



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

Last Update: 23 June 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)
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 27 January 2021	12 October 2020 (10:00 CET) 25 February 2021 (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)
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)

** Due to the specific market conditions in Italy, please note that, following the initial sales process launched in September 2020 in Italy, a further round of bidding will be launched in January 2021 with regards to UEL/UECL Internet Rights for exploitation on a pay basis only, and co-exclusive with one other rightsholder who can exploit on a pay and/or free basis. Such co-exclusive Internet Rights remain available for acquisition pursuant to the original ISO. Any parties that might be interested in such rights should contact info@team.ch to receive the tender documentation.*

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	23 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

Territories	Contracting parties
Austria	RED BULL MEDIA HOUSE GMBH ÖSTERREICHISCHER RUDFUNK (ORF) SKY ÖSTERREICH FERNSEHEN GMBH
Belgium	VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE (VRT) TELENET BV VOO S.A. RADIO TELEVISION BELGE DE LA COMMUNAUTE FRANCAISE
Bosnia and Herzegovina	TELEKOM SRBIJA A.D
Croatia	TELEKOM SRBIJA A.D
Cyprus	CYPRUS TELECOMMUNICATIONS AUTHORITY (CYTA)
Czech Republic	AMC NETWORKS CENTRAL EUROPE KFT. ČESKÁ TELEVIZE

Denmark	TV2 DANMARK A/S
Estonia	NORDIC ENTERTAINMENT GROUP UK LIMITED
Finland	NORDIC ENTERTAINMENT GROUP UK LIMITED
France	METROPOLE TELEVISION S.A.
Georgia	JSC SILKNET ADJARA.COM LLC
Germany	RTL TELEVISION GMBH
Greece	HELLENIC TELECOMMUNICATIONS ORGANISATION S.A.
Iceland	NORDIC ENTERTAINMENT GROUP UK LIMITED
Italy	SKY ITALIA S.R.L.
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 MELITA LIMITED
Montenegro	COMPANY FOR TELECOMMUNICATIONS "MTEL" D.O.O, MONTENEGRO TELEKOM SRBIJA A.D
Netherlands	TALPA TV B.V.
Norway	NORDIC ENTERTAINMENT GROUP UK LIMITED
Poland	NORDIC ENTERTAINMENT GROUP UK LIMITED
Portugal	SPORT TV PORTUGAL, S.A. S.I.C SOCIEDADE INDEPENDENTE DE COMUNICAÇÃO S.A
Russia	NATIONAL SPORTS CHANNEL LLC
Serbia	TELEKOM SRBIJA A.D
Slovakia	ROZHLAS A TELEVÍZIA SLOVENSKA AMC NETWORKS CENTRAL EUROPE KFT.
Slovenia	UNITED MEDIA S.A.R.L. PRODUKCIJA PLUS D.O.O. ARENA CHANNELS GROUP LLC
Spain	TELEFONICA AUDIOVISUAL DIGITAL, S.L.U.
Sweden	NORDIC ENTERTAINMENT GROUP UK LIMITED

Switzerland	CT CINETRADE AG
Ukraine	LLC "MEGOGO"
United Kingdom	BRITISH TELECOMMUNICATIONS PLC

Ex-Europe

Territories	Contracting parties
Brazil	TVSBT CANAL 4 DE SAO PAULO S/A
Central Asia	SARAN MEDIA INTERNATIONAL
Indonesia	PT SURYA CITRA TELEVISI
Mongolia	SPS HD LLC
Republic of Korea	ECLAT MEDIA GROUP INC.
Sub-Saharan Africa	SUPERSPORT INTERNATIONAL (PROPRIETARY) LIMITED
USA	UNIVISION COMMUNICATIONS INC CBS BROADCASTING INC.
Uzbekistan	NATIONAL TELEVISION AND RADIO COMPANY OF UZBEKISTAN (MTRK)
Vietnam	FPT TELECOM