



Media rights sales: 2024-27 UEFA Champions League™

Last Update: 27 November 2023

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
Albania	7 November 2023	4 December (10:00 CET)
Austria	10 October 2022	14 November 2022 (10:00 CET)
Belgium	18 September 2023	16 October 2023 (10:00 CEST)
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)
Denmark	25 October 2023	28 November 2023 (10:00 CET)
Finland	25 October 2023	28 November 2023 (10:00 CET)
France	31 May 2022	29 June 2022 (11:00 CEST)
Germany	10 October 2022	14 November 2022 (10:00 CET)
Greece	31 October 2023	5 December 2023 (10:00 CET)
Hungary	17 April 2023	16 May 2023 (10:00 CEST)
Iceland	25 October 2023	28 November 2023 (10:00 CET)
Italy	16 January 2023	14 February 2023 (10:00 CET)
Kosovo	30 August 2022	27 September 2022 (10:00 CEST)
Malta	04 April 2023	02 May 2023 (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)
Norway	25 October 2023	28 November 2023 (10:00 CET)
Portugal	20 September 2023	26 October 2023 (11:00 CEST)
Republic of Ireland	6 June 2023	18 July 2023 (11:00 CEST)
Serbia	30 August 2022	27 September 2022 (10:00 CEST)
Slovakia	19 September 2022	17 October 2022 (10:00 CEST)
Spain	09 May 2023	13 June 2023 (10:00 CEST)
Sweden	25 October 2023	28 November 2023 (10:00 CET)
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
Australia	29 March 2023	26 April 2023 (10:00 CEST)
Brazil	22 February 2023	21 March 2023 (17:00 CET)
Canada	17 October 2023	21 November 2023 (17:00 CET)
Central America	22 February 2023	21 March 2023 (17:00 CET)
Mexico	22 February 2023	21 March 2023 (17:00 CET)

South America (excl. Brazil)	22 February 2023	21 March 2023 (17:00 CET)
Sub-Saharan Africa	27 November 2023	11 December 2023 (10:00 CET)
USA	11 July 2022	15 August 2022 (17:00 CEST)
Vietnam	6 November 2023	4 December 2023 (10:00 CET)

Schedule B: Contracts signed

Europe

Territory	Contracting party
Austria	PULS 4 TV GMBH & CO KG
Bosnia and Herzegovina	TELEKOM SERBIA A.D.
Croatia	TELEKOM SERBIA A.D.
Croatia	HRVATSKA RADIOTELEVIZIJA
Cyprus	CYPRUS TELECOMMUNICATIONS AUTHORITY
France	SOCIÉTÉ D'EDITION DE CANAL PLUS
France	METROPOLE TELEVISION S.A.
Italy	SKY ITALIA
Montenegro	TELEKOM SERBIA A.D.
Netherlands	LIBERTY GLOBAL CONTENT NETHERLANDS
North Macedonia	TELEKOM SERBIA A.D.
Republic of Ireland	PREMIER SPORTS
Serbia	TELEKOM SERBIA A.D.
Slovenia	SPORTKLUB
Slovenia	PRO PLUS
Switzerland	BLUE ENTERTAINMENT AG
The Netherlands	LIBERTY GLOBAL CONTENT NETHERLANDS B.V.
United Kingdom	BRITISH TELECOMMUNICATIONS PLC
United Kingdom	BRITISH BROADCASTING CORPORATION