



Union des associations européennes de football



Media Release

Date: 16/02/2007

Communiqué aux médias

No. 022

Medien-Mitteilung

Completion of further UEFA EURO 2008™ broadcaster rights sales

Croatia, Iceland, Slovenia, Albania, Azerbaijan, Belarus, Georgia and Kazakhstan confirmed

UEFA has announced today the further completion of a number of broadcast rights sales for the forthcoming UEFA EURO 2008™, thereby continuing the ongoing sales process and expanding the family of broadcasters that will cover the best of European national team football in Austria and Switzerland in 2008.

Deals with free-to-air official broadcasters have been signed with the state broadcasters HRT in Croatia and RUV in Iceland, and a newcomer, TV3 in Slovenia, meaning all 31 matches of the UEFA EURO 2008™ will be broadcast live and exclusively on free television in these markets. Further coverage of the event will be gained through additional highlights programmes on all three channels.

Commenting on these agreements, UEFA Director Marketing and Media Rights, Philippe Le Floc'h said:

"HRT and RUV are well known broadcasters in their markets and have a long-term experience in the broadcast of major sports events, while TV3 is a new and ambitious broadcaster that has already established itself among the leading broadcasters in its market. This distribution platform will guarantee broad coverage of UEFA Euro 2008™, and offer football fans wide opportunities to experience the competition."

In addition, further agreements have been concluded in Albania, Azerbaijan, Belarus, Georgia and Kazakhstan.

In Albania, 19 matches as well as highlights programmes of all matches will be broadcast live on Free TV channel Top Channel. Additionally, all 31 matches as well as highlights programmes will be broadcast by Pay TV channel DigitAlb. Azerbaijan's Lider TV, Belarus ONT, Georgian Rustavi 2 and Khabar TV from Kazakhstan were selected as the main official broadcast partners and granted the exclusive live broadcast rights to all matches of the tournament in their country.

Philippe Le Floc'h added:

"The continued high level of interest in UEFA EURO 2008™ by broadcasters all over Europe is good news for football fans. We are now seeing existing broadcasters joined by new partners who will add a fresh and dynamic approach to the tournament creating the broadest possible platform for all fans. All the broadcasters have committed to extensive coverage and will contribute to the ongoing success of UEFA European Football Championship™."

Note to Editors:

* 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™.

**For further information:
UEFA Media Services: ++41 848 04 27 27**

Route de Genève 46
CH-1260 Nyon 2
Tel. +41 848 04 27 27
Fax +41 22 707 28 38
media@uefa.ch
uefa.com