



Union des associations européennes de football



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Strong start to UEFA European Under-21 Championship

All host's matches sold-out – first TV viewing figures impressive

The UEFA European Under-21 Championship kicked-off yesterday in Portugal in impressive fashion with a huge interest from the local Portuguese public and very impressive TV viewing figures in the home market.

The opening match in Braga between hosts Portugal and France saw the French team win 1-0 in front of a sell-out crowd of 25,156. All the host country's matches are sold-out and TV figures from last night's match have also backed-up the feeling that the whole of Portugal is following this tournament. The match broadcast live on TV1 achieved an impressive host market audience of 2.1 million and a 58.5% market share. To put this in perspective the UEFA EURO 2004™ opening match achieved an audience of 2.5 million and 83.8% market share. In the other opening day match in Group A, Germany beat Serbia & Montenegro 1-0.

This is the first tournament in the new UEFA EUROTOP programme, and the commercial programme for this Event is now completed with 10 global sponsors, supported by four local Portuguese companies, who are all running extensive promotional activities to bring the event to the fans. The ten global partners are: adidas, Carlsberg, Coca-Cola, Continental, CTT, Ford, JVC, MasterCard, McDonald's and Montepio, and the four local ones are: Sical, SportZone, TMN and Galp.

The UEFA European Under-21 Championship 2006 Final Tournament will be the last in the current format following the UEFA Executive Committee decision to reflect better the status of the Event. From next season, it will be played on odd years in order to increase the visibility and exposure to a wider audience. The current tournament runs from May 23rd through June 4th 2006. The final of the tournament will take place on 4 June in Bessa.

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