



MEDIA content rights sales: UEFA Europa League

Last Update: 25 November 2008

In accordance with the principles established by the European Commission, the UEFA Europa League™ (seasons 2009/2010 to 2011/2012) media content rights sales process will be conducted by TEAM Marketing AG on behalf of UEFA on a market-by-market basis. Such process will involve an 'Invitation to Submit Offer' (ISO) inviting all Qualified Content Distributors to submit offers for various media content rights.

Rights will be offered on a platform neutral basis. As a result, successful bidders for live match rights will benefit from exclusivity across all media platforms (including television, Internet and mobile) throughout the entire live match.

Qualified Content Distributors only

For these purposes, a 'Qualified Content Distributor' is an organisation with the capacity to distribute audio-visual content via any transmission technique. This may include (but shall not be limited to) television broadcasters, Internet service providers, mobile networks and/or IPTV operators.

Staggered sales process

The sales process will be staggered with different start and end dates per market. Once such process has started for a market, Qualified Content Distributors will be able to request the ISO from TEAM Marketing AG at the following e-mail address: iso-europa@team.ch

Updated ISO list

The updated list of countries (subject to changes at UEFA's discretion) where an ISO has been issued is as follows:

EUROPE

Country(ies)	ISO Issue date	ISO Closing date for offer submissions
Azerbaijan	10.11.2008	11.12.2008*
Belarus	07.11.2008	03.12.2008*
Bulgaria	05.11.2008	27.11.2008*
Germany	09.05.2008	03.06.2008*
Greece	17.10.2008	12.11.2008 (2 p.m CET)
Iceland	16.06.2008	07.07.2008*
Israel	21.08.2008	22.09.2008*
Italy	24.10.2008	25.11.2008 (2 p.m CET)
Kazakhstan	10.11.2008	11.12.2008*
Malta	15.07.2008	12.08.2008 (2 p.m CET)
Portugal	26.11.2008	16.12.2008 (3 p.m CET)
Republic of Ireland	05.05.2008	28.05.2008 (2 p.m CET)
Romania	09.04.2008	30.04.2008 (3 p.m CET)
Russia	08.05.2008	29.05.2008*
Spain	28.10.2008	02.12.2008 (2 p.m CET)
Switzerland	11.11.2008	28.11.2008*
Turkey	21.01.2008	12.02.2008*
Ukraine	22.07.2008	18.08.2008 (12 p.m CET)



United Kingdom	21.04.2008	08.05.2008 (2 p.m CET)
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Non-Europe

Country(ies)	ISO Issue date	ISO Closing date for offer submissions
Asia (except Japan)	18.02.2008	14.03.2008*
Middle East and North Africa	21.01.2008	14.02.2008*
Sub-Saharan Africa (except The Republic of South-Africa & Sudan)	07.04.2008	30.04.2008*

KEY	
*	Deadline : 12:00 (Midday) CET