



Union des associations européennes de football



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UEFA signs host country broadcaster SRG SSR idée suisse for UEFA EURO 2008™

UEFA and SRG SSR idée suisse today signed an agreement for the radio and television broadcast of UEFA EURO 2008™ in Switzerland.

SRG SSR television channels (SF, TSR and TSI) will be the only free-to-air channels in Switzerland to provide live coverage and highlights programmes for all 31 UEFA EURO 2008™ matches. In addition, SRG SSR will be transmitting a high-definition format television signal. The agreement also gives SRG radio stations (SR DRS, RSR and RSI) non-exclusive broadcast rights.

Furthermore, under the partnership between UEFA and SRG SSR idée suisse, SRG SSR television and radio stations will provide extensive coverage of the run-up to UEFA EURO 2008™.

Commenting on the agreement, UEFA President, Michel Platini, said:

"UEFA is delighted to welcome SRG as a member of the exclusive group of UEFA EURO 2008™ broadcasters.

"SRG is the undisputed number one broadcaster in one of the host countries, Switzerland, and UEFA is looking forward to developing UEFA EURO 2008™ together with SRG as a unique viewing experience for the Swiss audience."

Armin Walpen, Director General SRG SSR idée suisse:

"UEFA EURO 2008™ is a good thing for Switzerland and our agreement with UEFA is essential to generate support and enthusiasm for the competition in this country.

"I am delighted that these extensive negotiations have led to a solution that is not only a positive one for both sides, but also in the interests of our audience."

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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