



Union des associations européennes de football



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UEFA announces Italian UEFA EURO 2008™ broadcast partner

RAI awarded exclusive broadcast rights in Italy for UEFA EURO 2008™

UEFA today announced the conclusion of an agreement in Italy with respect to the broadcasting rights of UEFA EURO 2008™.

RAI is the traditional home of national team football in Italy and a long standing partner of UEFA. RAI has shown all previous editions of UEFA European Football Championships and is also UEFA's broadcast partner for UEFA European Under-21 Championships. Recently, RAI has also acquired rights to the UEFA Champions League for the period 2006 to 2009.

The terms of the agreement reflect the increased value of the competition and demonstrate again the high positioning of the UEFA European Football Championship in the sports media landscape.

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

“RAI is a long standing partner of European football and has vast experience in broadcasting major sporting events.

“We are very pleased to see the continued strong commitment of RAI to the UEFA European Football Championship.

“Together with RAI we will achieve a highly attractive broadcast platform for UEFA EURO 2008™ that will benefit all football fans in Italy.”

The broadcast rights to the UEFA European Football Championships are being sold on a market-by-market basis for the first time in the history of the tournament.

SPORTFIVE is UEFA's exclusive sales agent for the exploitation of European broadcast rights relating to UEFA EURO 2008™.

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