



Union des associations européennes de football



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UEFA Cup and UEFA Super Cup rights awarded in the UK

ITV wins exclusive broadcast rights

ITV, the UK's largest commercial broadcaster, has won the exclusive broadcast rights to the UEFA Cup 2006 - 2009 and UEFA Super Cup 2006 - 2008.

In a keenly contested bidding process, ITV, the UK free-to-air partner for the UEFA Champions League and recent broadcaster of the UEFA Cup final, outbid rival broadcasters to secure the package for a three-year term.

ITV will utilise all its distribution methods including primary channel ITV1 and digital channel ITV4 to broadcast all matches and highlights every matchday from the quarter-finals onwards, thus ensuring wide exposure of the competition.

ITV's ongoing commitment to the competition secures its position as the major broadcaster of European club football on free-to-air television in the UK.

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

"UEFA is delighted to continue our long partnership with ITV and welcomes the broadcaster's dedication to developing the competition in the crucial UK market."

TEAM Marketing is the exclusive agent of UEFA for the UEFA Cup and UEFA Super Cup

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