



Media rights sales: European Qualifiers

Last Update: 14.12.2015

In May 2012, UEFA commenced its worldwide sales process in respect of the media rights to the European Qualifiers for UEFA EURO 2016™ and the 2018 FIFA World Cup™ (the “**European Qualifiers**”). In this update, that worldwide sales process is referred to as the “**May 2012 Tender**”.

UEFA now wishes to notify, and update, interested parties in respect of the launch of certain new sales processes for the media rights to the European Qualifiers in the territories listed in Schedule A below. Accordingly, UEFA wishes further to notify interested parties that in respect of each territory listed in Schedule A below, the sales process commenced pursuant to the May 2012 Tender has now been concluded by UEFA without an award of rights being made in that territory.

These new sales processes are being conducted on a market-by-market basis with the relevant media rights being offered for exploitation on a platform neutral basis. In each specified territory, the sales process will be effected initially by means of an Invitation to Tender (“**ITT**”) process under which qualified media content distributors will be invited to submit offers for the rights in that territory prior to a specified bid submission deadline. The status of these new sales processes in the relevant territories (together with the date of launch of the applicable ITT and bid submission deadline), are set out in Schedule A below. The territories for which media rights agreements for the European Qualifiers have been signed, as at the date of this update, are listed in Schedule B.

All sales processes in respect of the media rights to the European Qualifiers are administered by CAA Eleven Sàrl, UEFA’s exclusive marketing agency for the exploitation of certain media and commercial rights relating to its national team competitions. All enquiries in respect of the acquisition of such rights should, therefore, be directed to CAA Eleven Sàrl at the following e-mail address: info@caa11.com.

This page (and the Schedules below) will be updated from time to time as the sales process in respect of the rights to the European Qualifiers continues.

Schedule A: updated ITT list

On-going and upcoming tender processes

Ex-Europe

| Territory(ies) | ITT issue date | Deadline for submission of bids |
|----------------|----------------|---------------------------------|
| Singapore**** | 20.07.2015 | 24.08.2015* |
| Taiwan**** | 20.07.2015 | 24.08.2015* |



EUROPEAN QUALIFIERS

Closed tender processes

Europe

| Territory(ies) | ITT issue date | Deadline for submission of bids |
|--------------------------|----------------|---------------------------------|
| Denmark | 09.04.2013 | 14.05.2013* |
| Finland | 09.04.2013 | 14.05.2013* |
| Norway | 09.04.2013 | 14.05.2013* |
| Sweden | 09.04.2013 | 14.05.2013* |
| Slovakia** | 03.09.2013 | 02.10.2013* |
| Hungary** | 03.09.2013 | 02.10.2013* |
| Czech Republic** | 03.09.2013 | 02.10.2013* |
| Romania** | 03.09.2013 | 02.10.2013* |
| Belgium** | 10.09.2013 | 04.10.2013* |
| France | 30.09.2013 | 08.11.2013* |
| Poland | 23.10.2013 | 20.11.2013* |
| Russia | 24.10.2013 | 21.11.2013* |
| Iceland** | 29.10.2013 | 26.11.2013* |
| Netherlands | 05.11.2013 | 03.12.2013* |
| Malta** | 06.01.2014 | 28.01.2014 |
| Bosnia and Herzegovina** | 15.01.2014 | 12.02.2014* |
| Croatia** | 15.01.2014 | 12.02.2014* |
| Macedonia** | 15.01.2014 | 12.02.2014* |
| Montenegro** | 15.01.2014 | 12.02.2014* |
| Serbia** | 15.01.2014 | 12.02.2014* |
| Slovenia** | 15.01.2014 | 12.02.2014* |
| Bulgaria** | 15.01.2014 | 12.02.2014* |
| Albania** | 15.01.2014 | 12.02.2014* |
| Spain | 20.01.2014 | 20.02.2014* |
| Greece | 21.01.2014 | 21.02.2014* |
| Italy | 27.01.2014 | 21.02.2014* |
| Israel** | 10.03.2014 | 31.03.2014* |
| Armenia** | 04.03.2014 | 02.04.2014* |
| Azerbaijan** | 04.03.2014 | 02.04.2014* |
| Belarus** | 04.03.2014 | 02.04.2014* |
| Georgia** | 04.03.2014 | 02.04.2014* |
| Moldova** | 04.03.2014 | 02.04.2014* |
| Kazakhstan | 04.03.2014 | 02.04.2014* |
| Estonia** | 19.05.2014 | 10.06.2014* |
| Latvia** | 19.05.2014 | 10.06.2014* |
| Lithuania** | 19.05.2014 | 10.06.2014* |
| Germany** | 04.06.2014 | 30.06.2014* |
| Austria** | 04.06.2014 | 30.06.2014* |

| | | |
|---------------|------------|-------------|
| Switzerland** | 04.06.2014 | 30.06.2014* |
| Cyprus** | 10.06.2014 | 03.07.2014* |

