



# Regulations of the UEFA Champions League

**2008/09**

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## **Preamble**

The following regulations have been adopted on the basis of Article 49 (2b) and Article 50 (1) of the *UEFA Statutes*.

The present regulations govern the rights, duties and responsibilities of all parties participating and involved in the preparation and organisation of the UEFA Champions League including its qualifying phase (hereinafter the competition).

### **I Entries for the competition – Integrity of the competition – Duties of the clubs**

#### **Article 1**

##### **Number of clubs per UEFA member association**

- 1.01 UEFA member associations may enter a certain number of clubs for the competition, in accordance with their position in the coefficient rankings in Annex Ia, drawn up in accordance with Annex II of these regulations. However, no association may enter more than four clubs for the competition. These rankings also determine the stage at which clubs join the competition.
- 1.02 UEFA member associations are represented on the following basis:
- a) One representative: winner of the top domestic league championship.
  - b) Two representatives: winner and runner-up of the top domestic league championship.
  - c) Three representatives: winner, runner-up and third-placed club in the top domestic league championship.
  - d) Four representatives: winner, runner-up, third- and fourth-placed clubs in the top domestic league championship.

##### **Title-holder**

- 1.03 The UEFA Champions League title-holder is guaranteed a place in the group stage even if it does not qualify for the competition through its domestic championship.
- a) If the title-holder comes from an association entitled to more than one place in the UEFA Champions League and qualifies for the UEFA Cup through its domestic competitions, the lowest-ranked club of the association's UEFA Champions League representatives is automatically transferred to the UEFA Cup. In this case, the number of places to which the title-holder's national association is entitled in the UEFA Champions League and the UEFA Cup does not change.
  - b) If the title-holder comes from an association entitled to more than one place in the UEFA Champions League and does not qualify for the UEFA Champions League or UEFA Cup through its domestic competitions, the

lowest-ranked club of the association's UEFA Champions League representatives is automatically transferred to the UEFA Cup. In this case, the national association of the title-holder is entitled to one additional place in the UEFA Cup.

- c) If the title-holder comes from an association entitled to only one UEFA Champions League place and qualifies for the UEFA Cup through its domestic competitions, it is entitled to play in the UEFA Champions League in addition to the association's other UEFA Champions League representative. In this case, the combined number of places to which the title-holder's national association is entitled in the UEFA Champions League and UEFA Cup does not change.
- d) If the title-holder comes from an association entitled to only one UEFA Champions League place and does not qualify for the UEFA Champions League or UEFA Cup through its domestic competitions, it is entitled to play in the UEFA Champions League in addition to the association's other UEFA Champions League representative. In this case, the national association of the title-holder is entitled to one additional place in the UEFA Champions League.

#### **Admission criteria**

- 1.04 To be eligible to participate in the competition, a club must fulfil the following criteria:
- a) it must have qualified for the competition on sporting merit;
  - b) it must have obtained a licence issued by the national association concerned in accordance with the applicable national club licensing regulations as accredited by UEFA in accordance with the UEFA club licensing manual (version 2.0);
  - c) it must agree to comply with the rules aimed at ensuring the integrity of the competition as defined in Article 2;
  - d) it must not be or have been involved in any activity aimed at arranging or influencing the outcome of a match at national or international level;
  - e) it must confirm in writing that the club itself, as well as its players and officials, agree to respect the statutes, regulations, directives and decisions of UEFA;
  - f) it must confirm writing that the club itself, as well as its players and officials, agree to recognise the jurisdiction of the Court of Arbitration for Sport in Lausanne as defined in the relevant provisions of the *UEFA Statutes*;
  - g) it must fill in the official entry form, which must reach the UEFA administration by 2 June 2008 together with all other documents which the UEFA administration deems necessary for ascertaining compliance with the admission criteria.

### **Admission procedure**

- 1.05 Clubs which fulfil the admission criteria are informed of their admission to the competition by the UEFA General Secretary in writing.
- 1.06 If there is any doubt as to whether a club fulfils the admission criteria, the UEFA General Secretary shall refer the case to the UEFA Organs for Administration of Justice, which shall decide without delay upon the admission in accordance with the procedure defined in the *UEFA Disciplinary Regulations* for urgent cases.
- 1.07 A club which is not admitted to the competition shall be replaced by the next best-placed club in the top domestic league championship of the same national association, provided it fulfils the admission criteria. In this case, the access list for the UEFA Club Competitions (Annex Ia) will be adjusted accordingly.
- 1.08 UEFA may carry out spot checks and/or investigations with clubs at any time after they have been admitted to the competition to ensure that the admission criteria continue to be met for as long as they remain in the competition. If such a spot check and/or investigation reveals that admission criteria were not fulfilled at the time a club entered the competition or are no longer being met in the course of the competition, the club concerned is liable to disciplinary measures in accordance with the UEFA Disciplinary Regulations.

### **Article 2**

#### **Integrity of the competition**

- 2.01 To ensure the integrity of the UEFA club competitions, the following criteria apply:
  - a) no club participating in a UEFA club competition may, either directly or indirectly:
    - i) hold or deal in the securities or shares of any other club participating in a UEFA club competition,
    - ii) be a member of any other club participating in a UEFA club competition,
    - iii) be involved in any capacity whatsoever in the management, administration and/or sporting performance of any other club participating in a UEFA club competition, or
    - iv) have any power whatsoever in the management, administration and/or sporting performance of any other club participating in a UEFA club competition;
  - b) no one may simultaneously be involved, either directly or indirectly, in any capacity whatsoever in the management, administration and/or sporting



performance of more than one club participating in a UEFA club competition;

- c) no individual or legal entity may have control or influence over more than one club participating in a UEFA club competition, such control or influence being defined in this context as:
  - i) holding a majority of the shareholders' voting rights;
  - ii) having the right to appoint or remove a majority of the members of the administrative, management or supervisory body of the club;
  - iii) being a shareholder and alone controlling a majority of the shareholders' voting rights pursuant to an agreement entered into with other shareholders of the club; or
  - iv) being able to exercise by any means a decisive influence in the decision-making of the club.

2.02 If two or more clubs fail to meet the criteria aimed at ensuring the integrity of the competition, only one of them may be admitted to a UEFA club competition, in accordance with the following criteria (applicable in descending order):

- a) the club which qualifies on sporting merit for the most prestigious UEFA club competition (i.e., in descending order: UEFA Champions League, UEFA Cup and UEFA Intertoto Cup);
- b) the club which has the highest priority access by virtue of its performance in its top domestic league championship and as indicated in the 2008/09 access list (Annex Ia);
- c) the club which has the best club coefficient ranking as established in accordance with paragraph 8.02.

Clubs that are not admitted are replaced in accordance with paragraph 1.07.

### **Article 3**

#### **Duties of the clubs**

3.01 On entering the competition, participating clubs agree:

- a) to pay an entry fee of EUR 200, to be debited directly by the UEFA administration from the account of the national association concerned ;
- b) to comply with the *Laws of the Game* issued by the IFAB;
- c) to respect the principles of fair play as defined in the *UEFA Statutes*;
- d) to field their strongest team throughout the competition;
- e) to stage all matches in the competition in accordance with the present regulations;
- f) to observe the *UEFA Safety and Security Regulations* (edition 2006) for all matches in the competition;

- g) to stage all matches in the competition in a stadium meeting the structural criteria of the stadium category required by paragraph 12.01;
- h) if appropriate, to confirm that the artificial turf meets the applicable FIFA quality standards and to send the UEFA administration a copy of the required FIFA licensing certificate issued by a FIFA accredited laboratory within the 12 months before the entry deadline;
- i) to make every reasonable effort to make players who win official UEFA club football awards available for the awards ceremony ("UEFA Club Football Awards") at the start of the season;
- j) not to represent UEFA or the UEFA Champions League without UEFA's prior written approval.

3.02 The winner of the UEFA Champions League agrees to take part in the following competitions:

- the UEFA Super Cup;
- the FIFA Club World Cup;
- intercontinental competitions arranged by UEFA with other confederations.

The UEFA Champions League runner-up agrees to play these matches if the winner cannot take part.

3.03 The club may use its name and/or logo provided all the following requirements are satisfied:

- a) the name is mentioned in the statutes of the club;
- b) if required by national law, it is registered with the chamber of commerce or equivalent body;
- c) it is registered at the national association and used in national competitions;
- d) the name and logo do not refer to the name of a commercial partner. Exceptions to this rule may be granted by the UEFA administration in any case of particular hardship (e.g. long-term existing name, etc.) on reasoned request of the club concerned.

If so requested, the club must provide the UEFA administration with the necessary evidence.

## **II Trophies and Medals**

### **Article 4**

#### **Trophy**

4.01 The original trophy, which is used for the official presentation ceremony at the final, remains in UEFA's keeping at all times. A full-size replica trophy,

the UEFA Champions League winners trophy, is awarded to the winning club.

- 4.02 Any club which wins the trophy three consecutive times or five times in total receives a special mark of recognition. Once a cycle of three successive wins or five in total has been completed, the club concerned starts a new cycle from zero.

### **Medals**

- 4.03 Thirty gold medals are presented to the winning club, and 30 silver medals to the runner-up. Additional medals may not be produced.

## **III Responsibilities**

### **Article 5**

#### **UEFA responsibilities**

- 5.01 UEFA insures its own area of responsibility in accordance with the present regulations, from the first match of the group stage up to and including the final, as follows:

- third-party liability insurance
- spectator accident insurance
- group accident insurance for UEFA delegates
- legal expenses insurance (restricted to criminal matters).

- 5.02 No club may be forced to play on weekend days.

#### **Responsibilities of the associations and clubs**

- 5.03 The clubs are responsible for the behaviour of their players, officials, members, supporters and any person carrying out a function at a match on their behalf.
- 5.04 The home club (or the host association) is responsible for order and security before, during and after the game. The home club (or the host association) may be called to account for incidents of any kind and may be disciplined.
- 5.05 In principle, as from the group stage, a club must play all its matches in the UEFA Champions League at one and the same ground. Matches may be played either at the ground of the home club or at another ground in the same or another city within the territory of its national association, or, if so decided by the UEFA administration and/or the UEFA disciplinary bodies, in the territory of another UEFA member association. In principle, venues are approved only if direct international flights and/or charter flights are able to land within an acceptable distance of the venue in the country of the club concerned. If the match is being played in another city or country, the venue is subject to the approval of the UEFA administration.

5.06 The club considered the “home” club must stage the relevant matches at the ground in accordance with the instructions of UEFA (or of a third party acting on UEFA’s behalf) and in cooperation with the national association concerned. However, the club is considered solely accountable for all of its obligations in this respect, unless the relevant body or bodies decide(s) otherwise.

5.07 Each club and host association shall, irrespective of UEFA’s insurance coverage, conclude insurance coverage with reputable insurers at their own cost, in relation to any and all risks, according to the following principles:

- a) each club shall conclude and maintain insurance coverage to fully cover all of its risks in connection with its participation in the competition;
- b) in addition, the home club or the host association shall conclude and maintain insurance coverage for the risks in connection with staging and organising its home matches and which shall include, without limitation, third-party liability insurance (for all third parties participating in matches or attending the relevant venue) providing for appropriate guaranteed sums for damages to persons, objects and property, as well as for pure economic losses corresponding to the specific circumstances of the club or association concerned;
- c) to the same extent as in paragraph b) above, the host association of the final match shall conclude and maintain insurance coverage to fully cover all of its risks in connection with the staging and organisation of the final match;
- d) if the home club or the host association is not the owner of the relevant stadium in which matches are played, then it is also responsible for providing fully comprehensive insurance policies, including, without limitation, third-party liability and property insurance, taken out by the relevant stadium owner and/or tenant;
- e) in any case, the club and the host association shall ensure that UEFA is included in all insurance policies as defined in the present paragraph and shall hold UEFA harmless from any and all claims for liability accruing in relation to the staging and organising of the relevant matches;

At any time UEFA may request from all involved, in writing and free of charge, releases of liability and/or confirmations or copies of the policies concerned in one of UEFA’s official languages.

