



Union des associations européennes de football



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UEFA Champions League Scandinavian rights awarded to Viasat

After an extensive and thorough sales process across Norway, Denmark and Sweden, UEFA announced today the award of the broadcast rights for the UEFA Champions League 2006 – 2009 seasons to a combination of broadcasters on the Viasat platform, owned by the Modern Times Group.

In Norway the programmes will be shown on TV3 and Viasat, in Denmark TV3+ and Viasat and in Sweden ZTV and Viasat. UEFA is confident that this gives both free-to-air and pay TV viewers a good opportunity to watch UEFA Champions League matches across Scandinavia. UEFA is also confident that the Viasat broadcasters will continue to maintain their high standards of production and development of the UEFA Champions League brand.

The Viasat broadcasters faced significant competition across the region. Nevertheless, the Viasat offers were clearly superior to those submitted by competing parties in every territory, exceeding expectations in terms of the financial level, flexibility of approach and proposals for production and promotion.

MTG have been a committed broadcast rights holder of the UEFA Champions League since its inception in 1992/93 and their renewal of their partnership for the next three-year period will ensure the continued popularity of the world's leading club competition across these key territories.

Commenting on the Scandinavian rights sales, UEFA CEO Lars-Christer Olsson said:

“We are delighted with the outcome of this bidding process. The result will provide an excellent platform for the UEFA Champions League matches in Scandinavia.

“The quantity and the quality of the offers received have demonstrated the tremendous interest in our premium club football competition for many broadcasters.

“We are looking forward to this continued partnership with Viasat and are confident they will maintain the high standards of their production.”

TEAM Marketing AG is the exclusive marketing partner of UEFA for the UEFA Champions League.

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