



Union des associations européennes de football



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UEFA EURO 2008™ media rights deals in Asia

CCTV and SINA.com gain broadcast rights in China, TBS and WOWOW TV in Japan

UEFA has today announced further details on the finalisation of four major contracts for media rights in Asia, in China and Japan, for the forthcoming UEFA EURO 2008™ final tournament to be held in Austria and Switzerland. The deals come off the back of a recent visit to China and Japan by the UEFA President, Michel Platini, reflecting the growing importance of the region for UEFA and the increasing interest of football fans there in its competitions.

CCTV, the largest national free-to-air broadcaster in the Chinese market, reaching over 350 million homes in the country, has been awarded the television rights for all 31 matches of the UEFA EURO 2008™ while SINA.com have been granted the new media rights.

CCTV will undertake a wide coverage of the competition, by broadcasting all the matches live on CCTV5 (27 matches) and CCTV Soccer Channel (4 matches) as well as highlights programme at peak local time. SINA.com will broadcast live all 31 matches of UEFA EURO 2008™ free of charge through its online and mobile services, enhancing the Chinese football fans' experience by allowing them new alternative opportunities for viewing the games.

In Japan the free-to-air channel TBS will show a selection of matches of UEFA EURO 2008™ live and will provide the Japanese viewer with extensive coverage of these games. In addition this will be complemented with full match coverage and programming offered by the pay TV platform WOWOW TV. Both TBS and WOWOW are historic broadcasters of the UEFA European Football Championship™ and will allow a full and extensive coverage of the UEFA EURO 2008™ final tournament in Japan.

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

"China is one of the most important football publics in the world and thanks to CCTV and SINA, Chinese football lovers will now have full opportunity to enjoy the entire UEFA European Football Championship™ live on television, the internet and through their mobile 'phones. In Japan we know that there is an enormous interest and passion for European football and with the agreements with TBS and WOWOW TV Japanese fans are fully catered for.

"We hope that the great interest the Asians have developed for European football will elicit more people taking up the sport and that soon we will see the emergence of some great Asian football talents."

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