



Union des associations européennes de football



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UEFA announces UEFA EURO 2008™ broadcast partners in Scandinavia

TV2 Denmark, TV2 Norway, TV4 Sweden and Telenor Broadcast awarded the broadcast rights in Scandinavia for UEFA EURO 2008™

UEFA has revealed today its broadcast platform in Scandinavia for UEFA Euro 2008™.

TV2 Denmark, TV2 Norway, TV4 Sweden will be its official free-to-air broadcast partners in their respective territory. These broadcasters have been granted exclusive live rights to broadcast 20 matches of the tournament.

All other matches will be shown exclusively live by Telenor Broadcast via its Canal Digital platform. In addition, Canal Digital will offer Scandinavian football fans the opportunity to experience the full tournament in HDTV.

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

“TV2 Denmark, TV2 Norway and TV4 Sweden are leading broadcasters in their respective territories and have already proven their competence as excellent partners for major sports events during UEFA EURO 2004™.

“We welcome Telenor Broadcast as a new member of the football media platform bringing the UEFA European Championships™ to a new level of viewing experience which will further contribute to enhance the brand value of the property.

“Together they will offer an extensive coverage of UEFA EURO 2008™ to all football fans in Scandinavia.”

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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