive interviews, blogs and eyewitness reports from across Austria and Switzerland. In addition, there will be a near-live mobile service for fans on the move and a complete video-on-demand service for fans who miss the games or who want to relive all the key moments."





Officially launching in March 2008, euro2008.com will immediately become the natural focus for fans seeking official tournament news, squad announcements, injury updates and that all-important venue and travel information – such as detailed information on all eight host cities, vodcast guides, journey



planners and detailed mapping solutions. The site will also reflect the competition's glorious past via match reports on all 173 final tournament matches since 1960, together with video match highlights packages and interviews with all the stars and personalities from the competition's rich history.

Produced by the team behind uefa.com, the official UEFA website will offer the most comprehensive coverage of UEFA's blue-riband national team competition. With 130 journalists/ correspondents, editors, producers, camera crews, translators and interpreters on site, euro2008.com will also reflect the wealth of possibilities provided by the internet in terms of content delivery and the integration of interactive community/personalised features. It will appeal to both the fans on site – and to a committed online audience worldwide.

Image: Philippe Woods / UEFA



Above: the home page of euro2008.com and an extremely happy image of Italy's Antonio Di Natale from the stunning Photo Gallery. On the left: a cosmopolitan line-up from the site's multilingual team featuring, in the front row, Hugo Pietra – son of Portuguese international Minervino – Alfredo Rodríguez, Massimo Gonnella – the Editorial Manager – and Markus Juchem. The faces behind Trix and Flix belong to David Baño, Lukas Wachten, Christian Châtelet, Eugene Ravidin, Beltrán Parra, Paolo Menicucci and Alex Greenwood from the Web Production team.

The site in numbers

"We are continuously looking at all innovations in our medium," adds Farrelly. "Our focus is on fan experience, and in the case of UEFA EURO 2008™, this means being innovative within the boundaries of a high traffic website. On this occasion, we have looked at a range of features to give more voice to the fans, not only in raising their contribution to the event, but also to make the site theirs, to increase their feeling of ownership of the event. In this way, we will be inviting not only more interaction and participation, but also a range of possibilities for fans to customise the site according to their team, their location or their core interests. Don't only expect emotions off line, but a range of surprises and innovations online."

UEFA Media Technologies CEO Alexandre Fourtouy insists that this 'behind the scenes' approach be the driving force behind such an operation. "For the first time, all content will be distributed from one centralised source, and this will feed into the overall euro2008.com offering," he says. "The website will be fully representative of the converged world in which we live today because it will deeply interlink the video, audio, text and photo content the user can experience. But more importantly, it is also the result of a converged approach towards production, as our software solutions feed our host broadcast operations and the web, the host broadcast operations will be a source of content for the web, and the web a source of content for the television production."

Being fed from all sources – including the fans themselves – euro2008.com will be available across multiple platforms and with such an extensive content inventory, it will be the place to visit before, during and after the tournament takes place.



4

Locations – euro2008.com will operate from four offices in four countries during UEFA EURO 2004™ – from the International Broadcast Centre in Vienna, from Basel where the core editorial team will be located, together with live video commentary and logging services in London and a location in Munich organising mobile products specifically during the tournament. Satellite bureaus delivering multilingual services will also operate from Cologne, Paris, Milan, Madrid, Lisbon, Riga and Hong Kong during the event.

10

Languages – English, Portuguese, French, German, Spanish, Italian, Russian, Japanese, Chinese and Korean – an increase of two languages from UEFA EURO 2004™.

37

Correspondents and ENG crews – as part of Host Broadcasting Operations, 21 correspondents and 16 ENG crews will be located in close proximity to the 16 competing teams, providing live reports and video interviews direct from the stadiums and training camps.

31

Matches – each match in the tournament will feature live video streaming for the first time, as well as near live mobile clips, edited video-on-demand highlights packages and extensive live coverage direct from the stadium in multilingual format.

30,000

Pages – the number of individual pages that will make up the site, not counting statistic and data pages too numerous to count!

10,000,000

Visitors – the number of unique users expected per month for euro2008.com

100,000,000

Visits – the expected numbers of visitors to the euro2008.com during the Final Tournament – a four-fold increase on euro2004.com

1,200,000,000

Page views – the number of page views expected for euro2008.com



Just the ticket



Germany's world champion midfielder Steffi Jones – now president of their organising committee for the 2011 Women's World Cup finals – teams up with the German FA's general secretary, Wolfgang Niersbach, during the draw for UEFA EURO 2008™ tickets in Frankfurt at the end of February.

