

Media rights sales:

UEFA EURO 2028™

Last Update: 04.03.2021

Update: the media content rights sales process for UEFA EURO 2028 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 2028™ 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

On-going/planned tender processes

EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Poland	29.09.2020	27.10.2020
Israel	20.10.2020	16.11.2020
Belgium**	10.11.2020	07.12.2020
Luxembourg	10.11.2020	07.12.2020
Austria	09.02.2021	09.03.2021
Netherlands	03.03.2021	29.03.2021

OUTSIDE EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Currently no tenders are on-going or planned		

Closed tender processes

EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Denmark	28.07.2020	26.08.2020
Finland	28.07.2020	26.08.2020
Norway	28.07.2020	26.08.2020
Sweden	28.07.2020	26.08.2020
Belgium	10.11.2020	07.12.2020
Iceland	17.12.2020	26.01.2021

OUTSIDE EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Currently no tender processes have been finalised		

Schedule B: Contracts signed

EUROPE

Country(ies)	Contracting parties
Denmark	TV2 Danmark AS DR (Danish Broadcasting Cooperation)
Finland	YLEISRADIO OY
Iceland	RUV
Norway	TV2 AS
Sweden	TV4 AB Sveriges Television AB

OUTSIDE EUROPE

Country(ies)	Contracting parties
Currently no contracts have been signed	

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