



Media rights sales:

2021-24 UEFA Champions League™/UEFA Super Cup™

Last Update: 23 June 2021

The media content rights sales process for the UEFA Champions League (seasons 2021/22, 2022/23 and 2023/24) and UEFA Super Cup (2021, 2022 and 2023) 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) |
| Armenia | 25 February 2021 | 29 March 2021 (10:00 CET) |
| Austria | 30 October 2019 | 3 December 2019 (10:00 CET) |
| Azerbaijan | 7 December 2020 | 14 January 2021 (10:00 CET) |
| Belarus | 18 May 2021 | 23 June 2021 (10:00 CEST) |

| | | |
|------------------------|-------------------|------------------------------|
| Belgium | 1 October 2020 | 2 November 2020 (10:00 CET) |
| Bosnia and Herzegovina | 15 January 2020 | 10 February 2020 (10:00 CET) |
| Bulgaria | 22 March 2021 | 26 April 2021 (10:00 CEST) |
| Croatia | 15 January 2020 | 10 February 2020 (10:00 CET) |
| Cyprus | 15 February 2021 | 17 March 2021 (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) |
| Hungary | 12 April 2021 | 11 May 2021 (10:00 CEST) |
| 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 | 07 January 2020 | 28 January 2020 (10:00 CET) |
| Moldova | 18 May 2021 | 23 June 2021 (10:00 CEST) |
| 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) |
| Poland | 1 February 2021 | 1 March 2021 (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) |
| Romania | 18 May 2021 | 23 June 2021 (10:00 CEST) |
| 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) |
| Turkey | 24 February 2021 | 30 March 2021 (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 |
|----------------------------------|------------------|--|
| Brazil | 19 January 2021 | 23 February 2021 (15:00 CET) |
| Canada | 19 April 2021 | 18 May 2021 (17:00 CEST) |
| Caribbean | 6 April 2021 | 3 May 2021 (17:00 CEST) |
| Central Asia | 7 December 2020 | 14 January 2021 (10:00 CET) |
| China | 26 April 2021 | 17 May 2021 (10:00 CEST) |
| Hong Kong | 26 April 2021 | 17 May 2021 (10:00 CEST) |
| Indian Subcontinent | 16 February 2021 | 16 March 2021 (10:00 CET) *Deadline extended to 6 April 2021 (10:00 CET) |
| Indonesia & Timor-Leste | 27 October 2020 | 12 November 2020 (10:00 CET) |
| In-Flight/In-Ship | 22 February 2021 | 15 March 2021 (11:00 CET) |
| Latin America (excluding Brazil) | 17 February 2021 | 23 March 2021 (17:00 CET) |
| Macau | 26 April 2021 | 17 May 2021 (10:00 CEST) |
| Malaysia & Brunei | 19 April 2021 | 17 May 2021 (10:00 CEST) |
| Middle East & North Africa | 13 May 2021 | 26 May 2021 (10:00 CEST) |
| 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) |
| Oceania | 18 January 2021 | 15 February 2021 (10:00 CET) |
| Philippines | 19 April 2021 | 17 May 2021 (10:00 CEST) |
| Republic of Korea | 15 December 2020 | 25 January 2021 (10:00 CET) |
| Singapore | 19 April 2021 | 17 May 2021 (10:00 CEST) |
| South Africa | 7 September 2020 | 23 September 2020 (10:00 CET) |
| Sub-Saharan Africa | 7 September 2020 | 23 September 2020 (10:00 CET) |
| Taiwan | 26 April 2021 | 17 May 2021 (10:00 CEST) |

| | | |
|---------------------------|------------------|-----------------------------|
| Thailand, Laos & Cambodia | 19 April 2021 | 17 May 2021 (10:00 CEST) |
| 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

