



Union des associations européennes de football



**Media Release**

Date: 06/06/2006

**Communiqué aux médias**

No. 069

**Medien-Mitteilung**

## ***Spanish and Greek broadcast rights awarded for UEFA Cup and UEFA Super Cup 2006-09***

**Spain's Antena 3 and Greece's Mega Channel awarded main package of centralised broadcast rights to UEFA Cup and UEFA Super Cup 2006-2009**

UEFA today announced the conclusion of agreements for the UEFA Cup and UEFA Super Cup in two more countries - Spain and Greece. In Spain, the first-choice package of rights will go to Antena 3. The same package was awarded to Mega Channel in Greece.

The rights, covering three seasons, include the first-choice match and a highlights programme every match night of the centralised part of the UEFA Cup competition from the quarter-finals through to the final and the UEFA Super Cup. Agreements were concluded following a very competitive sales process in both countries, with many broadcasters showing significant interest.

Antena 3 has a strong position as the leading commercial broadcaster in Spain and they have also recently acquired the UEFA Champions League rights for the 2006-2009 period.

Mega is Greece's most successful commercial channel, and has a proven track record as a previous longstanding UEFA Champions League rights holder.

UEFA CEO, Lars-Christer Olsson, said: "In both Spain and Greece we are delighted that the outcome of the sales process means we will be working with such highly professional commercial organisations. UEFA Cup rights have never before been centralised to this extent and we are positive that the audience-drawing power and promotional commitment of both Antena 3 and Mega to the UEFA Cup will bring enormous benefits to the competition."

In both countries, discussions are ongoing regarding the sale of the remaining rights, consisting of all matches not included in the Antena 3 or Mega packages (i.e. the second, third and fourth choice matches per match night).

TEAM Marketing AG is the exclusive marketing agent of UEFA for the commercialisation of UEFA Cup rights.

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