



Union des associations européennes de football



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## ***Top-quality TV from UEFA Champions League final***

**The 2005 Final will be the first UEFA club competition final produced in HDTV**

The UEFA Champions League final between AC Milan and Liverpool FC to be played at the Atatürk Olimpiyat Stadi in Istanbul on Wednesday next week, 25 May, will be the first UEFA club competition final ever to be produced in High Definition Television (HDTV) format.

“The UEFA Champions League has always been associated with quality in every aspect,” comments Lars-Christer Olsson, UEFA’s Chief Executive. “So we are naturally very pleased to break new ground and set new standards with state-of-the-art technology. Our aim is always to help our broadcast partners to offer their viewers ‘the best seat in the stadium’ and this is another step in the right direction. I’m happy and proud that the TV transmission of the 50<sup>th</sup> final in this competition will be a ‘first’ in terms of the quality of the images we will be beaming all round the world from Istanbul. It’s good to make use of technology that will match the prestige of the event.”

Pictures of the Istanbul final will be distributed to some 200 countries and territories worldwide and the estimated audience is around 150 million viewers. Images will be shown by the 80 television networks who have been ‘Broadcast Partners’ throughout the UEFA Champions League campaign. For the first time, the networks will, in addition to Standard Definition format, receive pictures in HD1080i high-definition format. The audio production will match this quality by bringing the latest surround-sound technology to viewers.

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