Image: Lars Baron / Getty Images

As ticketing is always a major issue at the final tournament of a European Championship, it was a sound move to invite representatives from all 16 finalists to meet for a workshop. Well over 30 guests attended the event, which was staged at the Hilton Am Stadtpark in Vienna and it was extremely worthwhile.

The priority was to make sure that all the finalists were fully informed. So the first step was to distribute take-home binders containing detailed ticketing maps for all the stadiums where each team will (or might!) play, along with nuts-and-bolts documents like the terms and conditions of ticket sales and the appropriate order forms. Ticket ordering processes were explained, along with detailed timelines for each phase of the competition. The finalists were then fully informed about the

number of tickets available (20% of stadium capacity for each team during the group phase and for the final and a fixed amount of 6,000 for the other knock-out matches). It was also explained that a small number of tickets on the outer limits of block allocations have to be put on 'hold' until the relevant authorities have completed risk assessments and gauged the need for segregation buffer zones.

Of course, ticketing arrangements for knock-out matches are the most challenging, bearing in mind the short periods of time available for sales and distribution. That's why the participants were glad to hear about the Team Ticket Points in Basel and Vienna, where supporters will be able to collect their match tickets on-site during the knock-out phase. They were also glad to have a question-and-

answer session, during which any doubts were aired – and, hopefully, allayed.

But one of the most interesting features of the workshop was the presentation of the Event Ticketing Tool. This is a 3D visualisation of each stadium which allows the competing associations to manage their ticket inventory, using a 'view from the seat' function which is of enormous help when it comes to allocating places to different target groups. Apart from that, the ETT is where the finalists enter details of the people who will attend matches.

The aim is to make ticketing for UEFA EURO 2008™ as smooth and efficient as possible. So the technology – and the workshop – are major steps in the right direction.



No, Trix and Flix are not selling tickets. They posed together when the online sale of tickets to the general public was launched in March 2007.

Image: Fabrice Coffrini / AFP



A milestone image in the long-standing campaign to keep football 'clean'. Vlatko Markovic of Croatia displays the Anti-Doping Charter signed in Vienna by presidents, CEOs and general secretaries of the 16 finalist associations. Alongside him in the front row are, from left to right, Giancarlo Abete (Italy), Vassilis Gagatis (Greece), Michal Listkiewicz (Poland), Pavel Mokrý (Czech Republic), Friedrich Stickler (Austria), Amândio Carvalho (Portugal), Lars-Åke Lagrell (Sweden) and Hasan Dogan (Turkey). In the back row, Henk Kessler (Netherlands), Jean-Pierre Escalettes (France), Vitaly Mutko (Russia), Mircea Sandu (Romania), Laurentino Dias (World Anti-Doping Agency), Michel Platini (UEFA), Angel María Villar (Spain) and Wolfgang Niersbach (Germany). There was such a crowd of photographers that the only visible part of Switzerland's Ralph Zloczower is his left shoulder!

Image: Georg Hochmuth / Keystone / Euro 2008 SA

impressum

Publisher

Euro 2008 SA
Headquarters
Route de St-Cergue 9
CH-1260 Nyon 1
Switzerland
Tel: +41 (0) 848 00 2008
Fax: +41 (0) 848 01 2008
www.euro2008.com
info@euro2008.com

Media Contact

Tel: +41 (0) 22 707 2001
Fax: +41 (0) 22 707 2002
media@euro2008.com

Editor

Frits Ahlström

Project Co-ordinator

Liselotte Kallen

Writers

Wolfgang Eichler / Graham Turner /
Pascale Vögeli / Wolfgang Resch

Translation

UEFA Language Services

Design

The Works Ltd. / Leeds (England)

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Euro 2008 SA
Tournament Office Austria
Ernst-Happel-Stadion
Sektor B
Meiereistraße 7
AT-1020 Vienna
Austria
Tel: +43 (0) 1 729 2008 40 13
Fax: +43 (0) 1 729 2008 40 10

Euro 2008 SA
Tournament Office Switzerland
Nussbaumerstrasse 21
PO Box 186
CH-3000 Berne 22
Switzerland
Tel: +41 (0) 848 00 2008
Fax: +41 (0) 22 707 21 66





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