5.08 The clubs undertake that their team will arrive at the match venue by the evening before the match at the latest.

5.09 Visiting clubs undertake not to play any other matches when travelling to and from away matches in this competition.

## **IV Competition System**

### **Article 6**

#### **Number of rounds**

6.01 The competition consists of:

The qualifying phase for the UEFA Champions League:

- first qualifying round
- second qualifying round
- third qualifying round

The UEFA Champions League:

- group stage (six matchdays)
- first knockout round
- quarter-finals
- semi-finals
- final

#### **Qualifying phase**

6.02 Qualifying-phase matches are played according to the cup (knock-out) system, with each club playing each opponent twice, in home and away matches. The team which scores the greater aggregate of goals in the two matches qualifies for the next stage (second qualifying round, third qualifying round or UEFA Champions League group stage, as applicable). Otherwise, the stipulations of Article 7 apply. The clubs defeated in the first and second qualifying rounds are eliminated from the competition. The 16 clubs defeated in the third qualifying round are entitled to play in the first round of the current UEFA Cup. Clubs from the same association cannot be drawn against each other.

#### **Group stage**

6.03 Once the third qualifying round has been completed, the 32 remaining clubs are drawn into eight groups of four. Clubs from the same association cannot be drawn into the same group.

6.04 Each club plays one home and one away match against each other club in this group. Three points are awarded for a win, one point for a draw, and no points for a defeat. The following match sequence applies:

1st matchday:	2 v. 3	4th matchday:	1 v. 3
	4 v. 1		4 v. 2
2nd matchday:	1 v. 2	5th matchday:	3 v. 2
	3 v. 4		1 v. 4
3rd matchday:	3 v. 1	6th matchday:	2 v. 1
	2 v. 4		4 v. 3

6.05 If two or more teams are equal on points on completion of the group matches, the following criteria are applied to determine the rankings:

- a) higher number of points obtained in the group matches played among the teams in question;
- b) superior goal difference from the group matches played among the teams in question;
- c) higher number of goals scored away from home in the group matches played among the teams in question;
- d) superior goal difference from all group matches played;
- e) higher number of goals scored;
- f) higher number of coefficient points accumulated by the club in question, as well as its association, over the previous five seasons (see paragraph 8.02).

6.06 The eight group-winners and eight runners-up of the group stage qualify for the first knockout round. The clubs that finish this stage in third position in their group move into the round of 32 of the current UEFA Cup. The clubs that finish this stage in fourth position in their group are eliminated.

#### **First knockout round**

6.07 The first knock-out round pairings are determined by means of a draw. The first knockout round is played under the cup (knock-out) system, on a home-and-away basis (two legs). The UEFA administration ensures that the following principles are respected.

- a) Clubs from the same association cannot be drawn against each other.
- b) The winners and runners-up of the same group cannot be drawn against each other.
- c) The group-winners cannot be drawn against each other.
- d) The runners-up cannot be drawn against each other.
- e) The runners-up must play the first leg at home.

- 6.08 The team which scores the greater aggregate of goals in the two matches qualifies for the quarter-finals. Otherwise, the stipulations of Article 7 apply.

#### **Quarter-finals**

- 6.09 The eight winners of the first knockout round contest the quarter-finals. The quarter-final pairings are determined by means of a draw. The quarter-finals are played under the cup (knock-out) system, on a home-and-away basis (two legs). The team which scores the greater aggregate of goals in the two matches qualifies for the semi-finals. Otherwise, the stipulations of Article 7 apply.

#### **Semi-finals**

- 6.10 The four winners of the quarter-finals contest the semi-finals. The semi-final pairings are determined by means of a draw. The semi-finals are played under the cup (knock-out) system, on a home-and-away basis (two legs). The team which scores the greater aggregate of goals in the two matches qualifies for the final. Otherwise, the stipulations of Article 7 apply.

#### **Final**

- 6.11 The final is played as one single match at a neutral venue. If the result stands as a draw at the end of normal playing time, extra time of two periods of 15 minutes shall be played. If one of the teams scores more goals than the other during extra time, that team shall be declared the winner. If the two teams are still equal after extra time, the winner shall be determined by kicks from the penalty mark (Article 16). The provisions of Article 7 do not apply to the final.

### **Article 7**

#### **Away goals, extra time**

- 7.01 For matches played under the cup (knock-out) system, if the two teams involved in a tie score the same number of goals over the two legs, the team which scores more away goals qualifies for the next stage. If this procedure does not produce a result, i.e. if the two teams score the same number of goals at home and away, extra time of two periods of 15 minutes shall be played at the end of the second leg. If, during extra time, both teams score the same number of goals, away goals count double (i.e. the visiting club qualifies). If no goals are scored during extra time, kicks from the penalty mark (Article 16) determine which club qualifies for the next stage.

### **Article 8**

#### **Seeding of clubs**

- 8.01 The UEFA administration seeds clubs for the qualifying rounds and the group stage in the UEFA Champions League, in accordance with the club coefficient rankings established at the beginning of the season and with the principles set by the Club Competitions Committee. If, for any unforeseen

reason, any of the participants in such rounds are not known at the time of the draw, the coefficient of the club with the higher coefficient of the two clubs involved in an undecided tie will be used for the purposes of the draw.

- 8.02 These rankings are drawn up on the basis of a combination of 33 % of the value of the respective national association's coefficient for the period from 2003/04 to 2007/08 inclusive (see Annex II, points 1 to 6) and the clubs' individual performances in the UEFA club competitions during the same period. Each club retains the cumulative number of points obtained during this period. Qualifying-round matches will not be taken into account as far as individual club performances are concerned (see Annex II, points 2 and 6).
- 8.03 For the qualifying rounds, a draw between the same number of seeded and unseeded clubs determines the pairings, in accordance with the club coefficient ranking established at the beginning of the season (see 8.02).
- 8.04 For the third qualifying round, the UEFA administration may form groups, in accordance with the principles set by the Club Competitions Committee.
- 8.05 For the purpose of the draw, the 32 clubs involved in the group stage are seeded into four groups of eight, in accordance with the club coefficient ranking established at the beginning of the season (see 8.02). The title-holder is always the top seed.
- 8.06 For the first knockout round, the group-winners are seeded above the runners-up.

### **Ties**

- 8.07 The ties are determined by means of a draw. The club drawn first plays the first leg of the tie at home, subject to the provisions of articles 6 and 11.
- 8.08 The UEFA administration may decide that a tie shall be played in one leg, if circumstances so require, and will set the principles for determining the winner accordingly.

## **V Refusal to play, Cancellation of a Match, Match Abandoned and Similar Cases**

### **Article 9**

#### **Refusal to play, match abandoned or not played through the fault of a club**

- 9.01 If a club refuses to play or is responsible for a match not taking place or not being played in full, the Control and Disciplinary Body shall declare the match forfeited and/or disqualify the club concerned in combination with the following fines:
  - a) prior to the first qualifying round CHF 10,000
  - b) prior to the second qualifying round CHF 10,000



c) prior to the third qualifying round	CHF	10,000
d) prior to the group stage	CHF	100,000
e) during the group stage	CHF	250,000*
f) prior to the first knockout round	CHF	350,000
g) prior to the quarter-finals or semi-finals	CHF	500,000
h) prior to the final	CHF	1,000,000

\* minimum per outstanding match

- 9.02 Exceptionally, the Control and Disciplinary Body can validate the result as it stood at the moment when the match was abandoned if the match result was to the detriment of the club responsible for the match being abandoned.
- 9.03 In all cases, the Control and Disciplinary Body can take further measures if the circumstances so justify.
- 9.04 A club which refuses to play or is responsible for a match not taking place or not being played in full loses all rights to payments from UEFA.
- 9.05 Upon receipt of a reasoned and well-documented request from the club or clubs concerned, the UEFA administration may set an amount of compensation due for financial loss.

## **Article 10**

### **Cancellation of a match**

- 10.01 If the national association concerned deems that a field of play will not be fit for play, the home club must notify the visiting club and the referee before their departure. Otherwise, the home club is responsible for their travel, board and lodging expenses. The UEFA administration must be notified at the same time.

### **Unfit fields of play, bad weather**

- 10.02 If any doubt arises as to the condition of the field of play after the visiting club's departure from home, the referee decides on the field of play itself whether or not it is fit for play.
- 10.03 If the referee declares that the match cannot commence because the field is not fit for play, or because of the weather conditions, the match must in principle be played the next day, unless a reserve date has been set by the UEFA administration, in which case that date prevails. The match can still be played on another date set by the UEFA administration within two hours of the referee's decision to postpone the match at the latest, in consultation with the two clubs and the associations concerned. In case of dispute, the UEFA administration will fix the date and the kick-off time of the match. Its decision is final.

### **Match abandoned**

- 10.04 If the match is abandoned before the end of normal time or during any extra time because the field is not fit for play, or because of the weather conditions, a 90-minute replay must in principle be played the next day, unless a reserve date has been set by the UEFA administration, in which case that date prevails. The match can still be replayed on another date set by the UEFA administration within two hours of the referee's decision to abandon the match at the latest in consultation with the two clubs and the associations concerned. In case of dispute, the UEFA administration fixes the date and the kick-off time of the match. Its decision is final.

### **Reasons beyond control**

- 10.05 If the match cannot commence or is abandoned before the end of normal time or during any extra time for reasons beyond control, a 90-minute replay must in principle be played on an alternative date set by the UEFA administration. This decision will be final.

### **Expenses**

- 10.06 Except when the provisions of paragraphs 10.01 and 10.05 apply, each club shall bear its own expenses. If the match cannot take place at all for reasons beyond control, the travel, board and lodging expenses of the visiting club, as well as the relevant hosting costs, are borne by the two clubs in equal parts.

## **VI Fixtures**

### **Article 11**

#### **Match dates**

- 11.01 All matches are played according to the UEFA Match Calendar (see Annex Ic). These dates are final and binding on all concerned, subject to the provisions of paragraphs 11.04, 11.05 and 11.06. The following principles apply to this competition:
- a) UEFA Champions League matches are played on Tuesdays and Wednesdays.
  - b) On the basis of the draw, the UEFA administration decides which UEFA Champions League matches are to be played on Tuesdays and which on Wednesdays. As a rule, each club plays the same number of matches on a Tuesday and on a Wednesday. Matches within the same group are played on the same day. Exceptions to this rule can be set by the UEFA administration.

#### **Kick-off time**

- 11.02 As a rule, matches in the UEFA Champions League kick off as follows: group matches, first knockout round, quarter-finals, semi-finals and final at 20.45 hours CET. Exceptions to this rule can be set by the UEFA administration.

- 11.03 In principle, the fixtures within a group on the last matchday must be played simultaneously. The UEFA administration is authorised to fix the kick-off times.

#### **Automatic reversals**

- 11.04 If more than one club from the same city, or within a radius of 50 km (31 miles) of each other, are taking part in the UEFA Champions League competition and/or play in the same stadium, and if the national association and the clubs concerned explicitly declare when entering the clubs that their matches cannot be played on the same day, the UEFA administration may alter or confirm dates and kick-off times according to the principles set by the Club Competitions Committee.
- 11.05 If more than one club from the same city, or within a radius of 50 km (31 miles) of each other, are taking part in any of the UEFA club competitions and/or play in the same stadium, and if the national association and the clubs concerned explicitly declare when entering the clubs that their matches cannot be played on the same day, priority is given to UEFA Champions League matches and UEFA Cup matches are reversed.

#### **Qualifying phase**

- 11.06 The venues, dates and kick-off times of all qualifying matches must be confirmed and communicated to the UEFA administration in writing by the national associations of the clubs concerned by the deadline set by the UEFA administration. The UEFA administration may alter or confirm dates and kick-off times according to the principles set by the Club Competitions Committee. The non-respect of this provision may entail disciplinary measures.

#### **Final**

- 11.07 The final shall be organised by a local organising committee (LOC) on the basis of a contract between the host national association and UEFA. The date and venue are chosen by the Executive Committee. In principle, the local organisation of the final is entrusted to a different national association each year.

