

Media rights sales:

UEFA EURO 2028™

Last Update: 23.05.2023

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*
France	07.09.2021	12.10.2021
Slovenia	19.10.2021	16.11.2021
Germany	12.11.2021	10.12.2021

OUTSIDE EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Sub-Saharan Africa	15.07.2021	31.08.2021
Canada	25.01.2022	03.03.2022 (10:00 CET)
Caribbean	16.02.2022	17.03.2022 (18:00 CET)
LatAm (excl. Brazil)	21.02.2022	23.03.2022 (18:00 CET)
Singapore	19.04.2023	22.05.2023 (10:00 CET)
Brazil	24.04.2023	22.05.2023

Closed tender processes

EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Albania	21.10.2021	16.11.2021
Armenia	10.05.2021	10.06.2021
Austria	09.02.2021	09.03.2021
Azerbaijan	10.05.2021	10.06.2021
Belarus	10.05.2021	10.06.2021
Belgium	10.11.2020	07.12.2020
Bosnia Herzegovina	19.10.2021	16.11.2021
Bulgaria	17.09.2021	18.10.2021
Croatia	19.10.2021	16.11.2021
Cyprus	10.05.2021	10.06.2021
Czechia	11.05.2021	08.06.2021
Denmark	28.07.2020	26.08.2020
Estonia	10.05.2021	10.06.2021
Finland	28.07.2020	26.08.2020
France	07.09.2021	12.10.2021
Georgia	10.05.2021	10.06.2021
Greece	30.03.2021	27.04.2021
Hungary	11.05.2021	08.06.2021
Iceland	17.12.2020	26.01.2021
Israel	20.10.2020	16.11.2020
Italy	27.10.2021	24.11.2021 (14:00 CET)
Kazakhstan	10.05.2021	10.06.2021
Kosovo	21.10.2021	16.11.2021
Latvia	10.05.2021	10.06.2021
Lithuania	10.05.2021	10.06.2021
Luxembourg	10.11.2020	07.12.2020
Malta	10.05.2021	10.06.2021
Moldova	10.05.2021	10.06.2021
Montenegro	19.10.2021	16.11.2021
North Macedonia	19.10.2021	16.11.2021
Norway	28.07.2020	26.08.2020
Netherlands	03.03.2021	29.03.2021
Poland	29.09.2020	27.10.2020
Republic of Ireland	13.01.2022	15.02.2022
Romania	27.04.2021	25.05.2021
Serbia	19.10.2021	16.11.2021
Slovakia	11.05.2021	08.06.2021
Spain	18.01.2022	17.02.2022

Sweden	28.07.2020	26.08.2020
Switzerland	08.04.2021	06.05.2021
Türkiye	14.03.2022	19.04.2022
Ukraine	12.10.2021	16.11.2021
United Kingdom	31.08.2021	28.09.2021

OUTSIDE EUROPE

Territory(ies)/Region	ITT Issue date	Deadline for submission of bids*
Indian Sub-continent	13.09.2021	22.10.2021
Indonesia	31.05.2021	29.06.2021
Japan	15.03.2023	26.04.2023 (10:00 CET)
Kyrgyzstan	10.05.2021	10.06.2021
Malaysia	15.02.2023	15.03.2023 (10:00 CET)
Mongolia	11.11.2021	09.12.2021 (10:00 CET)
MENA	30.03.2022	25.04.2022
Japan	15.03.2023	26.04.2023 (10:00 CET)
Nigeria	15.07.2021	31.08.2021
Oceania	31.08.2021	12.10.2021 (10:00 CET)
South Africa	15.07.2021	31.08.2021
South Korea	11.11.2021	09.12.2021 (10:00 CET)
Taiwan	11.11.2021	09.12.2021 (10:00 CET)
Tajikistan	10.05.2021	10.06.2021
Turkmenistan	10.05.2021	10.06.2021
United States	19.08.2021	21.09.2021 (18:00 CET)
Uzbekistan	10.05.2021	10.06.2021
Vietnam	14.03.2023	25.04.2023 (10:00 CET)

Schedule B: Contracts signed

EUROPE

Country(ies)	Contracting parties
Armenia	Armenia TV
Austria	Red Bull Media House GmbH
Belgium	RTBF VRT
Bosnia and Herzegovina	Radio and Television of Bosnia and Herzegovina
Bulgaria	Nova Broadcasting Group EOOD
Croatia	Hrvatska Radio Televizija
Cyprus	European Broadcasting Union (Cyprus Broadcasting Corporation)
Czechia	Ceska Televize
Denmark	TV2 Danmark AS DR (Danish Broadcasting Cooperation)
Estonia	Nordic Entertainment Group UK Limited
Finland	YLEISRADIO OY
Georgia	European Broadcasting Union (LEPL Georgian Public Broadcaster)
Greece	ERT
Hungary	MTVA
Iceland	RUV
Israel	Charlton Limited
Kazakhstan	Saran Media International Limited
Kosovo	Artmotion SH.P.K
Latvia	Nordic Entertainment Group UK Limited
Lithuania	Nordic Entertainment Group UK Limited
Malta	European Broadcasting Union (Public Broadcasting Services Limited)
Moldova	General Media Group Corp. S.R.L.
Montenegro	Joint Stock Company Telekom Srbija, Beograd
North Macedonia	Joint Stock Company Telekom Srbija, Beograd
Norway	TV2 AS
Poland	Telewizja Polska S.A
Republic of Ireland	Raidio Teilifis Eireann
Romania	PRO TV srl
Russia	TSG AO
Serbia	Joint Stock Company Telekom Srbija, Beograd Public Service Media Radio Television of Serbia
Slovakia	Markiza
Sweden	TV4 AB Sveriges Television AB
Switzerland	SRG SSR

United Kingdom	British Broadcasting Corporation ITV Rights Limited
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OUTSIDE EUROPE

Country(ies)	Contracting parties
Canada	TVA Group INC.
China	Beijing Xinai Sports Media Technology Co. Limited
Fiji & Pacific Islands	Digicel Limited
Indian Sub-Continent	Culver Max Entertainment Private Limited
Indonesia	Infront Sports & Media AG
Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan	Saran Media International Limited
Mongolia	Content Distribution LLC
New Zealand	Spark New Zealand Trading Limited⁴
South Korea	CJ ENM Co. Limited
United States of America	Fox Corporation Univision Communications

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