



Media rights sales:

2021-24 UEFA Champions League™/UEFA Super Cup™

Last Update: 25th February 2020

The media content rights sales process for the UEFA Champions League (seasons 2021/22, 2022/23 and 2023/24) and UEFA Super Cup (2021, 2022 and 2023) 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 exclusive marketing agency for the exploitation of certain media and commercial rights relating to its club competitions. 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	15 January 2020	10 February 2020 (10:00 CET)
Austria	30 October 2019	3 December 2019 (10:00 CET)
Bosnia and Herzegovina	15 January 2020	10 February 2020 (10:00 CET)
Croatia	15 January 2020	10 February 2020 (10:00 CET)
Denmark	25 February 2020	31 March 2020 (10:00 CET)

Finland	25 February 2020	31 March 2020 (10:00 CET)
France	14 October 2019	27 November 2019 (10:00 CET)
Germany	30 October 2019	3 December 2019 (10:00 CET)
Kosovo	15 January 2020	10 February 2020 (10:00 CET)
Malta	07 January 2020	28 January 2020 (10:00 CET)
Montenegro	15 January 2020	10 February 2020 (10:00 CET)
North Macedonia	15 January 2020	10 February 2020 (10:00 CET)
Norway	25 February 2020	31 March 2020 (10:00 CET)
Russia	28 October 2019	25 November 2019 (10:00 CET)
Serbia	15 January 2020	10 February 2020 (10:00 CET)
Spain	04 February 2020	10 March 2020 (10:00 CET)
Sweden	25 February 2020	31 March 2020 (10:00 CET)
Switzerland	30 October 2019	3 December 2019 (10:00 CET)
United Kingdom	7 October 2019	11 November 2019 (11:00 CET)

Ex-Europe

Territory	ISO issue date	Deadline for submission of bids
USA	4 October 2019	5 November 2019 (17:00 CET)

Schedule B: Contracts signed

Europe

Territory	Contracting party
United Kingdom	BRITISH TELECOMMUNICATIONS PLC

Ex-Europe

Territory	Contracting party