## **VII Stadiums and Match Organisation**

### **Article 12**

#### **Stadium categories**

12.01 Unless stipulated otherwise in these regulations, matches in the competition must be played in a stadium which meets the structural criteria of the following categories as defined in the *UEFA Stadium Infrastructure Regulations*:

- a) category 2 for the first and second qualifying rounds;
- b) category 3 from the third qualifying round to the semi-finals;
- c) elite category for the final.

#### **Exceptions to a structural criterion**

12.02 The UEFA administration may grant an exception to a specific structural criterion for the stadium category in question in cases of particular hardship and upon reasoned request, for instance owing to the current national legislation or if the fulfilment of all the required criteria would force a club to play its home matches on the territory of another national association. An exception can be granted for one or more matches in the competition or for the whole duration of the competition. Such decisions are final.

#### **Stadium certificate and safety certificate**

12.03 Each association on whose territory matches in the competition will be played is responsible for:

- a) inspecting every stadium concerned and for issuing a stadium certificate which has to be forwarded to the UEFA administration confirming that the stadium meets the structural criteria of the required stadium category;
- b) sending the UEFA administration a copy of the certificate issued by the competent public authorities confirming that the stadium, including its facilities (emergency lighting system, first aid facilities, type of protection against intrusion by spectators into the playing area, etc.), has been thoroughly inspected and meets all the safety requirements laid down by the applicable national law.

12.04 The UEFA administration approves stadiums on the basis of these certificates. Such decisions are final.

#### **Stadium inspections**

12.05 The UEFA administration may carry out stadium inspections at any time before and during the competition to check whether the required structural criteria have been and are still being met. Cases of non-conformity with an applicable structural criterion may be referred to the UEFA Control and Disciplinary Body, which will decide on appropriate measures in accordance with the UEFA Disciplinary Regulations.

### **Pitch conditions**

- 12.06 If the climatic conditions so require, facilities such as pitch heating must exist, to ensure that the field of play can be made available in a suitable condition on any match date. The home club undertakes to make every reasonable effort to ensure that the pitch is playable. If the home club does not implement the appropriate measures and, as a consequence, the match cannot take place, the home club bears all the costs of the visiting team (travel, board and lodging expenses).

### **Alternative venues**

- 12.07 If, at any time during the season, the UEFA administration deems that, for whatever reason, some venues may not be fit for staging a match, UEFA may consult the associations and clubs concerned and ask them to propose an alternative venue, in accordance with the requirements of UEFA. Should such an association and club not be able to propose an acceptable alternative venue within the deadline set by the UEFA administration, UEFA will select an alternative neutral venue and make all the necessary arrangements for the staging of the match with the relevant association and local authorities. In both cases, the costs of staging the match are borne by the home club. The UEFA administration will take a final decision on the match venue in due time.

### **Artificial turf standard**

- 12.08 With the exception of the final which must be played on natural turf, matches in the competition may be played on artificial turf in accordance with the *UEFA Stadium Infrastructure Regulations* and provided that such artificial turf meets the "FIFA Recommended 2-Star Standard", in compliance with the "FIFA Quality Concept – Handbook of Test Methods and Requirements for Artificial Turf Football Surfaces" dated January 2008.
- 12.09 The owner of the artificial turf and the home club are fully responsible for meeting the above requirements, in particular those related to:
- maintenance work and ongoing improvement measures; and
  - safety and environment measures as set out in the "FIFA Quality Concept - Handbook of Test Methods and Requirements for Artificial Turf Football Surfaces".
- 12.10 The owner of the artificial turf and the home club must obtain sufficient warranties and/or guarantees related to the material and the installation from the manufacturer and the installer of the artificial turf.
- 12.11 UEFA cannot be held responsible for any damages to third parties resulting from the use of the artificial turf.

### **Floodlights**

- 12.12 Qualifying matches may be played in daylight or under floodlights. From the group stage, floodlighting is required. The light average must correspond to Ev (lux) 1400 towards the main camera(s) and Ev (lux) 1000 towards areas of secondary interest. For qualifying matches not played in daylight, the light average must correspond to Ev (lux) 1000 towards the main camera(s) and Ev (lux) 700 towards areas of secondary interest. The club must provide UEFA with a current lighting certificate, which has been issued within the previous 12 months.

### **Clocks**

- 12.13 Clocks in the stadium showing the amount of time played may run during the match, provided they are stopped at the end of normal time in each half, i.e. after 45 and 90 minutes respectively. This stipulation also applies in the event of extra time being played (i.e. after 15 and 30 minutes).

### **Giant and public screens**

- 12.14 Transmissions of any images and/or messages on giant viewing screens inside the stadium are in principle not allowed. However, transmissions of the above and, in particular, replays on such giant viewing screens may be authorised subject to a licence being granted by UEFA. On receipt of a justified request to this effect, the UEFA administration may grant a participating club such a licence, which may, however, be withdrawn at any time during the season for improper use. Nevertheless, the results of other matches can be shown on the scoreboard and/or giant screen during the match without need for a licence, while simultaneous transmissions and replays are authorised for press monitors and closed-circuit channels.
- 12.15 If requested by UEFA, clubs shall exclusively display on giant screens in the stadium a special video feed featuring the UEFA Champions League branding and including information and images from all matches of the competition.
- 12.16 Simultaneous or delayed transmissions on giant viewing or public screens outside the stadium in which a match is played (e.g in the stadium of the away club or in a public place anywhere) may be authorised subject to:
- a licence being granted by UEFA; and
  - authorisation received from the rights-holding broadcaster in the territory of the screening and the public authorities.

### **Retractable roofs**

- 12.17 Before the match, the UEFA delegate, in consultation with the referee, decides whether a stadium's retractable roof will be open or closed during the match. This decision must be announced at the matchday organisational meeting, although it may subsequently be altered at any time prior to kick-off if the weather conditions change, again in consultation with the referee.

- 12.18 If the match starts with the roof closed, it must remain closed for the entire match. If the match starts with the roof open, only the referee has the authority to order its closure during the match subject to any applicable laws issued by a competent state authority. Such decision may only be taken if the weather conditions seriously deteriorate. If the referee does order the closure of the roof during the match, it must remain closed until the final whistle.

### **Article 13**

#### **Match organisation**

- 13.01 The UEFA, UEFA Champions League and Respect flags must be flown at the stadium at all matches in this competition. These flags are provided by UEFA to all participating clubs before their first home match in the UEFA Champions League. No national anthems are played.
- 13.02 At all matches in this competition, the UEFA Champions League anthem provided by UEFA shall be played once the players and referees have lined up. Furthermore, the players are invited to shake hands with their opponents and the referees after the line-up ceremony as well as after the final whistle, as a gesture of fair play.
- 13.03 Only six team officials, one of whom must be a team doctor, and seven substitute players are allowed to sit on the substitutes' bench, i.e. a total of 13 persons. The names of all these persons and their functions must be listed on the match sheet.
- 13.04 If space so permits, up to five additional technical seats are allowed for club staff providing technical support to the team during the match (kit manager, assistant physiotherapist, etc.). Such seats shall be outside the technical area and positioned at least five metres behind or to the side of the benches but with access to the dressing rooms. The names of all these persons and their functions must be listed on the match sheet.
- 13.05 Smoking is not allowed in the technical area during matches.
- 13.06 All clubs in the UEFA club competitions must make at least 5% of the total capacity of their stadium available exclusively to visiting supporters, in a segregated, safe area. In addition, visiting clubs will be entitled to purchase up to 200 top-category tickets (unless otherwise agreed between the two clubs in question) for their VIP supporters, sponsors, etc. (see Articles 17 and 27 of the *UEFA Stadium Infrastructure Regulations* and Article 19 of the *UEFA Safety and Security Regulations*).
- 13.07 Visiting clubs which have requested an allocation of tickets for the whole or part of the segregated area may return any unused tickets to the home club without payment up to seven days prior to the match, unless otherwise agreed by the two clubs in writing. After this deadline the visiting club must pay for the whole allocation, irrespective of whether all the tickets have been sold.

- 13.08 The home club may reallocate tickets returned or not requested by the visiting club provided that all safety and security measures (as mentioned in these regulations and in *the UEFA Safety and Security Regulations*) are respected and that such tickets are not reallocated to supporters of the visiting club.
- 13.09 The official UEFA representatives and at least 20 representatives of the visiting club and its national association must be provided with top-category seats (and associated hospitality) in the VIP sector.
- 13.10 Weather permitting, the visiting club will be allowed to train on the field where the match is to take place the day before the match. The visiting club will agree with the home club on the length of the training session, which shall not exceed one hour, unless agreed otherwise with the home club. In addition, the visiting club may hold private training sessions at a location to be agreed on with the home club, but not at the stadium where the match will be played.
- 13.11 The requirements in terms of media arrangements are set out in Annex III (Media Matters).

## **VIII Laws of the Game**

### **Article 14**

- 14.01 Matches are played in conformity with the *Laws of the Game* promulgated by the International Football Association Board (IFAB).

#### **Substitution of players**

- 14.02 The substitution of three players per team is permitted in the course of the match. The use of numbered panels to indicate the substitution of players is compulsory. For ease of information, the panels must be numbered on both sides.
- 14.03 During the game, substitutes are allowed to leave the technical area to warm up. At the pre-match organisational meeting, the referee determines exactly where they may warm up (behind the first assistant referee or behind the advertising boards behind the goal) and how many substitutes are allowed to warm up simultaneously. In principle, three substitutes per team shall be allowed to warm up at the same time; exceptionally, if space so permits, the referee can allow the seven substitutes of each team to warm up simultaneously in the determined area.

#### **Match sheet**

- 14.04 Before the match, each team will receive a match sheet on which the numbers, full names (and dates of birth for qualifying matches) and, if applicable, the nicknames of the 18 players in the squad must be entered, together with the full names of the officials seated on the substitutes' bench



and on the additional technical seats. The match sheet must be properly completed in block capitals, and signed by the captain and the competent club official.

- 14.05 The 11 first-named players must commence the match. The other seven are designated as substitutes. The numbers on the players' shirts must correspond with the numbers indicated on the match sheet. The goalkeepers and team captain must be identified.
- 14.06 Both clubs must hand their match sheets to the referee at least 75 minutes before kick-off.
- 14.07 The referee may ask to see the personal identity cards / passports of the players whose names are listed on the match sheet. Each player participating in a UEFA competition match must be in possession of a player's registration licence issued by his national association or an official personal identity card / passport, containing his photograph and date of birth.
- 14.08 If the match sheet is not completed and returned in time, the matter will be submitted to the Control and Disciplinary Body.
- 14.09 Only three of the substitutes listed on the match sheet may take part in the match. A player who has been substituted may take no further part in the match.
- 14.10 If there are fewer than seven players on either of the teams, the match will be abandoned. In this case, the Control and Disciplinary Body decides on the consequences.

#### **Replacement of players on the match sheet**

- 14.11 After the match sheets have been completed and signed by both teams and returned to the referee, and if the match has not yet kicked off, the following instructions apply.
  - a) If any of the first 11 players listed on the match sheet are not able to start the match due to unexpected physical incapacity, they may only be replaced by any of the seven substitutes listed on the initial match sheet. The substitute(s) in question may then be replaced by a player (players) not listed on the initial match sheet, so that the quota of substitutes is not reduced. During the match, three players may still be substituted.
  - b) If any of the seven substitutes listed on the match sheet are not able to be fielded due to unexpected physical incapacity, they may be replaced by any player not listed on the initial match sheet.
  - c) If none of the goalkeepers listed on the match sheet are able to be fielded due to unexpected physical incapacity, they may be replaced by goalkeepers not listed on the initial match sheet.

The club concerned must, upon request, provide the UEFA administration with the necessary medical certificates.

## **Article 15**

### **Half-time interval, break before extra time**

- 15.01 The half-time interval lasts 15 minutes. If extra time is required, there will be a five-minute break between the end of normal time and the start of extra time. As a rule, the players remain on the field of play during this five-minute break, at the discretion of the referee.

