

Media Release

Communiqué aux médias

Medien-Mitteilung

Route de Genève 46
Case postale
CH-1260 Nyon 2
Tel. +41 22 994 45 59
Fax +41 22 994 37 37
uefa.com
info@uefa.com

**Union des associations
européennes de football**



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UEFA announces agency shortlist for UEFA EURO 2004™

Six agencies invited to present their proposals for ex-European broadcasting rights

UEFA today announced a shortlist of six agencies bidding for the exploitation of the ex-European (outside Europe) broadcasting rights for the final tournament of the UEFA European Football Championship 2004, EURO 2004™, to be held in Portugal.

The six companies, selected after a thorough analysis of all the declarations of interest received, are:

Dentsu
IMG
KirchSport
Octagon
Sportfive
Team Marketing AG

The shortlisted agencies are now invited to formally present their bids to UEFA and a decision on the selected company is expected late October/early November 2002.

Note to Editors:

The exploitation of the European broadcasting rights for EURO 2004™ lies with the European Broadcasting Union – EBU.