

# Media rights sales: UEFA EURO 2020™

**Last Update: 24.09.2018**

Update: The media content rights sales process for UEFA EURO 2020™ is currently on-going. The sales process will be conducted on a market-by-market basis with such media rights being offered on a platform neutral basis.

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 before the submission deadline (as indicated in the schedule below) for the media rights in their respective territory. Schedule A below lists the status of the sales process in the relevant territories. Schedule B lists the relevant territories for which media rights agreements have been signed (including details of the respective partner).

The sales process will be administered on behalf of UEFA by CAA Eleven Sàrl. All enquiries in respect of the acquisition of the media rights to the UEFA EURO 2020™ should therefore be directed to CAA Eleven Sàrl at the following e-mail address: [info@caa11.com](mailto:info@caa11.com).

Further communications and updates shall be provided as and when UEFA commences the media rights sales process in respect of any other territory or territories.

## Schedule A: Updated ITT list

### On-going and upcoming tender processes

#### EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Azerbaijan	24.05.2017	22.06.2017
Israel	30.10.2017	27.11.2017
Bulgaria	15.01.2018	13.02.2018

#### EX-EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Japan	06.06.2017	11.07.2017 (10:00 CET)
Oceania	21.08.2017	19.09.2017 (10:00 CET)
Mongolia	21.08.2017	20.09.2017 (10:00 CET)
Malaysia	10.10.2017	7.11.2017 (10:00 CET)
Hong Kong	05.12.2017	11.01.2018 (10:00 CET)
Canada	22.01.2018	27.02.2018 (18:00 CET)

Closed tender processes

EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
United Kingdom	19.11.2014	17.12.2014 (13:00 CET)
Russia	23.07.2015	18.08.2015
Germany	14.04.2015	13.05.2015
Poland	18.01.2015	16.02.2016
Sweden	09.02.2016	14.03.2016
Norway	09.02.2016	14.03.2016
Finland	09.02.2016	14.03.2016
Denmark	09.02.2016	14.03.2016
Austria	01.04.2016	21.04.2016
Switzerland	01.04.2016	21.04.2016
Bosnia & Herzegovina	23.08.2016	27.09.2016
Croatia	23.08.2016	27.09.2016
FYR Macedonia	23.08.2016	27.09.2016
Montenegro	23.08.2016	27.09.2016
Serbia	23.08.2016	27.09.2016
Slovenia	23.08.2016	27.09.2016
Albania	23.08.2016	27.09.2016
Kosovo	23.08.2016	27.09.2016
Iceland	30.08.2016	27.09.2016
Belgium	30.08.2016	27.09.2016
The Netherlands	07.11.2016	06.12.2016
Czech Republic	14.02.2017	14.03.2017
Slovakia	14.02.2017	14.03.2017
Hungary	14.02.2017	14.03.2017
Republic of Ireland	11.04.2017	09.05.2017
Estonia	24.05.2017	22.06.2017
Latvia	24.05.2017	22.06.2017
Lithuania	24.05.2017	22.06.2017
Armenia	24.05.2017	22.06.2017
Belarus	24.05.2017	22.06.2017
Georgia	24.05.2017	22.06.2017
Kazakhstan	24.05.2017	22.06.2017
Moldova	24.05.2017	22.06.2017
Romania	23.06.2017	20.07.2017
Greece	06.06.2017	04.07.2017
Spain	09.08.2017	26.09.2017
Italy	05.09.2017	03.10.2017
Ukraine	17.10.2017	14.11.2017

Turkey	13.11.2017	11.12.2017
Cyprus	09.02.2018	13.03.2018
France	09.04.2018	15.05.2018 (18:00)
Malta	26.04.2018	22.05.2018

#### EX-EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Singapore	20.07.2015	24.08.2015
Taiwan	20.07.2015	24.08.2015
United States	08.09.2015	05.10.2015 (18:00 CET)
Sub-Saharan Africa	18.10.2016	22.11.2016
The Indian Sub-Continent and Afghanistan	10.11.2016	12.12.2016 (10:00 CET)
Indonesia	16.02.2017	23.03.2017 (10:00 CET)
Thailand, Laos & Cambodia	23.02.2017	23.03.2017 (10:00 CET)
Philippines	16.02.2017	23.03.2017 (10:00 CET)
Timor Leste	16.02.2017	23.03.2017 (10:00 CET)
Latin America, Brazil and the Caribbean	06.03.2017	04.04.2017 (18:00 CET)
Kyrgyzstan	24.05.2017	22.06.2017
Tajikistan	24.05.2017	22.06.2017
Turkmenistan	24.05.2017	22.06.2017
Uzbekistan	24.05.2017	22.06.2017
Australia	21.08.2017	19.09.2017 (10:00 CET)
Macau	05.12.2017	11.01.2018 (10:00 CET)
South Korea	27.02.2018	27.03.2018 (10:00 CET)

#### Schedule B: Contracts signed

#### EUROPE

Country(ies)	Contracting parties
Albania	Digit-Alb SH.A
Austria	ORF
Belgium	RTBF VRT
Bosnia & Herzegovina	Sportklub
Croatia	Sportklub
Cyprus	CyBC
Czech Republic	Czech TV
Estonia	ERR
Finland	YLE

Germany	ARD ZDF
Georgia	GPB
Greece	IPG
Hungary	MTVA
Iceland	365 Media
Republic of Ireland	RTE
Italy	Rai Sky
Kazakhstan	Saran
Kosovo	Digit-Alb SH.A
Latvia	Modern Times Group
Lithuania	LNK
FYR Macedonia	Sportklub
Malta	PBS
Moldova	GMG
Montenegro	Sportklub
The Netherlands	NOS
Norway	TV2
Poland	Telewizja Polska
Romania	ProTV
Russia	Telesport
Serbia	Sportklub
Slovakia	RTVS
Slovenia	Sportklub
Sweden	TV4 Sveriges Television Sveriges Radio
Switzerland	SRG SSR
Turkey	TRT
Ukraine	TRBC Ukraine
United Kingdom	BBC ITV Talksport Radio

EX-EUROPE

Country(ies)	Contracting parties
Australia	Optus
Brazil	Globo / Globosat
Canada	TVA Group
China	Shankai Sports
Fiji	FBC
Indonesia	IMG
Kyrgyzstan	Saran

<b>Macau</b>	<b>TDM</b>
<b>Singapore</b>	<b>Eleven Sports Network</b>
<b>Sub-Saharan Africa</b>	<b>Econet Media Limited SuperSport International (Proprietary) Limited</b>
<b>Taiwan</b>	<b>Eleven Sports Network</b>
<b>Tajikistan</b>	<b>Saran</b>
<b>Turkmenistan</b>	<b>Saran</b>
<b>United States</b>	<b>Univision ESPN</b>
<b>Uzbekistan</b>	<b>Saran</b>

<b>KEY</b>	
*	Deadline for submission of bids unless indicated otherwise: 12:00 (Midday) CET