## **Article 16**

### **Kicks from the penalty mark**

- 16.01 For matches played under the cup (knock-out) system (see 7.01) and the final (see 6.11), kicks from the penalty mark are taken in accordance with the procedure laid down in the *Laws of the Game* promulgated by the IFAB.
- 16.02 The referee decides which goal will be used for the kicks:
- a) For reasons of safety/security, state of the field of play, lighting or other similar reasons, the referee may choose which goal will be used without tossing a coin. In this case, he is not required to justify his decision, which is final.
  - b) If he considers that either goal can be used for the kicks, then, in the presence of the two captains, he decides that the head side of the coin corresponds to one goal and the tail side to the other. He then tosses the coin to determine which goal will be used.
- 16.03 To ensure that the procedure is strictly observed, the referee is assisted by the assistant referees and the fourth official, who also note down the numbers of the players on each team who take kicks from the penalty mark. The assistant referees position themselves according to the diagram in the *Laws of the Game*.
- 16.04 If the taking of kicks from the penalty mark cannot be completed because of weather conditions or for other reasons beyond control, the results will be decided by the drawing of lots by the referee in the presence of the UEFA delegate and the two team captains.
- 16.05 If through the fault of a club, the taking of kicks from the penalty mark cannot be completed, paragraphs 9.02 to 9.04 of the present regulations shall apply.

## **IX Player Eligibility**

### **Article 17**

#### **General provisions**

- 17.01 In order to be eligible to participate in the UEFA club competitions, players must be registered with UEFA within the requested deadlines to play for a club and fulfil all the conditions set out in the following provisions. Only eligible players can serve pending suspensions.

- 17.02 Each club is responsible for submitting an A list of players (“List A”) and a B list of players (“List B”), duly signed, to its national association for verification, validation, signature and forwarding to UEFA. These lists must include the name, date of birth, shirt number and name, nationality and national registration date of all players to be fielded in the UEFA club competition in question.
- 17.03 The club bears the legal consequences for fielding a player who is not named on list A or B, or who is otherwise not eligible to play.
- 17.04 The UEFA administration decides on questions of player eligibility. Challenged decisions are dealt with by the Control and Disciplinary Body.
- 17.05 Players must be duly registered with the national association concerned in accordance with the national association’s own rules and those of FIFA, notably the *FIFA Regulations for the Status and Transfer of Players*.
- 17.06 A player registered with one national association may only be registered with another national association once the latter has received the International Transfer Certificate from the national association that the player is leaving.
- 17.07 Excluding the three rounds of the UEFA Intertoto Cup and the UEFA Super Cup, and subject to paragraph 17.18 below, a player may not play UEFA club competition matches for more than one competing club in the course of the same season. A substitute player who is not fielded is entitled to play for another club competing in the same season’s UEFA club competitions, provided that he is registered with the UEFA administration in accordance with the present Regulations.

#### **Conditions for Registration: List A**

- 17.08 No club may have more than 25 players on List A during the season. As a minimum, places 18 to 25 on List A (eight places) are reserved exclusively for “locally trained players” and no club may have more than four “association-trained players” listed in places 18 to 25 on List A. List A must specify the eight players who qualify as being “locally trained”, as well as whether they are “club-trained” or “association-trained”. The possible combinations that enable clubs to comply with the List A requirements are set out in Annex VIII.
- 17.09 A “locally trained player” is either a “club-trained player” or an “association-trained player”.
- 17.10 A “club-trained player” is a player who, between the age of 15 (or the start of the season during which he turns 15) and 21 (or the end of the season during which he turns 21), and irrespective of his nationality and age, has been registered with his current club for a period, continuous or not, of three entire seasons (i.e. a period starting with the first official match of the relevant national championship and ending with the last official match of that relevant national championship) or of 36 months.

- 17.11 An “association-trained player” is a player who, between the age of 15 (or the start of the season during which the player turns 15) and 21 (or the end of the season during which the player turns 21), and irrespective of his nationality and age, has been registered with a club or with other clubs affiliated to the same national association as that of his current club for a period, continuous or not, of three entire seasons or of 36 months.
- 17.12 If a club has fewer than eight locally trained players in its squad (i.e. in places 18 to 25 on List A), then the maximum number of players on List A is reduced accordingly. Furthermore, if a club lists a player in places 18 to 25 on List A who does not fulfil the conditions set out in this article, that player is not eligible to participate for the club in the UEFA club competition(s) in question and the club is unable to replace him on List A.
- 17.13 List A has to be submitted by the following fixed deadlines:
- a) 8 July 2008 (24.00 CET): for all matches in the first qualifying round;
  - b) 24 July 2008 (24.00 CET): for all matches in the second qualifying round;
  - c) 7 August 2008 (24.00 CET): for all matches in the third qualifying round;
  - d) 1 September 2008 (24.00 CET): for all further matches as from the first match in the group stage up to and including the final.
- 17.14 For the three UEFA Champions League qualifying rounds, after the above-mentioned qualifying dates, one player on List A may be changed until 24.00 CET on the day before the relevant first-leg match, provided that the club's national association confirms in writing that the new player is eligible to play at domestic level at this time.

#### **Conditions for registration: List B**

- 17.15 Each club is entitled to register an unlimited number of players on List B during the season. The list must be submitted by no later than 24.00 CET on the day before the match in question.
- 17.16 A player may be registered on List B if he is born on or after 1 January 1987 and has been eligible to play for the club concerned for any uninterrupted period of two years since his 15th birthday by the time he is registered with UEFA. Players aged 16 may be registered on List B if they have been registered with the participating club for the previous two years without interruption.

#### **Subsequent registration**

- 17.17 For all matches from the start of the first knockout round, a club may register a maximum of three new eligible players for the remaining matches in the current competition. Such registration must be completed by 1 February 2009 at the latest. This deadline cannot be extended.

17.18 One player from the above quota of three who has played UEFA club competition matches for another competing club in the current season may exceptionally be registered, provided that the player has not been fielded:

- in the same competition for another club
- for another club that is currently in the same competition.

Furthermore, if the player's new club is playing in the UEFA Cup, his former club must not have played in the UEFA Cup at any point in the current season.

17.19 If the registration of such new players causes the authorised number of players on List A to exceed 25, the club must remove the necessary number of currently registered players to reduce the squad to 25 players again. If a club-trained player listed in places 18 to 25 on List A is removed, he must be replaced by another club-trained player; if an association-trained player listed in places 18 to 25 on List A is removed, he must be replaced by a club-trained player or by another association-trained player. Newly registered players must wear set numbers which have not yet been assigned.

17.20 If a club cannot count on the services of at least two goalkeepers registered on List A because of long-term injury or illness, the club concerned may temporarily replace the goalkeeper concerned and register a new goalkeeper at any time during the season and complete the official registration list A with a goalkeeper fit to be fielded. If the replaced goalkeeper was registered as a locally trained player, the new goalkeeper does not need to be a locally trained player. The club must provide UEFA with the necessary medical evidence. UEFA may require further medical examination of the goalkeeper by an expert appointed by UEFA at the cost of the club. Once the injured or ill goalkeeper is fit to be fielded again he can resume his position in place of his nominated substitute. The change must be announced to the UEFA administration 24 hours before the next match in which the goalkeeper is due to play.

### **Player numbers**

17.21 From the first matchday in the group stage, all registered players, including those registered at a later stage, must wear set numbers between 1 and 99. No number may be used by more than one player and no player may use more than one number in the course of a season.

## **X Kit**

### **Article 18**

#### **UEFA Kit Regulations**

18.01 The *UEFA Kit Regulations* (edition 2008) apply to any kit (sports equipment) used in the stadium during the entire competition, including the qualifying phase.

### **Kit approval procedure**

- 18.02 Kit used by clubs that qualify for the group stage must be approved by the UEFA administration. Clubs involved in the third qualifying round and group stage must submit samples of their first-choice, second-choice and any additional kit, including the goalkeeper's (shirt, shorts and socks), to the UEFA administration, together with the corresponding application form, duly completed and signed, by 7 August 2008. Clubs involved in the second qualifying round are required to submit only the application form, which must reach UEFA by 14 July 2008. Clubs involved in the first qualifying round are required to submit only the application form, which must reach UEFA by 30 June 2008. At a club's request, the UEFA administration may extend these deadlines as far as the announcement of the shirt sponsor is concerned.

### **Colour**

- 18.03 The home team should always wear the official first-choice kit announced to the UEFA administration on the entry form, unless the teams concerned agree otherwise in due time, in which case details should be submitted to the UEFA administration in writing. If the referee decides on the spot that the colours of the two teams could lead to confusion, the home team must wear other colours for reasons of practicality. For the final, both teams may wear their home colours. However, if there is a clash, the team designated as the "away" team must wear alternative colours. If a clash still exists and the team officials are unable to agree, the UEFA administration will decide on the colours.

### **Player names**

- 18.04 As from and including the group matches, it is mandatory to place the player's name on the back of the shirt (see Article 11 of the *UEFA Kit Regulations*).

### **Choice of sponsor**

- 18.05 The club may only use a sponsor approved beforehand by the national association and used also in one of the domestic competitions as shirt sponsor. From the first match in the group stage, this provision applies also the day before the match for the official training session and for any UEFA Champions League media activities.

### **Change of shirt sponsor**

- 18.06 According to Article 33 of the *UEFA Kit Regulations*, clubs may change their shirt sponsor during the season as follows:
- a) clubs playing qualifying matches may change the shirt sponsor no more than twice during the same UEFA season but only once from the beginning of the group stage;
  - b) clubs directly qualified for the group stage may change the shirt sponsor only once during the same UEFA season.

Starting the competition without a sponsor but subsequently using one is not considered as a change of sponsor.

A change regarding the content of the sponsor advertising is considered to be a change of sponsor, even if the sponsor remains the same. Cases falling under paragraph 18.08 are exempt from this rule.

#### **Deadline for shirt sponsor**

18.07 Clubs which want to change their shirt sponsor in accordance with paragraph 18.06, must submit a written request to the UEFA administration by no later than the following deadlines:

- a) 1 September 2008 (12.00 CET): for clubs playing qualifying matches.
- b) 1 February 2009 (12.00 CET): for clubs playing in the group stage and knockout rounds.

No change of shirt sponsor is allowed after the above-mentioned deadlines.

#### **Clash of shirt sponsor**

18.08 If two clubs meeting in the competition have the same shirt sponsor, the home team may wear their regular sponsor advertising whereas the visiting team may only wear advertising for a product of the said sponsor. No identical advertising elements may appear on the shirts of the two teams in question. The visiting club must send a sample of such new shirts to the UEFA administration for approval.

#### **Competition logo**

18.09 From the first match in the group stage, the UEFA Champions League competition logo badge must appear on the right sleeve of the shirt, between the shoulder seam and the elbow. UEFA will provide the clubs concerned with sufficient badges to cover their needs (as determined by UEFA) throughout the competition. The UEFA Champions League logo may not be used in any other competition.

#### **Title-holder logo**

18.10 The reigning title-holder may wear the UEFA Champions League title-holder logo badge, subject to a licence being granted by UEFA. UEFA will provide the club concerned with sufficient badges to cover its needs (as determined by UEFA) throughout the competition. The UEFA Champions League title-holder logo may not be used in any other competition. Multiple winners of the UEFA Champions League (three consecutive times or a minimum of five times) may wear a "badge of honour", subject to a licence being granted by UEFA. UEFA will provide the clubs concerned with sufficient badges to cover their needs (as determined by UEFA) throughout the competition.

#### **Items which do not form part of the playing attire**

18.11 From the first match in the group stage, all items worn by players and club officials which do not form part of the playing attire (shirt, shorts and socks)

must be free of sponsor advertising. Manufacturer identification is allowed in accordance with chapters VIII, IX and X of the *UEFA Kit Regulations*. This provision applies:

- a) to any official training session before the match;
- b) to any UEFA Champions League media activities (in particular for interviews and press conferences) before the match;
- c) on the day of the match from arrival at the stadium until departure from the stadium, including any interviews and press conferences while at the venue.

