



Union des associations européennes de football



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UEFA EURO 2008™ broadcast rights sold in France

TF1 and M6 acquire the UEFA EURO 2008™ broadcast rights in France

UEFA has today signed an agreement with TF1 and M6 for the television broadcast rights of UEFA EURO 2008™ in France.

Under the terms of the agreement, both broadcasters will equally share the broadcast rights of the competition and as a result, all 31 UEFA EURO 2008™ matches will be broadcast live and on free-to-air channels TF1 and M6, except for the second choice matches on the 3rd match day at the end of the Group Phase, that will be shown on Eurosport France and respectively W9. The broadcaster for the Final match will be determined at a later date. Further coverage and highlights programmes for all matches will be broadcast on both channels, meaning that football fans in France will be offered the widest choice and highest quality standards for UEFA EURO 2008™.

Commenting on the agreement, UEFA's Marketing and Media Rights director, Philippe Le Floc'h, said: "TF1 and M6 are the leading commercial broadcasters in France, and therefore represent the greatest platform for the viewing of UEFA EURO 2008™. Together they will enable football fans in France to experience the UEFA European Football Championship in the best possible way.

"We are delighted to have TF1 and M6 on board and look forward to bringing the UEFA EURO 2008™ to football fans in France as a new level of viewing experience".

The broadcast rights to the UEFA European Football Championship 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