| Territory | Contracting party |
|------------------------|--|
| Austria | RED BULL MEDIA HOUSE GMBH SKY ÖSTERREICH FERNSEHEN GMBH |
| Belgium | RTL BELUX S.A. & CIE S.E.C.S. PROXIMUS MEDIA HOUSE DPG MEDIA NV |
| Bosnia and Herzegovina | TELEKOM SRBIJA A.D |
| Croatia | TELEKOM SRBIJA A.D HRVATSKA RADIOTELEVIZIJA |
| Cyprus | CYPRUS TELECOMMUNICATIONS AUTHORITY (CYTA) |
| Denmark | NORDIC ENTERTAINMENT GROUP UK LIMITED |
| Estonia | NORDIC ENTERTAINMENT GROUP UK LIMITED |
| Finland | TELIA COMPANY AB |
| France | GRUPE CANAL PLUS TELEVISION FRANCAISE 1 DROITS SPORTIFS ('TF1 D.S') |
| Georgia | JSC SILKNET ADJARA.COM LLC |
| Germany | AMAZON CONTENT SERVICES LLC DAZN LIMITED |
| Greece | HELLENIC TELECOMMUNICATIONS ORGANISATION S.A. |
| Hungary | AMC NETWORKS CENTRAL EUROPE KFT. |
| Iceland | NORDIC ENTERTAINMENT GROUP UK LIMITED SÝN HF. |
| Italy | AMAZON CONTENT SERVICES LLC SKY ITALIA S.R.L. RETI TELEVISIVE ITALIANE SPA |
| Kosovo | TELEKOM SRBIJA A.D ARTMOTION LLC |

| | |
|---------------------|---|
| Latvia | NORDIC ENTERTAINMENT GROUP UK LIMITED |
| Lithuania | NORDIC ENTERTAINMENT GROUP UK LIMITED |
| Macedonia | MAKEDONSKI TELEKOM AD |
| Malta | PUBLIC BROADCASTING SERVICES LTD MELITA LIMITED |
| Montenegro | COMPANY FOR TELECOMMUNICATIONS "MTEL" D.O.O, MONTENEGRO TELEKOM SRBIJA A.D |
| Netherlands | LIBERTY GLOBAL CONTENT NETHERLANDS B.V. RTL GROUP S.A. |
| Norway | TV2 AS |
| Poland | TELEWIZJA POLSAT SP. Z O.O. |
| Republic of Ireland | RAIDIO TEILIFIS ÉIREANN |
| Russia | NATIONAL SPORTS CHANNEL LLC |
| Serbia | TELEKOM SRBIJA A.D |
| Slovenia | UNITED MEDIA S.A.R.L. PRODUKCIJA PLUS D.O.O. |
| Spain | TELEFONICA AUDIOVISUAL DIGITAL, S.L.U. |
| Sweden | TELIA COMPANY AB |
| Switzerland | CT CINETRADE AG |
| Ukraine | LLC "MEGOGO" |
| United Kingdom | BRITISH TELECOMMUNICATIONS PLC |

Ex-Europe

| Territory | Contracting party |
|--------------------|--|
| Brazil | TVSBT CANAL 4 DE SAO PAULO S/A TURNER INTERNATIONAL LATIN AMERICA, INC. |
| Central Asia | SARAN MEDIA INTERNATIONAL |
| Costa Rica | TELEVISORA DE COSTA RICA S.A. |
| Indonesia | PT SURYA CITRA TELEVISI |
| Mexico | TURNER INTERNATIONAL LATIN AMERICA, INC. |
| Mongolia | SPS HD LLC |
| Republic of Korea | ECLAT MEDIA GROUP INC. |
| Sub-Saharan Africa | SUPERSPORT INTERNATIONAL (PROPRIETARY) LIMITED CANAL+ INTERNATIONAL |
| USA | UNIVISION COMMUNICATIONS INC CBS BROADCASTING INC. |
| Uzbekistan | NATIONAL TELEVISION AND RADIO COMPANY OF UZBEKISTAN (MTRK) |
| Vietnam | FPT TELECOM |