Ex-Europe

| Territory(ies) | ITT issue date | Deadline for submission of bids |
|---|----------------|---------------------------------|
| Indian sub - continent | 10.04.2013 | 09.05.2013 (10:00 CET) |
| Myanmar | 21.05.2013 | 11.06.2013 (10:00 CET) |
| Thailand, Laos and Cambodia | 04.06.2013 | 04.07.2013 (10:00 CET) |
| Macau SAR | 04.06.2013 | 04.07.2013 (10:00 CET) |
| Vietnam | 04.06.2013 | 04.07.2013 (10:00 CET) |
| Hong Kong SAR | 04.06.2013 | 04.07.2013 (10:00 CET) |
| Indonesia | 08.07.2013 | 29.07.2013 (10:00 CET) |
| Sub-Saharan Africa | 27.08.2013 | 26.09.2013* |
| Middle East, North Africa and Northern Sub-Saharan Africa | 18.11.2013 | 11.12.2013* |
| Philippines | 07.01.2014 | 29.01.2014 (10:00 CET) |
| Oceania | 14.01.2014 | 11.02.2014 (08:00 CET) |
| Mongolia | 18.02.2014 | 19.03.2014 (10:00 CET) |
| Republic of Korea | 14.01.2014 | 26.03.2014 (10:00 CET) |
| Kyrgyzstan | 04.03.2014 | 02.04.2014* |
| Tajikistan | 04.03.2014 | 02.04.2014* |
| Turkmenistan | 04.03.2014 | 02.04.2014* |
| Uzbekistan | 04.03.2014 | 02.04.2014* |
| Japan | 14.01.2014 | 03.04.2014 (10:00 CET) |

Schedule B: Contracts signed

Europe

| Territory(ies) | Contracting party |
|--------------------|---|
| Albania | Radiotelevizioni Shqiptar*** Digitalb |
| Armenia | Public Television & Radio Armenia*** Eurasian Broadcasting Enterprise Limited (Setanta) |
| Austria | ORF*** |
| Azerbaijan | Ictimai***/**** |
| Belarus | Belaruska Tele-Radio Campanija*** Eurasian Broadcasting Enterprise Limited (Setanta) |
| Belgium | RTBF*** Vlaamse Radio en Televisie omroep*** Telenet NV BeTV |
| Bosnia-Herzegovina | Radio-Televizija Bosne i Hercegovine*** Radio Television of Republika Srpska***/** United Media Limited (Sportklub) |
| Bulgaria | Balgarska Nationalna Televizija*** |



EUROPEAN QUALIFIERS

| | |
|----------------|---|
| | Balgarsko Nationalno Radio*** NOVA |
| Croatia | Hrvatska Radiotelevizija*** United Media Limited (Sportklub) |
| Cyprus | Cyprus Broadcasting Corporation*** CYTA |
| Czech Republic | Ceska Televize*** Ceska Rozhlas*** Chello Central Europe ZRT |
| Denmark | SBS TV A/S |
| Estonia | Estonian Public Broadcasting*** Eurasian Broadcasting Enterprise Limited (Setanta) |
| Faroe Islands | Faroese Broadcasting Corporation |
| Finland | YLEISRADIO OY (YLE) Elisa OYJ |
| France | TF1 D.S. Sport+ S.A. (Canal+) |
| FYR Macedonia | Macedonian Radio and Television*** United Media Limited (Sportklub) |
| Georgia | Georgian Television and Radio Broadcasting*** Eurasian Broadcasting Enterprise Limited (Setanta) |
| Germany | RTL Television GmbH |
| Gibraltar | Gibraltar Broadcasting Corporation |
| Greece | NERIT OTE |
| Hungary | Magyar Televizio*** Chello Central Europe ZRT |
| Iceland | Icelandic National Broadcasting Service (RUV)*** 365 Miðlar EHF |
| Israel | Israel Broadcasting Authority*** Charlton Ltd |
| Italy | RAI Radiotelevisione Italiana SKY Italia |
| Kazakhstan | SARAN A.S. Eurasian Broadcasting Enterprise Limited (Setanta) |
| Kosovo | RTK |
| Latvia | Latvijas Televizija*** Latvijas Radio*** Eurasian Broadcasting Enterprise Limited (Setanta) |
| Lithuania | Lietuvos Radijas Ir Televizija*** Eurasian Broadcasting Enterprise Limited (Setanta) |
| Luxembourg | CLT Multi Media*** |
| Malta | Public Broadcaster Services Ltd*** /**** |
| Moldova | Teleradio Moldova*** Eurasian Broadcasting Enterprise Limited (Setanta) |
| Montenegro | Radiotelevizija Cme Gore*** United Media Limited (Sportklub) |
| Netherlands | Nederlandse Omroep Stichting Sport1 |
| Norway | TVNorge AS |
| Poland | Polsat License Ltd |

