



Media rights sales: 2024-27 UEFA Champions League™

Last Update: 15 November 2022

The media content rights sales process for the UEFA Champions League, UEFA Champions League Opening Tournament and UEFA Youth League (seasons 2024/25, 2025/26 and 2026/27) 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 marketing agency for the exploitation of certain media and commercial rights relating to its club competitions, except in the United States where the sales process will be administered on behalf of UEFA by Relevant Sports Group. 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
Austria	10 October 2022	14 November 2022 (10:00 CET)
Bosnia and Herzegovina	30 August 2022	27 September 2022 (10:00 CEST)
Bulgaria	19 September 2022	17 October 2022 (10:00 CEST)
Croatia	30 August 2022	27 September 2022 (10:00 CEST)

Cyprus	13 September 2022	18 October 2022 (10:00 CEST)
Czech Republic	19 September 2022	17 October 2022 (10:00 CEST)
France	31 May 2022	29 June 2022 (11:00 CEST)
Germany	10 October 2022	14 November 2022 (10:00 CET)
Kosovo	30 August 2022	27 September 2022 (10:00 CEST)
Montenegro	30 August 2022	27 September 2022 (10:00 CEST)
Netherlands	03 October 2022	02 November 2022 (10:00 CET)
North Macedonia	30 August 2022	27 September 2022 (10:00 CEST)
Serbia	30 August 2022	27 September 2022 (10:00 CEST)
Slovakia	19 September 2022	17 October 2022 (10:00 CEST)
Switzerland	10 October 2022	14 November 2022 (10:00 CET)
United Kingdom	31 May 2022	29 June 2022 (11:00 CEST)

Ex-Europe

Territory	ISO issue date	Deadline for submission of bids
USA	11 July 2022	15 August 2022 (17:00 CEST)

Schedule B: Contracts signed

Europe

Territory	Contracting party
United Kingdom	BRITISH TELECOMMUNICATIONS PLC
The Netherlands	LIBERTY GLOBAL CONTENT NETHERLANDS B.V.