



MEDIA content rights sales: UEFA Europa League

Last Update: 24 April 2009

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
Albania	26.02.2009	30.03.2009*
Armenia	21.04.2009	12.05.2009*
Azerbaijan	10.11.2008	11.12.2008*
Belarus	07.11.2008	03.12.2008*
Belgium	20.03.2009	23.04.2009*
Bosnia Herzegovina	26.02.2009	02.04.2009*
Bulgaria	05.11.2008	27.11.2008*
Croatia	26.02.2009	25.03.2009*
Czech Republic	16.03.2009	14.04.2009*
Cyprus	22.01.2009	18.02.2009*
Denmark	03.02.2009	27.02.2009*
Finland	03.02.2009	27.02.2009*
France	09.04.2009	07.05.2009*
Georgia	21.03.2009	21.04.2009*
Germany	09.05.2008	03.06.2008*
Greece	17.10.2008	12.11.2008 (2 p.m CET)
Hungary	16.03.2009	14.04.2009*
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*
Macedonia	06.01.2009	04.02.2009*
Malta	15.07.2008	12.08.2008 (2 p.m CET)
Moldova	13.01.2009	04.02.2009*
Montenegro	26.02.2009	02.04.2009*
Netherlands	24.04.2009	14.05.2009*
Norway	03.02.2009	27.02.2009*
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*
Serbia	26.02.2009	02.04.2009*
Slovakia	16.03.2009	14.04.2009*
Spain	28.10.2008	02.12.2008 (2 p.m CET)
Sweden	03.02.2009	27.02.2009*
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)

Non-Europe

Country(ies)	ISO Issue date	ISO Closing date for offer submissions
Asia (except Japan)	18.02.2008	14.03.2008*
Brazil	03.02.2009	03.03.2009 (6 p.m CET)
Canada	03.02.2009	03.03.2009 (6 p.m CET)
Caribbean, Central and Latin America (except Brazil)	02.02.2009	03.03.2009 (6 p.m CET)
Middle East and North Africa	21.01.2008	14.02.2008*
Oceania	25.02.2009	30.03.2009 (10 a.m CET)
South- Africa, Lesotho and Swaziland	12.01.2009	11.02.2009*
Sub-Saharan Africa (except The Republic of South-Africa & Sudan)	07.04.2008	30.04.2008*
USA	03.02.2009	03.03.2009 (6 p.m CET)

KEY	
*	Deadline : 12:00 (Midday) CET



Contracts signed

Europe

Country(ies)	Contracting parties
Azerbaijan	Public TV and Radio Broadcasting Company of Azerbaijan
Bosnia & Herzegovina	OBN TV
Bulgaria	TV2/Ring TV Bulgarian National Television
Croatia	HRT-Hrvatska Radiotelevizija
Cyprus	Cyprus Broadcasting Corporation Cyprus Telecommunications Authority
Germany	Prosiebensat 1 Media AG
Greece	Antenna TV SA Netmed Hellas SA
Iceland	365 Media
Italy	RTI RETI Televisive Italiane SPA Interactive SPA
Macedonia	TRD Kanal 5 Televizija
Malta	Melita Cable Plc.
Moldova	Mediapro Ltd
Montenegro	HD-WIN D.O.O. Beograd
Portugal	Sport TV Portugal SA SIC SA
Republic of Ireland	TV3 Television Network Ltd Setanta Sports
Romania	S.C PRO TV SA
Russia	NTV-PLUS
Serbia	HD-WIN D.O.O. Beograd
Spain (including Andorra)	Canal Satélite Digital SA Gestevisión Telecinco SA
Turkey	Dogan TV Holdings AS
Ukraine	Poverkhnost Sport TV- LLC
United-Kingdom	ITV Plc. Channel 5 Broadcasting Ltd Setanta Sports SARL

Ex-Europe

Country(ies)	Contracting parties
Brunei	Astro Supersport
Caribbean, Central and Latin America (except Brazil)	Fox Sports Latin America Limited
China	ESPN STAR Sports



Hong Kong SAR	i-Cable Sports (BVI) Limited
Indian Sub Continent	Ten Sports Zee Sports
Indonesia	Astro Supersport
Japan	Sky Perfect Jsat Corporation
Malaysia	Astro Supersport
Mauritius	Mauritius Broadcasting Corporation
Middle-East and North Africa	Al Jazeera
Nigeria	Daar Communications Plc. HiTV Limited
Singapore	SingTel i2i Pte Ltd
South-Africa, Lesotho and Swaziland	Supersport International (Pty) Ltd
South-Korea	CJ Media Inc.
Sub-Saharan Africa (except The Republic of South-Africa and Sudan)	Canal Overseas Afrique Afnex Supersport International (Pty) Ltd
Vietnam	Vietnam TV