Union des associations européennes de football

Media Release Date: 08/06/2006
Communiqué aux médias No. 070
Medien-Mitteilung

French broadcast rights awarded for UEFA Cup 2006-09

M6 and W9 - both subsidiaries of Metropole Television - win a competitive race for the main package of centralised broadcast rights to UEFA Cup 2006-2009 and UEFA Super Cup 2006-2008 in France.

UEFA today announced the conclusion of the agreement for the UEFA Cup and UEFA Super Cup in France. The first-choice package of rights will go to Metropole Television subsidiaries M6 and W9.

Following a sales process in which several French broadcasters showed interest in the rights, Metropole Television was granted rights that include the first choice match and a highlights programme each match night of the centralised part of the UEFA Cup competition from quarter-finals through to the final and the UEFA Super Cup covering the next three seasons.

M6 is the most recent broadcast partner of the UEFA Cup Final and the UEFA Super Cup in France.

Commenting on the agreement, UEFA CEO, Lars-Christer Olsson, said:

“We are delighted that Metropole Television will become UEFA’s partner in France for the new UEFA Cup broadcast rights structure. We look forward to working with them to build this great competition in this important market.”

In France, discussions are on-going regarding the sale of the remaining rights package, which consists of all the other matches (i.e. the second, third and fourth choice matches per match night) as well as highlights containing all UEFA Cup matches.

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

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