

Media rights sales:

UEFA EURO 2024™

Last Update: 23.05.2024

Update: the media content rights sales process for UEFA EURO 2024 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 2024™ 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* |
|---|----------------|----------------------------------|
| There are currently no tenders on-going | | |

OUTSIDE EUROPE

| Territory(ies)/Region | ITT Issue date | Deadline for submission of bids* |
|---|----------------|----------------------------------|
| There are currently no tenders on-going | | |

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 |
| Azerbaijan | 10.05.2021 | 10.06.2021 |
| Austria | 09.02.2021 | 09.03.2021 |
| 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 |
| Germany | 11.06.2019 | 09.07.2019 |
| 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 | 29.09.2023 | 06.10.2023 |
| 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 |
| Portugal | 30.05.2023 | 28.06.2023 |
| Republic of Ireland | 13.01.2022 | 15.02.2022 |
| Romania | 27.04.2021 | 25.05.2021 |
| Serbia | 19.10.2021 | 16.11.2021 |

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|----------------|------------|------------|
| Slovakia | 11.05.2021 | 08.06.2021 |
| Slovenia | 19.10.2021 | 16.11.2021 |
| Spain | 18.01.2022 | 17.02.2022 |
| Switzerland | 08.04.2021 | 06.05.2021 |
| Sweden | 28.07.2020 | 26.08.2020 |
| 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* |
|-----------------------|----------------|----------------------------------|
| Brazil | 24.04.2023 | 22.05.2023 |
| Cambodia | 27.06.2022 | 12.07.2022 |
| 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) |
| Hong Kong | 31.07.2023 | 19.09.2023 |
| 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) |
| Nigeria | 15.07.2021 | 31.08.2021 |
| Oceania | 31.08.2021 | 12.10.2021 (10:00 CET) |
| Philippines | 31.07.2023 | 30.08.2023 |
| Singapore | 19.04.2023 | 25.05.2023 |
| South Africa | 15.07.2021 | 31.08.2021 |
| South Korea | 11.11.2021 | 09.12.2021 (10:00 CET) |
| Sub-Saharan Africa | 15.07.2021 | 31.08.2021 |
| Taiwan | 11.11.2021 | 09.12.2021 (10:00 CET) |
| Tajikistan | 10.05.2021 | 10.06.2021 |
| Thailand | 12.09.2023 | 10.10.2023 |
| Turkmenistan | 10.05.2021 | 10.06.2021 |
| Uzbekistan | 10.05.2021 | 10.06.2021 |
| Vietnam | 14.03.2023 | 25.04.2023 (10:00 CET) |
| United States | 19.08.2021 | 21.09.2021 (18:00 CET) |

Schedule B: Contracts signed

EUROPE

| Country(ies) | Contracting parties |
|------------------------|---|
| Armenia | Armenia TV |
| Austria | Red Bull Media House GmbH |
| Azerbaijan | Saran Media International Limited |
| 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 |
| France | Metropole Television |
| Georgia | European Broadcasting Union (LEPL Georgian Public Broadcaster) |
| Germany | Telekom Deutschland GmbH |
| Greece | ERT |
| Hungary | MTVA |
| Iceland | RUV |
| Israel | Charlton Limited |
| Italy | RAI Televisione Italiana S.P.A. Sky Italia SRL |
| 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 | Public Institution "Teleradio-Moldova" Company |
| Montenegro | Joint Stock Company Telekom Srbija, Beograd |
| Netherlands | NOS |
| North Macedonia | Joint Stock Company Telekom Srbija, Beograd |
| Norway | TV2 AS |
| Poland | Telewizja Polska S.A |
| Portugal | Ràdio E Televisão de Portugal S.A. SIC – Sociedade Independente de Comunicação, S.A. TVI – Televisao Independente, S.A. |
| Republic of Ireland | Raidio Teilifis Eireann |

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| Romania | PRO TV srl |
| Russia | TSG AO |
| Serbia | Joint Stock Company Telekom Srbija, Beograd Public Service Media Radio Television of Serbia |
| Slovakia | Markiza |
| Slovenia | UNITED MEDIA SÁRL RTV SLOVENIJA |
| Spain | Corporación de Radio Y Televisión Española Sociedad Anónima, SME |
| Sweden | TV4 AB Sveriges Television AB |
| Switzerland | SRG SSR |
| Türkiye | Turkish Radio and Television Corporation |
| United Kingdom | British Broadcasting Corporation ITV Rights Limited |
| Ukraine | Megogo LLC |

OUTSIDE EUROPE

| Country(ies) | Contracting parties |
|--|--|
| Australia | Optus Content PTY Limited |
| Brazil | Globo Comunicação E Participações S.A. LiveMode Holding AG. |
| Canada | CTV Specialty Television Enterprises INC. TVA Group INC. |
| Cambodia | Cambodian Broadcasting Service Co. Limited |
| Caribbean | Caribbean Premier Sports Limited |
| China | Beijing Xinai Sports Media Technology Co. Limited |
| Fiji & Pacific Islands | Digicel Limited |
| Hong-Kong | PCCW Content Limited |
| Indian Sub-Continent | Culver Max Entertainment Private Limited |
| Indonesia | Infront Sports & Media AG |
| Inflight / Inship | IMG Media Limited |
| Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan | Saran Media International Limited |
| Latin America | ESPN Corporacion Novavision |
| Malaysia | SPOTV Media PTE. LTD. |
| MENA | beIN MENA LLC |
| Mongolia | Content Distribution LLC |
| Myanmar | Shwe Than Lwin Media Company Limited |
| New Zealand | Spark New Zealand Trading Limited4 |
| Singapore | SPOTV Media PTE. LTD. |
| South Korea | CJ ENM Co. Limited |

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|---------------------------------|--|
| Sub Saharan Africa | New World Television SARL Supersport International Limited SPORTY Internet B.V. |
| United States of America | Fox Corporation Univision Communications |
| Vietnam | Viettel Telecom |

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