#### **Special material used in the stadium**

18.12 From the first match in the group stage, all special material used in the stadium, such as kit bags, medical bags, drink containers, etc., must be free of any sponsor advertising and/or manufacturer identification. This provision applies:

- a) to any official training session before the match;
- b) to any UEFA Champions League media activities (in particular for interviews and press conferences) before the match;
- c) on the day of the match from arrival at the stadium until departure from the stadium, including any interviews and press conferences while at the venue.

#### **Balls and Official Ball**

- 18.13 For all qualifying-phase matches, balls must comply with the *Laws of the Game* as well as with FIFA and UEFA kit regulations: a ball can have one manufacturer identification not exceeding 50cm<sup>2</sup> or two manufacturer identifications, neither exceeding 25cm<sup>2</sup>.
- 18.14 The official UEFA Champions League match ball ("official ball") must be used for all matches of the 2008/09 UEFA Champions League season as from the first match of the group stage and for the official training sessions prior to such matches.

#### **Disclaimer**

- 18.15 UEFA declines all responsibility in the event of conflicts arising from contracts between a club and its sponsors and/or a club and a manufacturer on account of the provisions of the *UEFA Kit Regulations* and/or any other UEFA regulations regarding the official ball, the sponsor advertising and/or the manufacturer identification.



## **XI Referees**

### **Article 19**

- 19.01 The *General Terms and Conditions for Referees* apply to the referee teams appointed for this competition.

#### **Appointment**

- 19.02 The Referees Committee, in cooperation with the UEFA administration, appoints a referee, two assistant referees and a fourth official for each match. Only referees whose names appear on the official FIFA list of referees are eligible. The fourth official and assistant referees are, in principle, proposed by the national association of the referee, in accordance with criteria established by the Referees Committee.

#### **Arrival**

- 19.03 Referees and assistant referees must arrange to arrive at the venue the day before the match.

#### **Late arrival of referees**

- 19.04 If the referee and/or assistant referees do not arrive at the match venue by the evening before the game, the UEFA administration and both clubs must be informed immediately. The Referees Committee, in cooperation with the UEFA administration, takes the appropriate decisions. If the Referees Committee decides to replace the referee and/or assistant referees and/or fourth official, such a decision is final, and no protests against the person or nationality of the referee and/or assistant referees and/or fourth official are allowed.

#### **Unfit referee**

- 19.05 If a referee or assistant referee becomes unfit before or during a match through illness, injury, etc., and is unable to continue to officiate, he is replaced by the fourth official (see paragraph 19.02).

#### **Referee's report**

- 19.06 Directly after the match, the referee completes the official report, signs it and faxes it to the UEFA administration (+41 848 03 27 27), together with both match sheets. In addition, the originals must be sent by post within 24 hours of the end of the match. The referee must always keep a copy of his report and both match sheets.
- 19.07 On his report, the referee reports in as much detail as possible on any incidents before, during, or after the match, such as:
- a) misconduct of players, leading to caution or expulsion;

- b) unsporting behaviour by officials, members, supporters, or anyone carrying out a function at a match on behalf of an association or club;
- c) any other incidents.

#### **Referee liaison officer**

- 19.08 During their stay at the match venue, the referees are taken care of by a referee liaison officer, who is an official representative of the national association of the home club, in accordance with the guidelines issued by UEFA.

## **XII Disciplinary Law and Procedures – Doping**

### **Article 20**

#### **UEFA Disciplinary Regulations**

- 20.01 The provisions of the *UEFA Disciplinary Regulations* apply for all disciplinary offences committed by clubs, officials, members or other individuals exercising a function at a match on behalf of an association or club, unless the present regulations stipulate otherwise.
- 20.02 Participating players agree to comply with the *Laws of the Game*, *UEFA Statutes*, *UEFA Disciplinary Regulations*, *UEFA Anti-Doping Regulations*, *UEFA Kit Regulations* as well as the present regulations. They must notably:
- a) respect the spirit of fair play and non-violence, and behave accordingly;
  - b) refrain from any activities that endanger the integrity of the UEFA competitions or bring the sport of football into disrepute;
  - c) refrain from anti-doping rule violations as defined by the *UEFA Anti-Doping Regulations*.

### **Article 21**

#### **Yellow and red cards**

- 21.01 As a rule, a player who is sent off the field of play is suspended for the next match in a UEFA club competition. The Control and Disciplinary Body is entitled to augment this punishment. For serious offences the punishment can be extended to all UEFA competition categories.
- 21.02 In case of repeated cautions, a player is suspended for the next competition match:
- a) after two cautions in two different qualifying matches, as well as after the fourth caution during the qualifying phase;
  - b) from the first match in the group stage, after three cautions in three different matches, as well as following any subsequent odd-numbered caution (fifth, seventh, ninth, etc.).

- 21.03 Single yellow cards and pending suspensions are always carried forward either to the next stage of the competition or to another club competition in the current season.
- 21.04 Exceptionally, single cautions from the qualifying phase that have not resulted in a suspension expire on completion of the qualifying phase in question.
- 21.05 Cautions and pending yellow-card suspensions from club competition matches expire at the end of the season.

## **Article 22**

### **Declaration of protests**

- 22.01 Member associations and their clubs are entitled to protest. The party protested against and the disciplinary inspector have party status.
- 22.02 Protests must reach the Control and Disciplinary Body in writing, stating the reasons, within 24 hours of a match.
- 22.03 This 24-hour time limit cannot be extended.
- 22.04 The protest fee is EUR 1,000. It must be paid at the same time as the protest is filed.

## **Article 23**

### **Reasons for protest**

- 23.01 A protest is directed against the validity of a match result. It is based on a player's eligibility to play, a decisive breach of the regulations by the referee, or other incidents influencing the match.
- 23.02 Protests concerning the state of the field of play must be submitted to the referee in writing by the relevant officials before the match. If the state of the field of play becomes questionable in the course of the match, the team captain must inform the referee, in the presence of the captain of the opposing team, orally without delay.
- 23.03 Protests cannot be lodged against factual decisions taken by the referee.
- 23.04 A protest against a caution or expulsion from the field of play after two cautions is admissible only if the referee's error was to mistake the identity of the player.

## **Article 24**

### **Appeals**

- 24.01 The Appeals Body deals with appeals lodged against decisions of the Control and Disciplinary Body. The *UEFA Disciplinary Regulations* apply.

## **Article 25**

### **Doping**

- 25.01 Doping is defined as the occurrence of one or more of the anti-doping rule violations set out in the *UEFA Anti-Doping Regulations*.
- 25.02 Doping is forbidden and is a punishable offence. In case of anti-doping rule violations, UEFA will instigate disciplinary proceedings against the perpetrators in accordance with the *UEFA Disciplinary Regulations*. This may include the imposition of provisional measures.
- 25.03 UEFA may test any player at any time.
- 25.04 Testing and any other anti-doping related matters that are not governed by the *UEFA Disciplinary Regulations* will be conducted in conformity with the *UEFA Anti-Doping Regulations*.

## **XIII Financial Provisions**

### **Article 26**

#### **Referees' costs**

- 26.01 For all matches in this competition, the national association of the home club, on behalf of UEFA, assumes the costs of the board and lodging of the referee, assistant referees and fourth official, as well as their transport costs within the territory of the national association concerned. The international travel expenses and daily allowances of these officials are borne by UEFA.

#### **Qualifying rounds**

- 26.02 Each club retains its receipts and bears all its expenses. The visiting club assumes its expenses for travel, board and lodging, unless the two clubs concerned agree otherwise. If necessary, the provisions of paragraph 10.06 must be observed. In the event of a match being moved for any reason whatsoever, the UEFA administration decides who assumes any expenses incurred by the visiting club as a result.
- 26.03 Top domestic league championship winners that do not qualify for the group stage of the UEFA Champions League receive a special bonus payment (see paragraph 26.06).

#### **UEFA Champions League**

- 26.04 Each club retains its receipts from the sale of match tickets and bears all its expenses. The visiting club assumes its expenses for travel, board and lodging, unless the two clubs concerned agree otherwise. If necessary, the provisions of paragraph 10.06, must be observed. In the event of a match being moved for any reason whatsoever, the UEFA administration decides who assumes any expenses incurred by the visiting club as a result.

### **Revenue from UEFA Champions League contracts**

- 26.05 The exact amounts that UEFA pays to the associations and clubs, as per the provisions of paragraph 26.06, are determined by the Executive Committee before the start of the competition.
- 26.06 The revenue earned from the contracts concluded by UEFA for the 96 group matches, 16 first knock-out-round matches, eight quarter-final matches, four semi-final matches and the final of the UEFA Champions League is allocated as decided by the Executive Committee before the start of the season. As a rule:
- a) 75% of the revenue received by UEFA from television and sponsorship (including without limitation licensing and merchandising) contracts and 50% of the revenue received by UEFA from new media contracts will be paid to the 32 clubs taking part in the UEFA Champions League group matches. This allocation includes a five percent share for the leagues which have one representative or more in the group stage of the UEFA Champions League.
  - b) 25% of the revenue received by UEFA from television and sponsorship contracts (including without limitation licensing and merchandising) and 50% of the revenue received by UEFA from new media contracts will remain with UEFA to cover organisational and administrative costs and solidarity payments to its member associations. From this share, payments will also be made to the leagues not represented in the UEFA Champions League group matches, and to those clubs eliminated in the qualifying rounds of the UEFA Champions League, and in the rounds preceding and including the first round of the UEFA Cup. A special bonus is also paid from this amount to the top domestic league championship winners that do not qualify for the group stage of the UEFA Champions League.
  - c) Any revenue received in excess of 530 million EUR (excluding new media contracts, for which the 50-50 split will always apply) will be distributed as follows: 82% to the 32 clubs involved in the group stage of the UEFA Champions League, and 18% remaining with UEFA (for the purposes mentioned in a) and b) above).
- 26.07 On the basis of paragraph 26.06, and taking into account the running commercial contracts, UEFA will issue a circular letter at the beginning of the season indicating the amounts available for distribution to all parties involved.

### **Final**

- 26.08 For the final, UEFA owns all rights relating to tickets and shall decide on the number of tickets to be allocated to the finalists (these allocations do not necessarily have to be equal) and to the host association. In addition, the UEFA administration, in conjunction with the host association, shall fix the ticket prices. UEFA may issue ticketing terms and conditions, as well as

special instructions, guidelines and/or directives for the sale and/or distribution of tickets (including those contained in the *UEFA Safety and Security Regulations*). Such UEFA decisions and/or requirements are final. Furthermore, the host association and the finalists must provide all necessary cooperation to UEFA for enforcing such ticketing terms and conditions.

- 26.09 Before the final, the Executive Committee decides on the financial distribution model in favour of:
- a) the two finalists
  - b) the host association (in accordance with the staging agreement)
  - c) UEFA
- 26.10 Each club is responsible for its own expenses.
- 26.11 The accounts of the final must be submitted to the UEFA administration within one month of the final taking place.

#### **UEFA payments to clubs**

- 26.12 All payments to the clubs will be made in EUR and will always be transferred to the respective national association's bank account. It is the responsibility of the club to coordinate the transfer from the association's bank account to the club's bank account.
- 26.13 Unless so authorised by UEFA in writing, a club may not assign benefits from its participation in the UEFA Champions League to any third party.
- 26.14 The amounts paid by UEFA correspond to gross amounts. As such they cover any and all taxes, levies, charges, etc. (including, but not limited to, Value Added Tax).

### **XIV Exploitation of the Commercial Rights**

#### **Article 27**

##### **Commercial rights**

- 27.01 For the purposes of these regulations, "commercial rights" means the following: any and all commercial and media rights and opportunities in and in relation to the UEFA Champions League (including, without limitation, all UEFA Champions League matches) including, without limitation, media rights, interactive rights, marketing rights and data rights, which are defined as follows:
- a) "Media rights" means the right to create and transmit for reception on a live or delayed basis anywhere in the world by any and all means and in any and all media, whether now known or devised in the future (including, without limitation, all forms of television, radio, wireless and internet distribution) audio-visual, visual and/or audio coverage of all UEFA

Champions League matches ("match coverage") and all associated and/or related rights, including interactive rights;

- b) "Marketing rights" means the right to advertise, promote and market the UEFA Champions League; to conduct public relations activities in relation to the competition; and to exploit all advertising, sponsorship, hospitality, licensing, merchandising, publishing and franchising opportunities and all other commercial association rights in relation to the UEFA Champions League;
- c) "Data rights" means the right to compile and exploit statistics and other data in relation to the UEFA Champions League.

