



Union des associations européennes de football



**Media Release**

Date: 14/07/2005

**Communiqué aux médias**

No. 088

**Medien-Mitteilung**

## ***UEFA Champions League Pay TV rights awarded in Spain***

### **Sogecable extends UEFA Champions League relationship until 2009**

UEFA has today awarded the Pay TV rights for the UEFA Champions League seasons 2006-09 to Sogecable SA in Spain. Sogecable have secured live rights to all matches on Wednesdays, together with the rights for all except the first choice match on Tuesdays. In addition, the Spanish Pay TV operator receives non-exclusive rights for highlights, delayed matches and the UEFA Champions League magazine programme.

Sogecable is UEFA's current Pay TV partner for the Spanish market, together with state free-to-air broadcaster TVE.

Discussions to conclude the remaining rights for 12 first choice Tuesday matches, a shared transmission of the UEFA Champions League Final, and free-to-air highlights are continuing. In addition, UEFA is discussing a further package of delayed rights with interested parties.

UEFA CEO, Lars-Christer Olsson, expressed his satisfaction with the agreement and said:

"Spain has been the most successful nation in recent UEFA Champions League history and the renewed partnership with Sogecable guarantees that high-quality coverage of the competition in one of the leading markets is assured."

#### Note to editors:

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

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