

# Media rights sales:

## UEFA EURO 2028™

**Last Update: 23.07.2021**

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*
Israel	20.10.2020	16.11.2020
Luxembourg	10.11.2020	07.12.2020
Netherlands	03.03.2021	29.03.2021
Greece	30.03.2021	27.04.2021
Switzerland	08.04.2021	06.05.2021
Romania	27.04.2021	25.05.2021
Czech Republic	11.05.2021	08.06.2021
Hungary	11.05.2021	08.06.2021
Slovakia	11.05.2021	08.06.2021
Armenia	10.05.2021	10.06.2021
Azerbaijan	10.05.2021	10.06.2021
Belarus	10.05.2021	10.06.2021
Cyprus	10.05.2021	10.06.2021
Estonia	10.05.2021	10.06.2021
Georgia	10.05.2021	10.06.2021
Kazakhstan	10.05.2021	10.06.2021
Latvia	10.05.2021	10.06.2021
Lithuania	10.05.2021	10.06.2021

Malta	10.05.2021	10.06.2021
Moldova	10.05.2021	10.06.2021

#### OUTSIDE EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Kyrgyzstan	10.05.2021	10.06.2021
Tajikistan	10.05.2021	10.06.2021
Turkmenistan	10.05.2021	10.06.2021
Uzbekistan	10.05.2021	10.06.2021
Indonesia	31.05.2021	29.06.2021
Sub-Saharan Africa	15.07.2021	31.08.2021
Nigeria	15.07.2021	31.08.2021
South Africa	15.07.2021	31.08.2021

#### 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
Poland	29.09.2020	27.10.2020
Belgium	10.11.2020	07.12.2020
Iceland	17.12.2020	26.01.2021
Romania	27.04.2021	25.05.2021

#### 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
Austria	Red Bull Media House GmbH
Belgium	VRT
Denmark	TV2 Danmark AS

	<b>DR (Danish Broadcasting Cooperation)</b>
<b>Finland</b>	<b>YLEISRADIO OY</b>
<b>Iceland</b>	<b>RUV</b>
<b>Norway</b>	<b>TV2 AS</b>
<b>Poland</b>	<b>Telewizja Polska S.A</b>
<b>Romania</b>	<b>Pro TV</b>
<b>Sweden</b>	<b>TV4 AB Sveriges Television AB</b>

**OUTSIDE EUROPE**

<b>Country(ies)</b>	<b>Contracting parties</b>
<b>Currently no contracts have been signed</b>	

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