27.02 UEFA is the exclusive, absolute legal and beneficial owner of the commercial rights. Subject to paragraph 27.03 c), UEFA expressly reserves all commercial rights and shall be exclusively entitled to exploit, retain and distribute all revenues derived from the exploitation of such commercial rights. UEFA may appoint third parties to act as broker or agent on its behalf and/or as services provider with respect to the exploitation of some or all of the commercial rights.

### **UEFA Champions League**

27.03 Exploitation of commercial rights for the UEFA Champions League (excluding the qualifying phase):

a) Media rights

All media rights in and to UEFA Champions League matches excluding the qualifying-round matches shall be exploited by UEFA. The clubs may exploit certain media rights in accordance with the Club Media Rights Guidelines as set out as Annex VII.

Any breach of the Club Media Rights Guidelines by the clubs will be referred to the UEFA Control and Disciplinary Body.

b) All other commercial rights

UEFA has the exclusive right to exploit all other commercial rights and to appoint partners (as defined in Annex VI) for the UEFA Champions League. The clubs agree and acknowledge that any such partners appointed by UEFA (and any other third party designated by UEFA), as well as their products, may benefit from the exclusive right to exploit certain commercial rights in and to UEFA Champions League matches.

In accordance with Article 18 of the present regulations and the *UEFA Kit Regulations*, advertising on players' kits is exempt from this exclusivity.

c) Rights of the clubs participating in the UEFA Champions League

The clubs shall have rights specified in Annex VII.

UEFA shall, on request, provide the clubs with available market research data.

In addition and without prejudice to the Club Media Rights Guidelines, the clubs are entitled to use the match coverage of their own matches as UEFA shall, at its sole discretion, decide to make available, for the clubs' own non-commercial purposes as defined in Annex VI, as well as technical instruction material for their own internal training purposes. The clubs shall be responsible for any additional necessary rights or third party clearances required in relation to any such uses.

#### **Non-commercial promotional purposes**

- 27.04 All clubs participating in the UEFA Champions League must grant UEFA the right to use and authorise others to use photographic, audio-visual and visual material of the team, players and officials (including their names, relevant statistics, data and images), as well as the club name, logo, emblem and team shirt (including references to the shirt sponsors and kit manufacturers) free of charge worldwide for the full duration of any rights for (i) non-commercial promotional and/or editorial purposes and/or (ii) as reasonably designated by UEFA. No direct association will be made by UEFA between individual players or clubs and any partner. On request, the clubs must supply UEFA free of charge with all appropriate material as well as the necessary documentation required to allow UEFA to use and exploit such rights in accordance with this article.

#### **Qualifying phase**

- 27.05 Exploitation of commercial rights for qualifying-phase matches:
- a) Member associations and their affiliated organisations or clubs are authorised to exploit the commercial rights of the home qualifying-phase matches which take place under their respective auspices ("the qualifying rights"). In doing so, they must observe the stipulations of Article 48 of the *UEFA Statutes*, as well as the regulations governing the implementation of said article and any other instructions or guidelines issued by UEFA from time to time. Clubs shall not participate in any aggregation of commercial rights in any way that would permit third parties to create an association with the qualifying phase and/or the UEFA Champions League generally whether through the use of a branded marketing programme or otherwise.
  - b) All agreements and arrangements pertaining to the exploitation of the qualifying rights must be presented to the UEFA administration on request. The withholding of such contracts will be referred to the Control and Disciplinary Body, and may result in disciplinary measures.
  - c) All agreements and arrangements pertaining to the exploitation of qualifying rights, must include Article 48 of the *UEFA Statutes* and the regulations governing its implementation as an integral part thereof. Furthermore, such agreements and arrangements must contain a stipulation guaranteeing that if any amendments are made to these



regulations, or any other applicable codes, guidelines or regulations issued by UEFA from time to time, the said agreements and arrangements shall be amended as necessary to conform with the relevant amended regulation codes or guidelines within 30 days of their coming into force.

- d) For all qualifying-phase matches, member associations and their affiliated organisations or clubs undertake to provide UEFA free of charge and at least 24 hours prior to kick-off of each match with access to television frequency information for receiving the broadcast signal at a location of UEFA's choice. These broadcasts can be recorded by UEFA for purposes envisaged in this paragraph 27.05 d), and a copy of the recording shall be made available for the respective home club upon request. If the signal is unavailable for whatever reason, member associations and their affiliated organisations or clubs undertake to provide to UEFA free of charge, in Digibeta (or if not available, in Betacam SP) format (or such other format as may be requested by UEFA) a recording of the entire match, to be sent to the destination of UEFA's choice within seven days of the match. For the purpose of directly or indirectly promoting the UEFA Champions League, and in particular within programmes produced by or on behalf of UEFA, the person who owns such rights shall grant UEFA the right to use and exploit and authorise others to use and exploit, by any and all means and in any and all media whether now known or invented in the future, throughout the world, for the full duration of such rights, up to 15 minutes of audio and/or visual material from each match, free of charge and without payment of any associated clearance costs.

Member associations and their affiliated organisations or clubs may not use or authorise any third party to use any of the registered UEFA Champions League trademarks or any graphic material or artistic forms developed in connection with the UEFA Champions League in programmes, promotions, publications or advertising or otherwise without the prior written consent of UEFA.

#### **Compliance with laws and regulations**

- 27.06 The commercial rights shall be exploited in compliance with relevant laws and regulations.
- 27.07 All commercial contracts that a club (or any third party acting on behalf of a club) enters into in respect of any rights (including, without limitation, any media rights, marketing rights, interactive rights, data rights and any commercial association rights) in relation to the third qualifying round of the UEFA Champions League must expire on 30 June 2009 at the latest or contain a clause allowing the club to terminate any such contract (or be able to release its rights) as of this date.

## **XV Intellectual Property Rights**

### **Article 28**

- 28.01 UEFA is the exclusive owner of all intellectual property rights of the competition, including any current or future rights of UEFA's names, logos, brands, music, medals and trophies. Any use of the aforementioned rights requires the prior written approval of UEFA, and must comply with any conditions imposed by UEFA.
- 28.02 All rights to the fixture list, as well as the matches in the competition, are the sole and exclusive property of UEFA.

## **XVI Court of Arbitration for Sport (CAS)**

### **Article 29**

- 29.01 In case of litigation resulting from or in relation to these regulations, the provisions regarding the Court of Arbitration for Sport (CAS) laid down in the *UEFA Statutes* apply.

## **XVII Unforeseen Circumstances**

### **Article 30**

- 30.01 Any matters not provided for in these regulations, such as cases of force majeure, will be decided by the Emergency Panel or, if not possible due to time constraints, by the President or, in his absence, by the General Secretary. Such decisions are final.

## **XVIII Closing Provisions**

### **Article 31**

- 31.01 The UEFA administration is entrusted with the operational management of the competition and adopts, in the form of directives, the detailed provisions necessary for implementing these regulations.
- 31.02 All annexes form an integral part of these regulations.
- 31.03 Any breach of these regulations may be penalised by UEFA in accordance with the UEFA Disciplinary Regulations.
- 31.04 If there is any discrepancy in the interpretation of the English, French or German versions of these regulations, the English version prevails.

31.05 These regulations were adopted by the UEFA Executive Committee at its meeting on 28 March 2008 and come into force on 1 May 2008.

For the UEFA Executive Committee:

Michel Platini  
President

David Taylor  
General Secretary

Nyon, 28 March 2008

## ANNEX Ia: Access List for the 2008/09 UEFA Club Competitions

UEFA Champions League					UEFA Cup				
Group	Q 3	Q 2	Q 1	Rank <sup>1</sup>	Association	First Round	Q2	Q1	
TH						TH	UIC-11 teams	FP-3 teams	
CH RU	N3 N4			1	Spain	CW	N5 N6		
CH RU	N3 N4			2	England	CW	N5 N6		
CH RU	N3 N4			3	Italy	CW	N5 N6		
CH RU	N3			4	France	CW	N4 N5		
CH RU	N3			5	Germany	CW	N4 N5		
CH RU	N3			6	Portugal	CW	N4 N5		
CH	RU			7	Romania	CW	N3 N4 N5		
CH	RU			8	Netherlands	CW	N3 N4 N5		
CH	RU			9	Russia	CW		N3	
	CH	RU		10	Scotland	CW		N3	
	CH	RU		11	Ukraine	CW		N3	
	CH	RU		12	Belgium	CW		N3	
	CH	RU		13	Czech Republic	CW		N3	
	CH	RU		14	Turkey		CW	N3	
	CH	RU		15	Greece		CW	N3	
		CH		16	Bulgaria		CW	RU	N3
		CH		17	Switzerland		CW	RU	N3
		CH		18	Norway		CW	RU	N3
		CH		19	Israel			CW	RU
		CH		20	Serbia			CW	RU
		CH		21	Denmark			CW	RU
		CH		22	Austria			CW	RU
		CH		23	Poland			CW	RU
		CH		24	Hungary			CW	RU
		CH		25	Slovakia			CW	RU
		CH		26	Croatia			CW	RU
		CH		27	Cyprus			CW	RU
		CH		28	Sweden			CW	RU
		CH		29	Slovenia			CW	RU
		CH		30	Bosnia-Herzegovina			CW	RU
		CH		31	Latvia			CW	RU
		CH		32	Lithuania			CW	RU
		CH		33	Finland			CW	RU
		CH		34	Moldova			CW	RU
		CH		35	Republic of Ireland			CW	RU
		CH		36	Georgia			CW	RU
		CH		37	Liechtenstein			CW	RU
		CH		38	F.Y.R. Macedonia			CW	RU
		CH		39	Iceland			CW	RU
		CH		40	Belarus			CW	RU
		CH		41	Albania			CW	RU
		CH		42	Estonia			CW	RU
		CH		43	Armenia			CW	RU
		CH		44	Azerbaijan			CW	RU
		CH		45	Kazakhstan			CW	RU
		CH		46	Northern Ireland			CW	RU
		CH		47	Wales			CW	RU
		CH		48	Faroe Islands			CW	RU
		CH		49	Luxembourg			CW	RU
		CH		50	Malta			CW	RU
		CH		51	Montenegro			CW	RU
		CH		52	Andorra			CW	RU
		CH		53	San Marino			CW	RU

Number of teams				Total	Number of teams			
16	18	13	30	211	32	26	76	

TH = title-holder / tenant du titre / Titelhalter

CH = domestic champion club / champion national / Landesmeister

RU = domestic league runner-up / vice-champion national / Vizelandesmeister

N3 = domestic league 3rd-placed club / 3e du championnat national / 3. der nationalen Meisterschaft

N4 = domestic league 4th-placed club / 4e du championnat national / 4. der nationalen Meisterschaft

N5 = domestic league 5th-placed club / 5e du championnat national / 5. der nationalen Meisterschaft

N6 = domestic league 6th-placed club / 6e du championnat national / 6. der nationalen Meisterschaft

