



Media rights sales: 2024-27 UEFA Champions League™

Last Update: 31 January 2024

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) |

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| 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) |
| Poland | 30 January 2024 | 27 February 2024 (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) |
| Romania | 22 January 2024 | 19 February 2024 (11:00 CET) |
| 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) |
| Turkey | 21 December 2023 | 22 January 2024 (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) |

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|------------------------------|------------------|------------------------------|
| Canada | 17 October 2023 | 21 November 2023 (17:00 CET) |
| Central America | 22 February 2023 | 21 March 2023 (17:00 CET) |
| In-Flight & In-Ship | 23 January 2024 | 20 February 2024 (11:00 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 |