



Media rights sales:

2018-21 UEFA Champions League™/UEFA Super Cup™

Last Update: 8 May 2017

In accordance with the principles established by the European Commission, the UEFA Champions League (seasons 2018/19, 2019/20 and 2020/21) and UEFA Super Cup (2018, 2019 and 2020) media content rights sales process will be conducted on a market-by-market basis. Such process will involve an 'Invitation to Submit Offer' (ISO) inviting all qualified media content distributors to submit offers for various media content rights.

Media content rights will be offered on a platform neutral basis. Such an approach will mean that successful bidders can exploit rights across all media platforms including television, internet and mobile on a linear and on-demand basis. This platform neutral approach is aimed at ensuring maximum exposure while providing partners with programming flexibility in parallel.

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. The sales process will be staggered with different start and end dates per market. 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.

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
Austria	6 March 2017	3 April 2017 (10:00 CET)
Denmark	10 April 2017	8 May 2017 (10:00 CET)
Finland	10 April 2017	8 May 2017 (10:00 CET)
France	29 March 2017	3 rd May 2017 (10:00 CET)

Germany	6 March 2017	3 April 2017 (10:00 CET)
Hungary	12 April 2017	15 May 2017 (10am CET)
Norway	10 April 2017	8 May 2017 (10:00 CET)
Poland	17 March 2017	6 April 2017 (10:00 CET)
Slovenia	18 May 2017	21 June 2017 (10am CET)
Sweden	10 April 2017	8 May 2017 (10:00 CET)
Switzerland	6 March 2017	3 April 2017 (10:00 CET)
United Kingdom	18 January 2017	1 March 2017 (11:00 CET)

Ex-Europe

Territory	ISO issue date	Deadline for submission of bids
Caribbean	28 February 2017	28 March 2017 (18:00 CET)
China	13 December 2016	12 January 2017 (10:00 CET)
Israel	23 February 2017	20 March 2017 (10:00 CET)
Japan	14 December 2016	3 February 2017 (10:00 CET)
USA	12 January 2017	15 February 2017 (18:00 CET)

Contracts signed

Europe

Territory	Contracting party
Israel	THE SPORTS CHANNEL LIMITED
United Kingdom	BRITISH TELECOMMUNICATIONS PLC