CW = domestic cup-winner / vainqueur de coupe national / nationaler Pokalsieger

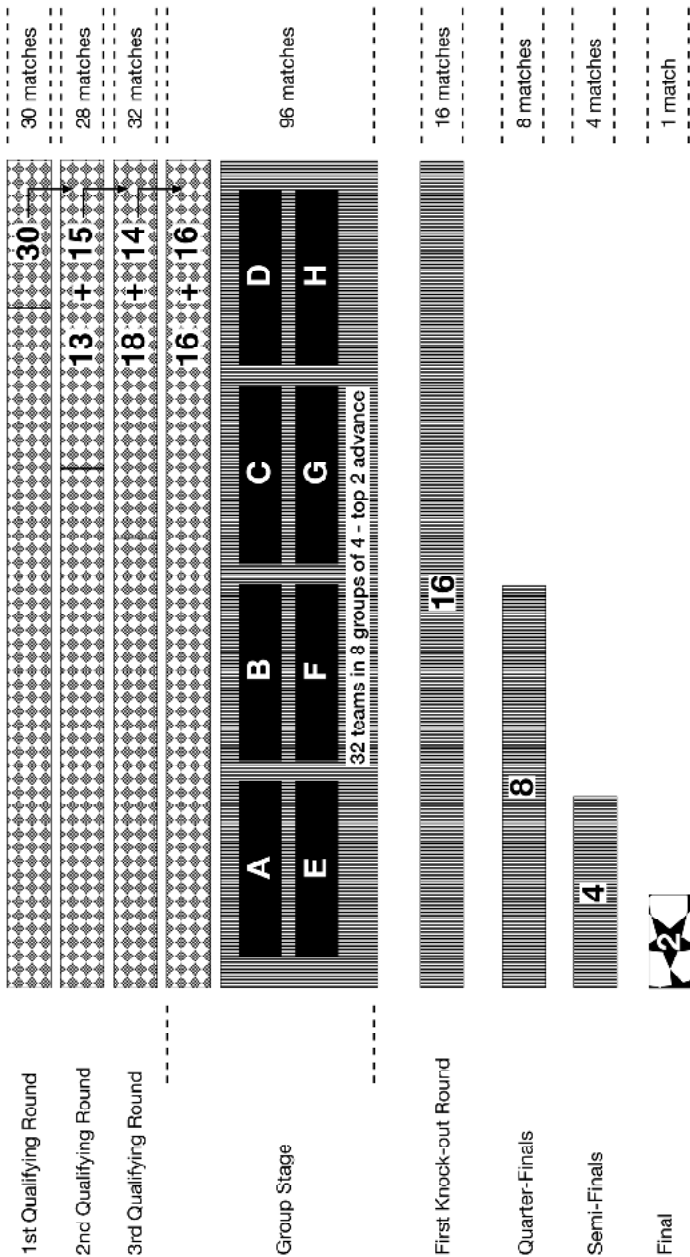
UIC = club qualified via UEFA Intertoto Cup / qualifié via UEFA Intertoto Cup / Vereine aus UEFA Intertoto Cup

FP = club qualified via Fair Play rankings / qualifié via classement du fair-play / Vereine aus Fairplay-Wertung

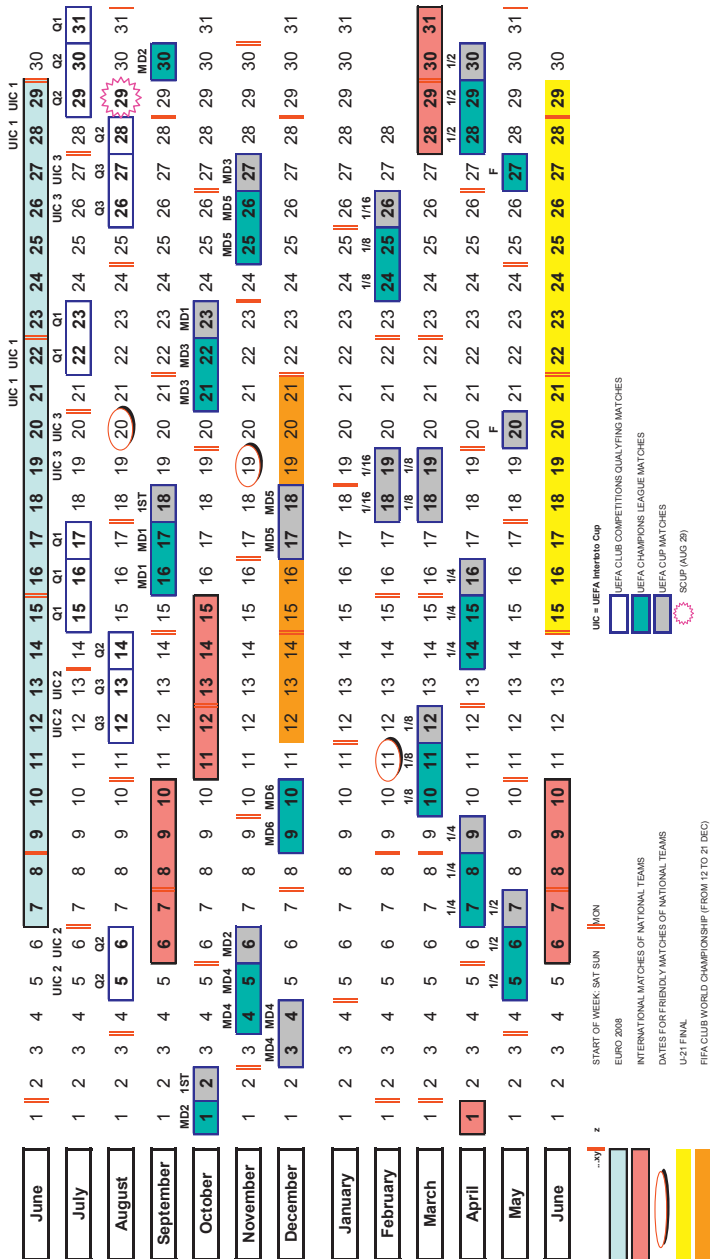
Q = qualifying rounds / tours de qualification / Qualifikationsrunden

N.B.: If the access list needs to be adjusted once all the participants are known and admitted, priority for the UEFA Champions League will be given to the winners of the domestic championships (in accordance with the entry stage as per the access list). The adjusted list will be announced by circular letter.

# ANNEX Ib: UEFA Champions League Competition System



# ANNEX Ic: UEFA Match Calendar 2008/09



## ANNEX II: Coefficient Ranking System

1. The allocation of places per association for both the UEFA Champions League and UEFA Cup will be made in accordance with a table of performances covering five UEFA club competition seasons (i.e. UEFA Champions League and UEFA Cup). This table (UEFA association coefficient rankings) is compiled annually, with the oldest season dropped each time for the purpose of the calculation.
2. The table is compiled as follows:
  - a win to be worth 2 points (1 point for qualifying-round matches)
  - a draw 1 point (½ point for qualifying-round matches)
  - a defeat 0 points

Qualifying-round results are taken into account only for the calculation of the association's coefficient.

Until the 2003/04 season, clubs which reached the quarter-finals, semi-finals or final of the UEFA Champions League or the quarter-finals, semi-finals or final of the UEFA Cup were awarded an extra point for each such round. In addition, one point was awarded for participation in the UEFA Champions League.

As of the 2004/05 season, clubs which reach the first knockout round, quarter-finals, semi-finals or final of the UEFA Champions League or the quarter-finals, semi-finals or final of the UEFA Cup are awarded an extra point for each such round. In addition, three points are awarded for participation in the UEFA Champions League.

Results obtained in the UEFA Intertoto Cup do not count for the coefficient rankings determining the number of places in the UEFA Champions League and UEFA Cup.

3. The points obtained each season by the clubs representing a national association are added, then divided by the combined number of clubs from the said association having taken part in the two UEFA club competitions in question, to produce the coefficient value of the national association concerned. Points obtained in the UEFA Intertoto Cup are exempt from this stipulation, in accordance with point 2 above.
4. Coefficients are calculated to the thousandth, and not rounded up.
5. In the case of equal coefficients, the UEFA administration will take a final decision, taking into consideration the individual coefficient of the most recent season.
6. Points are awarded only for matches which have actually been played, in accordance with the results ratified by UEFA. Kicks from the penalty mark to determine which club qualifies, or the winner, do not affect the result used to calculate the coefficient.

7. Member associations are informed of the general classification after each UEFA club competition season, and this classification determines the number of participants from each association for the following season's UEFA Champions League and UEFA Cup.
8. The UEFA administration will take final decisions on any matters not provided for by these provisions.



## **ANNEX III: Media Matters**

### **1. General**

UEFA is entitled to control media access into the stadium and may deny access to the stadium to any unauthorised TV, radio or internet reporter, any unauthorised TV or radio broadcaster or any other unauthorised member of the media irrespective of whether they are a rights-holder.

### **2. Media requirements**

#### **a) Pre-season requirements**

Before the start of the season each club must, at UEFA's discretion, (i) provide UEFA with individual player and coach/manager statistics and photographs, historical information on and a photograph of its stadium, and any further data requested by UEFA for promotional purposes; or (ii) make all or part of the above available for UEFA to produce its own material.

#### **b) Club press officer**

Each club must appoint a press officer to coordinate cooperation between the club and the media in accordance with UEFA's regulations and guidelines, as well as the UEFA Champions League Club Manual. Where possible, the club press officer will aim to assist UEFA in compiling editorial features in text or electronic format before and during the season, to help promote the competition. The club press officer must travel with the team to away fixtures in order to coordinate all media arrangements including pre-match and post-match press conferences and interviews, and to cooperate with the UEFA media officer at the venue.

The visiting team's press officer must send (by fax or by email) a full list of accreditation requests to the home club's press officer, with a copy to the UEFA media officer and to UEFA, by the Friday before the match at the latest. The club press officer shall also ensure that all accreditation requests come from bona fide football reporters.

#### **c) Pre-match press conferences**

Both clubs must hold a pre-match press conference the day before the match timed to respect the media deadlines in the two countries. The two press conferences must be arranged so that a media reporter can attend both. Ideally, the press conferences will be staged in the stadium but, in any case, they must take place in or near the city where the match is to be played. Each press conference must be attended by at least the manager / head coach of the team plus one or, preferably, two players. Unless alternative arrangements have been agreed beforehand by the two clubs, the home club is responsible for providing a qualified interpreter at pre-match and post-match press conferences. Wherever

possible, simultaneous translation facilities should be offered (see UEFA Guidelines for Media Facilities in New Stadiums, 1 January 2008).

d) Training sessions

Both teams must make their last training session before the match open to the media for at least 15 minutes. In principle, the visiting team will hold its official training session in the stadium where the match will take place. Each club may decide whether the entire training session in question or only the first or last 15 minutes will be open to the media. If a club decides to make only 15 minutes open, this will apply to all the media, i.e. broadcasters, press, photographers, the club TV channels and the club photographers.

Should the club decide to open the training session for only 15 minutes and if its own TV channel crew wishes to attend the entire session, then an ENG crew from both the host broadcaster and the main visiting broadcaster shall be given the same opportunity. This applies for both home and away matches.

Should the club allow its own photographer to attend the entire training session (of which only 15 minutes are open to the media), the club photographer must provide UEFA – upon request – with photos which UEFA will then make available to the international media.

e) Press seating

An adequate number of covered seats (see *Club Manual*) – must be made available for the written press in a separate and secure area with desks big enough to accommodate a laptop computer and a note pad. There must be power supply and phone/modem connections at all seats with desks or alternative wi-fi facilities must be available.

Non-rights-holding broadcasters and radio reporters may, if space permits, be allocated 'observer seats' (without desks) in the press box. Applications for such seats should be addressed to the home club. On entering the stadium, cameras and any other recording or broadcasting equipment must be deposited in the location indicated by the UEFA media officer. Such equipment may only be retrieved after the final whistle.

For technical purposes only, the clubs may, however, film and record their own matches (home and away), subject to UEFA authorisation on a match by match basis.

f) Interviews and broadcaster presentations

If requested by UEFA, both clubs must make the head coach and one player available the day before each match for an interview of up to five minutes, to be recorded by the main TV rights-holding broadcaster in the territory of the relevant team, for the purpose of worldwide news-exchange distribution to all UEFA Champions League rights-holders.

Interviews are not permitted during the match on the field of play itself or in its immediate vicinity. However, “upon arrival”, “half-time”, “super-flash” and “flash” interviews can take place under the following circumstances. “Upon arrival” interviews are allowed with coaches and players upon their arrival at the stadium, at a pre-determined location where a fixed camera can be positioned. A “half-time” interview may only be conducted in the designated area (either “super-flash” or “flash” interview), and the clubs are obliged to make one of their listed team officials available for this purpose. “Super-flash” interviews can be conducted after the match in a designated pitch-side area located between the pitch and the players’ tunnel. “Flash” interviews take place after the match has finished in an area between the pitch and the dressing-rooms. For post-match interviews, as a minimum requirement, both teams must make their team manager/coach, as well as at least two key players, i.e. players who had a decisive influence on the result, available for both the host broadcaster and the main visiting broadcaster. These and other players must also be available for flash interviews with other rights-holding broadcasters. All interview locations must be pre-determined by the UEFA media officer and the home club.

g) Post-match press conferences and mixed zone

The post-match press conference at the venue must start no later than 20 minutes after the final whistle. The home club is responsible for providing the necessary infrastructure (interpreting and technical equipment). Both clubs are obliged to make their manager/ head coach available for this press conference.

