



Union des associations européennes de football



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## ***UEFA Champions League rights awarded in Germany***

### **Premiere granted 2006-2009 pay and free TV broadcast rights for UEFA Champions League in Germany**

UEFA has today announced the granting of the German UEFA Champions League pay and free TV broadcast rights to Premiere.

UEFA received several offers for various packages of rights. For the bulk of the packages on offer, roughly equivalent to those held currently by Premiere, Premiere was the obvious choice as they have once again pledged to show all matches live. They will also show highlights, extensive analysis and a complete overview of all games in a very comprehensive offering aimed at giving German audiences the widest choice and serving the football viewer in the best possible way.

The most highly-contested package was the first pick match of each week (currently held by incumbent rights holder Sat.1) which Premiere also won convincingly and on a standalone basis against bids from rival commercial free-to-air broadcasters.

Premiere have plans to either acquire or launch a free-to-air channel in time for the start of the 2006-2009 period, and has committed to show at least one top game every match week on that channel. If Premiere does not proceed with the launch of its own free-to-air channel, UEFA has the option to arrange for those matches to be shown by a German free-to-air broadcaster.

Commenting on the German outcome, UEFA CEO Lars-Christer Olsson, said:

“Premiere has shown a tremendous commitment to the sport of football and to UEFA Champions League specifically. What they bring to the broadcasts in terms of their presentation, production experience and commitment, resources and expertise is second to none in Germany.

“We are naturally disappointed that this means Sat.1 will not be continuing as a UEFA Champions League broadcast partner beyond 2006, as we greatly appreciate the contribution they have made, and continue to make, to the competition on German television.”

TEAM Marketing AG is the exclusive marketing partner of UEFA for the UEFA Champions League.

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