



Union des associations européennes de football

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## ***UEFA EURO 2004™ income announced***

### **Total income of CHF 1,250 million from tournament**

UEFA today announced the total income generated from EURO 2004™ to be CHF 1,250 million, how it will be utilised, and the split of prize and appearance money that will be shared amongst the 16 competing nations.

The figure of CHF 1,250 million represents income, and not profit, from the TV contract with the EBU, the non-European TV sales, sponsorship deals and hospitality packages. Out of this the tournament running costs, solidarity payments to national associations and prize money for the 16 competing nations must be taken.

The tournament expenses, including the joint venture with hosts Portugal and security expenses, could be around CHF 350 million. In addition to this figure UEFA also has to make provisions to cover its own costs by earmarking something between 200 and 300 million Swiss francs to be spread over the three years when the tournament is not being played. Much of this will be used to finance competitions that are not self-financing like the youth and women's competitions.

In addition CHF 400 million will be distributed to national associations (compared to 76 million from the previous tournament) via UEFA's HatTrick programme to distribute over the next four years to all of UEFA's 52 member associations.

The remaining income of CHF 200 million is distributed to the competing national teams at UEFA EURO 2004™ as follows.

Each of the sixteen teams will receive the minimum fixed payment of CHF 7.5 million – 56 per cent more than at EURO 2000. During the Group Phase there are also performance bonuses of CHF 1 million for a win and 500,000 francs for a draw. This contrasts with the old system, which simply awarded fixed amounts depending on each team's final position in the group.

Once UEFA EURO 2004™ enters its knock-out phase, there are no performance bonuses. Instead, the eight quarter-finalists will receive an additional payment of CHF 3 million.

The financial prize for reaching the semi-finals is an extra payment of CHF 4 million.

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And, for the teams who take the field for the final at the Estádio da Luz on 4 July, there will be a reward of CHF 6 million for the runner-up, while the 2004 European Champions will receive CHF 10 million.

It means that, if the winner in Lisbon has won all three group games, the prize money will total 27.5 million francs – which almost doubles the ceiling figure of 14.4 million at EURO 2000.

	<b>EURO 2004™</b>	<b>EURO 2000</b>	<b>Increase in %</b>
Minimum	7.5	4.8	56
Maximum	27.5	14.4	91
Average	12.5	7.5	67

“We have moved on to a higher level and this is visible in the commercial results,” commented UEFA’s Chief Executive, Lars-Christer Olsson. “First of all, the TV deal with the EBU means that the football is open to everyone – which boosts interest in the competition and in football as a whole. For the first time at a European Championship, UEFA has direct contact with all our partners and, also for the first time, the entire commercial programme is sold-out. That generates more income to be distributed throughout European football. So there will be a long-term effect.

“UEFA’s policy is, firstly, to generate the money and then to distribute it for activities. It’s a very solid distribution to all our member associations, which will take place after the European Championship,” continued Olsson.

Commenting on the UEFA HatTrick scheme, which was launched at the end of 2003 and will run until 2008 using funds generated by UEFA EURO 2004™, Lars-Christer Olsson said, “Caring about football is not only a motto or slogan. It is our moral obligation. The elite will only blossom if the roots of the game are healthy. UEFA has to care about the future of football and, at the same time, encourage other people in the game to do so. Whatever we do today, we have to think about the kids tomorrow.”