



No. 45/2023

TO UEFA MEMBER ASSOCIATIONS

For the attention of  
the President and the General Secretary

Your reference

Your correspondence of

Our reference  
MR1

Date  
31 July 2023

### Access to the UEFA Match Audience Data Portal

Dear President and General Secretary,

As you may be aware, the UEFA member associations taking part in UEFA's national team competitions for the 2022–28 cycle can obtain certain match audience data. In addition to sharing end-of-competition/season reports, we can now make more detailed match audience data available through the UEFA Match Audience Data Portal.

This private UEFA portal is a password-protected website where our member associations can access line-by-line audience data for their own national team matches. Member associations benefit from this additional service in two ways:

- 1) **Quicker access to data:** Previously, the data was aggregated and available at the end of the competition/season, but now it is updated much more regularly and, where feasible, matchday-by-matchday with minimal delay.
- 2) **Greater detail:** The data is now available line-by-line per market/country and broadcaster, meaning that our member associations will have a better understanding of where in the world their matches are shown on TV and the audience numbers these matches attract.

Please note that each member association can only access data for its own matches (i.e. not other national associations' matches) and that the data may only be used for information purposes in-house and not commercially.

UEFA match audience data is licensed for use by UEFA and UEFA's stakeholders through a commercial agreement with Glance (Mediametrie). As a result, each member association will need to sign UEFA's terms and conditions prior to accessing the information. A copy of these and the access request form are attached. Member associations are requested to return the completed access request form to [uefagrow@uefa.ch](mailto:uefagrow@uefa.ch).

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Over the next few weeks, a number of online introduction sessions will be held to introduce your authorised staff to the functions of the UEFA Match Audience Data Portal and the onboarding process.

We hope that you will find this service useful in your business and will continue to provide our member associations with convenient and reliable data to help you understand your audiences and drive the growth and development of national team football generally.

Yours faithfully,

**U E F A**

A handwritten signature in black ink, appearing to read 'Theodore Theodoridis', with several horizontal strokes extending to the right.

Theodore Theodoridis  
General Secretary

Enclosures

- Terms and conditions for the use of the Portal
- Access Request Form

cc (with enclosures)

- UEFA Executive Committee
- European members of the FIFA Council
- FIFA, Zurich