| | |
|---------------------|--|
| Portugal | Radio e Televisão de Portugal*** SportTV Portugal S.A. |
| Republic of Ireland | Raidió Teilifís Éireann*** British Sky Broadcasting Ltd |
| Romania | Televiziunea Romana*** Societatea Romana de Radiodifuziune*** RCS & RDS (Digi Sport) |
| Russia | Private Company Limited Telesport |
| San Marino | SMTV |
| Serbia | Radiotelevizija Srbije*** United Media Limited (Sportklub) |
| Slovakia | Radio and Television Slovakia*** Chello Central Europe ZRT |
| Slovenia | Radiotelevizija Slovenija***/** United Media Limited (Sportklub) |
| Spain | RTVE Telefónica de España, S.A.U. |
| Sweden | SBS TV AB |
| Switzerland | SRG SSR idee Suisse*** |
| Turkey | SARAN A.S. |
| Ukraine | TV-Broadcasting Company Ukraine |
| United Kingdom | ITV Rights Ltd British Sky Broadcasting Ltd |

Ex-Europe

| Territory(ies) | Contracting party |
|--|--|
| Angola/Mozambique | Upstar |
| Brazil | Globosat Programadora LTDA |
| Canada | Rogers Sportsnet Inc. |
| China | CCTV |
| Hong Kong SAR | i-Cable Sports Limited |
| Indian sub-continent | MSM Satellite (Singapore) PTE. Ltd |
| Indonesia | PT Rajawali Citra Televisi Indonesia |
| Japan | MP & Silva LTD |
| Kyrgyzstan | Eurasian Broadcasting Enterprise Limited (Setanta) |
| Latin America (excl. Brazil) | SKY Mexico DIRECTV |
| Malaysia & Brunei | Measat Broadcast Network Systems SDN BHD |
| Macau | Asia-Pacific Broadcasting Union (ABU) |
| Mongolia | SANSAR |
| Myanmar | Forever BEC – Tero Co.,Ltd |
| Middle East, North Africa and Northern Sub-Saharan Africa | Abu Dhabi Media Company PJSC |
| Oceania | ESPN Inc. |
| Philippines | ABS-CBN |



**EUROPEAN
QUALIFIERS**

| | |
|---------------------------|--|
| Republic of Korea | Eclat (SpotTV) |
| Sub-Saharan Africa | StarTimes |
| Tajikistan | Eurasian Broadcasting Enterprise Limited (Setanta) |
| Thailand, Laos & Cambodia | GMM B Company Limited |
| Timor Leste | Asia-Pacific Broadcasting Union (ABU) |
| Turkmenistan | Eurasian Broadcasting Enterprise Limited (Setanta) |
| United States | FOX Soccer Channel LLC |
| Vietnam | Viettel Group |

| KEY | |
|------------|--|
| * | Deadline for submission of bids: 12:00 (Midday) CET |
| ** | Rights available exclude the live matches of the national team of the respective territory. For Germany the exclusion of live matches is limited to free to air exploitation only. |
| *** | Part of the umbrella agreement with the European Broadcast Union (EBU), covering 30 of the EBU member territories, under which the relevant EBU members are each granted live rights to the matches featuring the national team of their respective territory. |
| **** | Additional inventory in addition to the rights granted under the EBU umbrella agreement. |
| ***** | Rights for matchweek 1 to 6 from the 2014-16 European Qualifiers campaign are only available on a non-live basis |