

Media rights sales: UEFA EURO 2020™

Last Update: 31.03.2020

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.

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

Open tender processes

EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Currently there are no tender processes on-going		

EX-EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Currently there are no tender processes on-going		

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
Bulgaria	15.01.2018	13.02.2018
Cyprus	09.02.2018	13.03.2018
France	09.04.2018	15.05.2018 (18:00)
Malta	26.04.2018	22.05.2018
Portugal	09.10.2018	06.11.2018

EX-EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Hong Kong	05.12.2017	11.01.2018 (10:00 CET)
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
Japan	06.06.2017	11.07.2017 (10:00 CET)
Australia	21.08.2017	19.09.2017 (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	07.11.2017 (10:00 CET)
Macau	05.12.2017	11.01.2018 (10:00 CET)
Canada	22.01.2018	27.02.2018 (18:00 CET)
South Korea	27.02.2018	27.03.2018 (10:00 CET)
Vietnam	02.10.2018	30.10.2018

Schedule B: Contracts signed

EUROPE

Country(ies)	Contracting parties
Armenia	Armenia TV CJSC
Albania	DigitAlb Sh.A
Austria	ORF
Azerbaijan	Public Television and Radio Broadcasting Company of Azerbaijan
Belarus	Belarus TV
Belgium	RTBF VRT
Bosnia & Herzegovina	Sportklub

Bulgaria	BNT Nova Broadcasting Group
Croatia	Sportklub
Cyprus	CyBC
Czech Republic	Czech TV
Denmark	Viasat Denmark
Estonia	ERR
Finland	YLE
France	TF1 D.S. Métropole Télévision
Germany	ARD ZDF
Georgia	GPB
Greece	IPG
Hungary	MTVA
Iceland	365 Media
Republic of Ireland	RTE
Israel	Charlton Limited
Italy	Rai Sky RTL 102.5 (radio)
Kazakhstan	Saran
Kosovo	DigitAlb Sh.A
Latvia	All Media Baltics
Lithuania	LNK
FYR Macedonia	Sportklub
Malta	PBS
Moldova	GMG
Montenegro	Sportklub
The Netherlands	NOS
Norway	TV2
Poland	Telewizja Polska
Portugal	Sport TV
Romania	ProTV
Russia	TSG AO
Serbia	Sportklub
Slovakia	RTVS
Slovenia	Sportklub
Spain	Mediaset Cadena Rope (radio) Onda Cero (radio) Radio Marca (radio)
Sweden	TV4 Sveriges Television Sveriges Radio (radio)
Switzerland	SRG SSR

Turkey	TRT
Ukraine	TRBC Ukraine
United Kingdom	BBC ITV Talksport Radio (radio)

EX-EUROPE

Country(ies)	Contracting parties
Australia	Optus
Brazil	Globo / Globosat
Cambodia	Cambodian Broadcasting Services
Canada	TVA Group Bell Media
China	CCTV Shankai Sports/SuperSports Media
Fiji	FBC
Ghana	MBS
Hong Kong	PCCW
Indonesia	IMG
Japan	WOWOW
Kyrgyzstan	Saran
Macau	TDM
Malaysia	Measat Broadcast Network Systems
Singapore	Eleven Sports Network
pan Sub-Saharan Africa	SuperSport International (Proprietary) Limited Century Sun Co. Ltd. TVMS
Taiwan	Eleven Sports Network
Tajikistan	Saran
Turkmenistan	Saran
United States	Univision ESPN
Uzbekistan	Saran
Vietnam	VTV

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