



Media rights sales: 2021-24 UEFA Europa League™ / UEFA Europa Conference League™

Last Update: 11 January 2021

The media content rights sales process for the UEFA Europa League and the UEFA Europa Conference League (seasons 2021/22, 2022/23 and 2023/24) will be conducted on a market-by-market basis with such media rights being offered on a platform neutral basis and in accordance with the principles established by the European Commission.

The sales process will usually be effected initially by means of an 'Invitation to Submit Offer' (ISO) process under which qualified media content distributors will be invited to submit offers before the submission deadline (as indicated in the Schedule A below) for the media rights in their respective territories. Schedule B lists the relevant territories for which media rights agreements have been signed (including details of the respective partners).

The sales process will be administered on behalf of UEFA by TEAM Marketing, UEFA's exclusive marketing agency for the exploitation of certain media and commercial rights relating to its club competitions. All enquiries in respect of the acquisition of such rights should therefore be directed to TEAM Marketing at the following e-mail address: info@team.ch.

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

Schedule A: ISO list

The list of dates (subject to changes at UEFA's discretion) on which an ISO has been or will be issued is, by territory, as follows:

Europe

Territory	ISO issue date	Deadline for submission of bids
Albania	15 January 2020	10 February 2020 (10:00 CET)
Austria	30 October 2019	3 December 2019 (10:00 CET)
Azerbaijan	7 December 2020	14 January 2021 (10:00 CET)
Belgium	1 October 2020	2 November 2020 (10:00 CET)
Bosnia and Herzegovina	15 January 2020	10 February 2020 (10:00 CET)
Croatia	15 January 2020	10 February 2020 (10:00 CET)
Czech Republic	11 January 2021	8 February 2021 (10:00 CET)
Denmark	25 February 2020	31 March 2020 (10:00 CET)
Estonia	20 October 2020	23 November 2020 (10:00 CET)

Finland	25 February 2020	31 March 2020 (10:00 CET)
France	14 October 2019	27 November 2019 (10:00 CET)
Georgia	7 December 2020	14 January 2021 (10:00 CET)
Germany	30 October 2019	3 December 2019 (10:00 CET)
Greece	16 November 2020	14 December 2020 (10:00 CET)
Iceland	21 September 2020	19 October 2020 (12:00 CET)
Italy	14 September 2020	12 October 2020 (10:00 CET)
Kazakhstan	7 December 2020	14 January 2021 (10:00 CET)
Kosovo	15 January 2020	10 February 2020 (10:00 CET)
Latvia	20 October 2020	23 November 2020 (10:00 CET)
Lithuania	20 October 2020	23 November 2020 (10:00 CET)
Malta	7 January 2020	28 January 2020 (10:00 CET)
Montenegro	15 January 2020	10 February 2020 (10:00 CET)
Netherlands	4 November 2020	9 December 2020 (10:00 CET)
North Macedonia	15 January 2020	10 February 2020 (10:00 CET)
Norway	25 February 2020	31 March 2020 (10:00 CET)
Portugal	7 October 2020	18 November 2020 (11:00 CET)
Republic of Ireland	11 January 2021	11 February 2021 (11:00 CET)
Russia	28 October 2019	25 November 2019 (10:00 CET)
Serbia	15 January 2020	10 February 2020 (10:00 CET)
Slovakia	11 January 2021	8 February 2021 (10:00 CET)
Slovenia	5 October 2020	3 November 2020 (10:00 CET)
Spain	04 February 2020	10 March 2020 (10:00 CET)
Sweden	25 February 2020	31 March 2020 (10:00 CET)
Switzerland	30 October 2019	3 December 2019 (10:00 CET)
Ukraine	22 October 2020	19 November 2020 (10:00 CET)
United Kingdom	7 October 2019	11 November 2019 (11:00 CET)

Ex-Europe

Territory	ISO issue date	Deadline for submission of bids
Central Asia	7 December 2020	14 January 2021 (10:00 CET)
Indonesia & Timor-Leste	27 October 2020	12 November 2020 (10:00 CET)
Mongolia	15 December 2020	25 January 2021 (10:00 CET)
Myanmar	15 December 2020	25 January 2021 (10:00 CET)
Nigeria	7 September 2020	23 September 2020 (10:00 CET)
Republic of Korea	15 December 2020	25 January 2021 (10:00 CET)
South Africa	7 September 2020	23 September 2020 (10:00 CET)
Sub-Saharan Africa	7 September 2020	23 September 2020 (10:00 CET)
USA	4 October 2019	5 November 2019 (17:00 CET)
Vietnam	15 December 2020	25 January 2021 (10:00 CET)

Schedule B: Contracts signed

Europe

Territories	Contracting parties
Austria	RED BULL MEDIA HOUSE GMBH ÖSTERREICHISCHER RUDFUNK (ORF)
Bosnia and Herzegovina	TELEKOM SRBIJA A.D
Croatia	TELEKOM SRBIJA A.D
Denmark	TV2 DANMARK A/S
Estonia	NORDIC ENTERTAINMENT GROUP UK LIMITED
Finland	NORDIC ENTERTAINMENT GROUP UK LIMITED
Germany	RTL TELEVISION GMBH
Kosovo	TELEKOM SRBIJA A.D ARTMOTION LLC
Latvia	NORDIC ENTERTAINMENT GROUP UK LIMITED
Lithuania	NORDIC ENTERTAINMENT GROUP UK LIMITED
Macedonia	TELEKOM SRBIJA A.D



Malta	PUBLIC BROADCASTING SERVICES LTD
Montenegro	COMPANY FOR TELECOMMUNICATIONS "MTEL" D.O.O, MONTENEGRO TELEKOM SRBIJA A.D
Norway	NORDIC ENTERTAINMENT GROUP UK LIMITED
Russia	NATIONAL SPORTS CHANNEL LLC
Serbia	TELEKOM SRBIJA A.D
Spain	TELEFONICA AUDIOVISUAL DIGITAL, S.L.U.
Sweden	NORDIC ENTERTAINMENT GROUP UK LIMITED
Switzerland	CT CINETRADE AG
United Kingdom	BRITISH TELECOMMUNICATIONS PLC

Ex-Europe

Territories	Contracting parties
Sub-Saharan Africa	SUPERSPORT INTERNATIONAL (PROPRIETARY) LIMITED
USA	UNIVISION COMMUNICATIONS INC CBS BROADCASTING INC.