



Union des associations européennes de football

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## **UEFA EURO 2012™ broadcasting deal agreed with EBU**

### **Agreement covering 36 European territories**

UEFA today announced an exclusive agreement for the broadcasting rights of UEFA EURO 2012™ with the European Broadcasting Union (EBU). This deal covers a total of 36 European territories (see list attached). EBU members will be granted the broadcasting rights in 29 of these 36 territories.

In those 29 territories, a minimum of 27 of the 31 matches will be broadcast live on free-to-air channels, as well as dedicated magazines and highlights programmes. Football fans will also be able to enjoy the tournament coverage via the Internet portals and mobile platforms of these official broadcasters as well as via EBU members' radio stations.

In a further 7 countries, UEFA and the EBU will work together to identify the best platform for the broadcasting of such rights.

Commenting on the agreement, UEFA General Secretary David Taylor said:

"UEFA is delighted to have reached such a significant agreement with the EBU and we are looking forward to working together to offer football fans across Europe an extensive coverage of the competition already during the qualifying phase of the tournament.

"The EBU members are experienced partners in the broadcasting of major international sports events and their expertise, coupled with the leading position in their respective markets, will no doubt be to the benefit of football viewers in Europe.

"To have such a wide-reaching broadcasting platform in place nearly one year prior to the start of the qualifying competition will help promote UEFA EURO 2012™ and is highly positive for the development of European football."

EBU President Jean-Paul Philippot also expressed his satisfaction:

"I am very pleased that we have reached an agreement with UEFA for UEFA EURO 2012™. The EBU is extremely keen to fully support this unique and spectacular event."

He went on to say:

"This deal provides UEFA with a strong and reliable broadcast commitment from EBU members and shall enable the further development of this competition and football as a whole".

Attached: List of territories covered by the agreement with EBU

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### **Rights attributed via agreement with EBU**

<b>29 Territories (Free to Air)</b>
Albania
Armenia
Austria
Belarus
Belgium
Bosnia-Herzegovina
Bulgaria
Croatia
Cyprus
Estonia
FYR Macedonia
Finland
Georgia
Greece
Iceland
Latvia
Liechtenstein
Lithuania
Luxembourg
Malta
Moldova
Montenegro
Republic of Ireland
Romania
Russian Federation
Serbia
Slovenia
Switzerland
Turkey

### **Rights to be attributed in cooperation with EBU**

<b>7 Territories</b>
Azerbaijan
Czech Republic
Hungary
Israel
Kazakhstan
Portugal
Slovakia