



Union des associations européennes de football



Media Release

Date: 21/12/2007

Communiqué aux médias

No. 148

Medien-Mitteilung

ARD and ZDF to broadcast UEFA EURO 2008™ in Germany

ARD and ZDF appointed Official Broadcasters of UEFA EURO 2008™

UEFA announced today the appointment of ARD and ZDF, the two German public broadcasters, as the Official Broadcasters of UEFA EURO 2008™ in Germany.

Viewers in Germany will be able to watch UEFA EURO 2008™ matches broadcast live as well as additional extensive coverage of UEFA EURO 2008™ on ARD and ZDF channels and websites.

Commenting on the agreement UEFA's Marketing Director Philippe Le Floc'h said:

"UEFA is delighted to welcome ARD and ZDF on board as Official UEFA EURO 2008™ Broadcasters. ARD and ZDF have been showing UEFA European Football Championships™ in Germany since the inception of the competition and we look forward to continuing this fruitful partnership for the benefit of the German football fans and viewers."

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™.

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