



UEFA EURO 2008™ TV broadcast rights sales process

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European sales

For the first time in the history of UEFA, the television rights for the European Football Championship final round are being negotiated on a market-by-market basis, i.e. by country. The sales will be conducted on UEFA's behalf by the Sportfive agency, UEFA's sales agent for the marketing of broadcast rights relating to the UEFA EURO 2008™.

Contracts signed

Country	Broadcaster	Completion date
Albania	Top Channel/Digitalb	19.10.2006
Austria	ORF	24.09.2007
Azerbaijan	Lider TV	16.06.2006
Belarus	ONT	07.07.2006
Bulgaria	DIEMA	10.07.2007
Czech Republic	Prima TV	01.02.2007
Croatia	HRT	01.02.2007
Denmark	TV2/Canal Digital (Telenor)	07.12.2006
Estonia	EER	17.12.2007
Finland	YLE / MTV OY	12.03.2007 / 02.04.2007
France	TF1/M6	25.05.2007
Georgia	Rustavi2	28.11.2006
Germany	ARD / ZDF	21.12.2007
Greece	ERT	31.06.2006
Hungary	MTV/Sport 1	04.08.2006
Iceland	RUV	19.12.2006
Ireland (Republic of)	RTE	23.08.2007
Italy	RAI	07.07.2006
Kazakhstan	Khabar TV	01.08.2006
Latvia	Latvija Televija	04.12.2007
Lithuania	Lietuvos Nacionalinis Radija	04.12.2007
Netherlands	NOS	01.06.2006
Norway	TV2/Canal Digital (Telenor)	07.12.2006
Poland	Polsat	02.05.2007
Portugal	TVI/SportTV	19.10.2006 / 30.11.2006
Romania	TVR	22.09.2006
Russia	NTV+	21.12.2007
Serbia	RTS	24.10.2007
Slovenia	PRVA/TV3	01.02.2007
Sweden	TV4 / Canal Digital (Telenor)	07.12.2006



Switzerland	SRG	21.03.2007
Turkey	ATV / Digiturk	04.08.2006 / 03.10.2007
United Kingdom	BBC / ITV	16.11.2007

The completion dates for the formal sales processes in each European country will be posted on the official UEFA EURO 2008™ website (www.euro2008.com) as and when these dates are determined.

On-going sales process:

Country	Start date
Armenia	21.01.2008
Belgium	04.10.2007
Bosnia Herzegovina	26.09.2007
Cyprus	30.01.2008
Czech Republic*	29.08.2006
Greece*	10.11.2005
Israel	18.04.2007
Latvia	18.09.2007
F.Y.R. Macedonia	01.03.2006
Malta	18.02.2008
Moldova	07.06.2006
Montenegro	20.02.2008
Netherlands*	21.12.2005
Russia	18.12.2006
Slovakia	21.01.2008
Spain	07.11.2006
Ukraine	04.08.2006

*Sales process still open for broadcast rights not included in the contract(s) already signed for the country.



Ex-European sales

In December 2006 UEFA awarded the Ex-European Media Rights for UEFA EURO 2008™. The tender approach taken by UEFA inviting bids from both broadcasters and agencies has proven to be successful. The quality of the offers received, convinced UEFA to directly complete negotiations with broadcasters in certain strategic territories (the Americas, the Indian Subcontinent, Hong Kong and Middle East and North Africa). UEFA had further extended its business relationship with Sportfive who has been appointed its exclusive agent over the rest of the world.

Contracts signed

Territory	Broadcaster	Completion date
Australia	Setanta/SBS	13.12.2007
Brazil	Record/Globosat Programadora	22.11.2007/20.12.2007
Chile	Universidad Católica de Chile	20.12.2007
China	CCTV / sina.com	07.01.2008
North America (USA and Canada) and Latin America (pay only)	ESPN	08.12.2006
India, Pakistan, Nepal, Bhutan, Sri Lanka, Bangladesh and Maldives	ESPN Star	08.12.2006
Middle East and North Africa	Al Jazeera	08.12.2006
Indonesia	MNC / RCII	24.10.2007
Japan	TBS / Wowow	07.01.2008
Malaysia	TV3	20.11.2007
Hong Kong	PCCW	08.12.2006
Singapore	StarHub	16.01.2008
South Africa	Supersport	20.11.2007
Sub Sahara (English)	Supersport	20.11.2007
Thailand	RS/ CH7 and CH9	
Venezuela	Meridiano	06.11.2007
Vietnam	VTV	28.09.2007

On-going sales process:

Country	Start date
Latin America and the Caribbean	19.11.2007
Myanmar	07.09.2007
Philippines	10.09.2007
Sub Sahara (French)	01.06.2007