



Union des associations européennes de football



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UEFA announces UEFA EURO 2008™ broadcast rights sales in Turkey

ATV awarded free-to-air broadcast rights in Turkey for the UEFA EURO 2008™

UEFA has announced today that ATV will be its official free-to-air broadcast partner in Turkey for UEFA EURO 2008™.

Throughout the sales process, several broadcasters showed a strong interest in the rights. Commercial broadcaster ATV finally was selected and granted the exclusive free-to-air broadcast rights to all 31 matches of the tournament. The pay TV rights in the territory of Turkey are yet to be assigned.

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

"ATV has proven its experience in the broadcast of major football properties, having broadcast in Turkey the 2006 FIFA World Cup™ as well as the UEFA Cup Finals 2005 and 2006.

"After the success of UEFA EURO 2004™ we are confident that ATV's commitment as our new main broadcasting partner for Turkey will contribute to achieving UEFA's target to scale new heights for UEFA EURO 2008™."

The broadcast rights to the UEFA European Football Championships are being sold on a market-by-market basis for the first time in the 46-year 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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