



## Media content rights sales in Europe: UEFA European Under-21 Championship 2011™

Last Update: 10 June 2011

UEFA has commenced its media rights sales process in Europe for the UEFA European Under-21 Championship 2011™. Media content rights will be offered on a platform neutral basis ensuring the exploitation of rights across all media platforms.

### Qualified Content Distributors only

For these purposes, Qualified Content Distributors are media content distribution organizations, that have (in the sole opinion of UEFA) the appropriate infrastructure, reach, resources and financial standing to distribute UEFA media content rights in their territory via any transmission technique. This may include (but shall not be limited to) television broadcasters, Internet service providers, mobile networks and/or IPTV operators.

Should any Qualified Content Distributors be interested in acquiring media rights to the UEFA European Under-21 Championship 2011™, please contact UEFA at the following e-mail address: [broadcast@uefa.ch](mailto:broadcast@uefa.ch)

### List of Territories: Contracted Broadcast Partners

| Territory(ies) | Contracted Broadcast Partners                  |
|----------------|--|
| Belarus        | State National TV and Radio Company of Belarus |
| Belgium        | Telenet N.V.                                   |
| Czech Republic | Ceska Televize                                 |
| Denmark        | TV2  |
| France         | Direct8  |
| Iceland        | RUV- Iceland National Broadcasting Services    |
| Israel         | Charlton Ltd                                   |
| Italy          | RAI Radiotelevisione Italiana S.p.a.           |
| Portugal       | SportTV Portugal                               |
| Switzerland    | SSR SRG  |
| Ukraine        | ICTV LLC<br>TRK                                |

| Territory(ies)                   | Contracted Broadcast Partners |
|----------------------------------|-------------------------------|
| Brazil                           | Globosat Programadora Ltd     |
| Indonesia                        | RCTI & Indovision             |
| Latin America (excluding Brazil) | Televideo Services            |
| Malaysia & Brunei Darussalam     | Astro Supersport              |
| Mexico                           | OTI                           |



**UEFA**  
**UNDER21™**  
**CHAMPIONSHIP**  
**Denmark 2011**

|                                   |                          |
|-----------------------------------|--------------------------|
| Middle East & North Africa        | Al Jazeera Sport         |
| South Africa & Sub-Saharan Africa | Supersport International |
| Venezuela                         | Meridiano                |