After the match, a mixed zone must be set up for the media on the way from the dressing rooms to the team transport area. This area – accessible only to coaches, players and representatives of the media, to offer reporters opportunities to conduct interviews – must be divided into three areas: one for broadcaster crews, one for radio reporters and one for journalists from the written press. The home club must ensure that the area is safe for players and coaches to walk through. Players of both teams are obliged to pass through the mixed zone but they are not obliged to give interviews if they do not wish to do so.

h) Dressing rooms

The team dressing rooms are off limits to representatives of the media before, during and after the match. The only exception is that, with the prior agreement of the club, one host broadcaster camera may enter the dressing room to film the players’ shirts and equipment and also conduct one brief presentation involving the main reporter or presenter from the host broadcaster. This filming must be completed well before the arrival of the players, ideally some two hours before kick-off.

i) The field of play and the technical zone

No media representatives (including broadcasters, radio, ENG crews, photographers or reporters) are allowed to go on to the field of play before, during or after the match, with the exception of the hand-held camera crew covering the team line-ups at the start of the match and up to two host broadcaster cameras filming after the final whistle. The same applies to the tunnel and dressing-room area, with the exception of UEFA-approved “flash” interviews, pre- and post-match indoor studio presentations and a host-broadcaster camera filming the following activities:

- team arrivals (as far as to the dressing-room area)
- players in tunnel prior to taking the field (before the match)
- players returning to the pitch at the start of the second half.

In terms of the mass media, only a limited number of photographers, TV cameramen and television production staff of the rights-holding broadcasters – all equipped with the appropriate pitch-access accreditation – are allowed to work in the area between the boundaries of the field and the spectators (see Annex IVa and Annex IVb).

### **3. Broadcasters**

Clubs involved in the UEFA Champions League have certain obligations towards the host broadcaster and other rights-holding broadcasters for all matches. In these regulations, the term “rights-holding broadcaster” means a broadcaster licensed by UEFA to broadcast matches of the UEFA Champions League.

The clubs undertake to provide the rights-holding broadcasters with the necessary technical assistance, facilities and access for technical personnel.

Broadcaster requirements include, but are not limited to, the facilities defined below. Clubs may not charge the rights-holding broadcasters and/or their affiliated radio stations for any general installation costs relating to their production requirements.

Clubs are required to provide the facilities, including, where necessary, the removal of seats and the non-sale of tickets, for the construction of camera platforms, studios and commentary positions. Any temporary construction such as scaffolding must be checked and approved by the relevant safety authorities. Production plans, including camera and commentary positions, will be confirmed to clubs at the latest five days before each matchday.

Broadcaster facilities to be provided by the club are defined below.

- a) Camera positions: In order to guarantee a consistently high standard of coverage for all matches, there should be a minimum number of camera positions for the host broadcaster, plus additional positions available to rights-holding broadcasters, to supplement their coverage. Clubs must

ensure that the camera positions described below can be accommodated, unless they present any safety or security risks. All cameras must respect the minimum distances from the touchlines and substitutes' benches, as indicated in Annex IVb.

Further optional camera positions are listed in the *UEFA Champions League Club* and *Broadcaster Manuals*. Also, as a result of technological developments, new camera equipment may develop during the season, which may require new positions in the stadiums. Subject to space availability and safety and security considerations, such camera positions may be approved by UEFA on a case-by-case basis in consultation with the broadcasters and clubs involved.

i) Main cameras:

Positioned in the main stand and situated exactly on the halfway line. These cameras should be facing away from the sun. Positions must be provided for at least three cameras.

ii) Pitch-side halfway camera:

Fixed camera on the halfway line at pitch level, near the touchline, for player close-ups. If it is proposed that this camera is to be placed between the substitutes' benches, a solution must be found to enable an unimpeded view of the field of play and substitutes' benches for the UEFA fourth official, and a clear view of the field of play for the club representatives seated on the substitutes' benches.

iii) 16-metre cameras:

Two cameras installed in the main stand at the same level as or higher than the main camera, facing each of the 16-metre lines.

iv) Low cameras behind the goal:

Two cameras at pitch level in fixed positions behind the goal-line, on the side closest to the main TV camera. Furthermore, where space permits, an area ten metres long and two metres wide behind each goal should be made available for unilateral broadcasters and ENG crews.

v) Portable camera:

One portable camera (fixed, unless agreed otherwise) may be positioned to cover the substitutes' benches for close-ups of players. A portable camera used outside the substitutes' benches (cabled or wireless) can also be used on the field for player close-ups during the line-up and the toss of the coin, as well as after the final whistle for player close-ups.

vi) Beauty-shot camera:

Fixed camera mounted high in the stadium to give a panoramic static shot of the stadium.

vii) High cameras behind goals:

One camera installed in the stands behind each goal, at a height which permits the penalty spot to be seen above the goal crossbar.

viii) Reverse-angle cameras:

One camera located in the stands and up to three pitch-side cameras on the opposite side of the stadium to the main camera, for reverse-angle coverage.

ix) 20-metre cameras:

Two fixed pitch-side cameras facing the imaginary 20-metre line in each half on the same side as the main camera. These cameras must ensure that the players, coaches and referees are not disturbed and have a clear view of all corners of the field of play. The cameras must remain behind a line drawn from the substitutes' benches to the corner flags. The field of play must be marked to indicate these zones

x) Tunnel cameras:

A camera in a fixed position, approved by the UEFA Media Officer, in the area between the field of play and the dressing-room area (or the players' tunnel) may only be used before the teams exit the tunnel at the start of the first and second half.

xi) 6-metre cameras:

Two cameras between pitch level and five metres above pitch, located on same side as main camera and facing the 6-metre line. Subject to space permitting and as long as these cameras do not cause any view obstruction.

xii) Steadicams:

If space permits, up to two steadicams along the touchline, one covering each half of the pitch and located on the same side as the main camera. These cameras can only operate in a zone extending from the goal line to the 16-metre line.

xiii) Mini-cameras:

A mini-camera may be placed directly behind the goal net as long as it does not touch the net. A mini-camera may also be attached to the poles which support the net or the cable connecting the back of the net to the vertical stanchions directly behind the goal. However, no camera may be attached to the net or the actual goalposts or crossbar.

b) Commentary positions for the use of UEFA Champions League rights-holding broadcasters: These must be located in the same stand as the main cameras. Up to 30 positions are required for group stage matches and up to 40 for the first knockout round, quarter-finals and semi-finals. Commentary positions should have three seats each and must be

equipped with the necessary power, lighting and phone/modem connections. Access to the commentary positions must be secure and not accessible for the general public.

- c) Television studios: Clubs must provide space for two television studios, each individually enclosed and each measuring 5 x 5 x 2.3 metres. The studios should be close to the dressing rooms to allow easy access for coach and player interviews.
- d) Pitch-view television studios: at the request of rights-holding broadcasters, clubs shall provide one studio with a view of the field of play e.g. an executive box or space for the installation of such a studio, if safety and security considerations permit.
- e) "Flash" interview positions: Clubs must provide space for at least four flash-interview positions. These should be located between the substitutes' benches and the dressing rooms and should each measure 3 x 4 metres.
- f) "Super-flash" positions: At least two super-flash positions, each measuring 3 x 3 metres, must be provided between the pitch and the players' tunnel.
- g) Pitch-side presentations: Up to two areas, totalling 15 x 3 metres, must be available for pre- and post-match presentations.
- h) Power supply: Technical power and back-up power must be provided to all broadcaster areas, including, but not limited to, camera positions, commentary positions, interview positions, studios and the OB van area.
- i) OB van parking: Parking space of at least 1000m<sup>2</sup> must be provided for group-stage matches and of up to 2000m<sup>2</sup> for matches in the first knockout round, quarter-finals and semi-finals. The parking area should be on the same side as the main cameras and shall be made secure from the public. The surface and the layout of such space must also be suitable for parking any OB vehicles.
- j) Security: All security measures that may be reasonably required to safeguard and control the broadcaster areas (including, without limitation, the OB van compound) are the responsibility of the club. The security of all broadcaster areas is the responsibility of the club. These areas must not be accessible to the public and should have 24-hour security from the start of installations to the departure of all broadcaster personnel and equipment.
- k) Cabling: Clubs must in principle, provide the necessary cabling infrastructure (e.g. cable bridges, trenches) to enable the rights-holding broadcasters to install all television cables safely and securely. Moreover, where requested, access to pre-cabled systems in stadiums should be free of charge to all rights-holding broadcasters.

- l) Clubs must provide space for the installation of a statistical data collection system. This includes, at least, space for two racks of small cameras (each rack being 2.5 metres long) and space for a desk for three seated technicians on either the main or reverse stands.

#### **4. Radio**

The rules relating to the exploitation of the radio rights (including Internet audio) are set out in Annex VII, paragraph 4.

Radio reporters are not allowed to enter the field of play nor shall they have access to the pitch, tunnel, dressing rooms or “flash” interview area. They may attend the post-match press conferences and will be granted access to the mixed zone.

Requests for radio accreditation and technical installations must be sent to the home club at least ten days before a match, and a list of radio stations who have requested accreditation must be submitted to the UEFA media officer.

#### **5. Internet**

If not regulated by other sections of this annex, clubs should accept accreditation applications from websites, on condition that they do not cover the game (for the sake of clarity, this includes press conferences and the mixed zone) live in sound and/or pictures. They may cover the game in text only (subject to Annex VII, paragraph 4). Therefore, subject to places being available in the press box, they should be accredited as written press, with access to the post-match press conference and mixed zone. Photographs taken by officially accredited photographers may be published for editorial purposes only, on internet websites as long as they appear as stills and not as moving pictures or quasi-video streaming. Should such photographs be published on internet websites, they are to be limited to no more than ten photographs per half of normal playing time, and five per period of extra time, if applicable. There must be an interval of at least one minute between the posting of each photograph on the website.

#### **6. Photographers**

A limited number of photographers may work in the areas behind the advertising boards behind the goals unless, in exceptional circumstances, special dispensation to work in other areas is given by the UEFA media officer. Photographers may only change ends at half-time or, if appropriate, during the interval before the start of extra time.

Photographers may attend the post-match press conferences subject to space restrictions.

Each photographer must obtain – and sign for – the appropriate UEFA Champions League photographer’s bib before the match and must return it



before leaving the stadium. The bib must be worn at all times, with the number clearly visible on the back.

UEFA is responsible for the production of photographers' bibs (as well as bibs for broadcaster personnel and ENG crews). The host club is responsible for assigning sufficient personnel for the distribution of photographers' bibs prior to the match and collection of the bibs when photographers leave the stadium (during or after the match).

The visiting team's press officer must provide the home club with a full list of photographers' accreditation requests by the Friday before the match at the latest.

## **7. Principles for the media**

### **a) Respect of the field of play:**

Any media equipment and personnel must be positioned in such a way that they do not present any danger for players or referees. Generally, cameras should be four metres from touchlines and behind advertising boards on goal-lines. The field of play itself must always be kept free of cameras, cables and media personnel.

### **b) Respect of officials:**

Media equipment and personnel may not obstruct the view or movement of, or cause confusion for referees or players/coaches.

### **c) Respect of spectators:**

TV and photo camera equipment and personnel should not obstruct the spectators' view of the field of play. TV and photo cameras should not record the crowd in a manner which could cause any dangerous activity.

### **d) Respect of players/coaches:**

Media must respect the needs of the players and coaches. Interviews may be arranged only outside the technical area, in areas defined and approved by UEFA. Reporters must not approach players or coaches for interviews or comments during play.

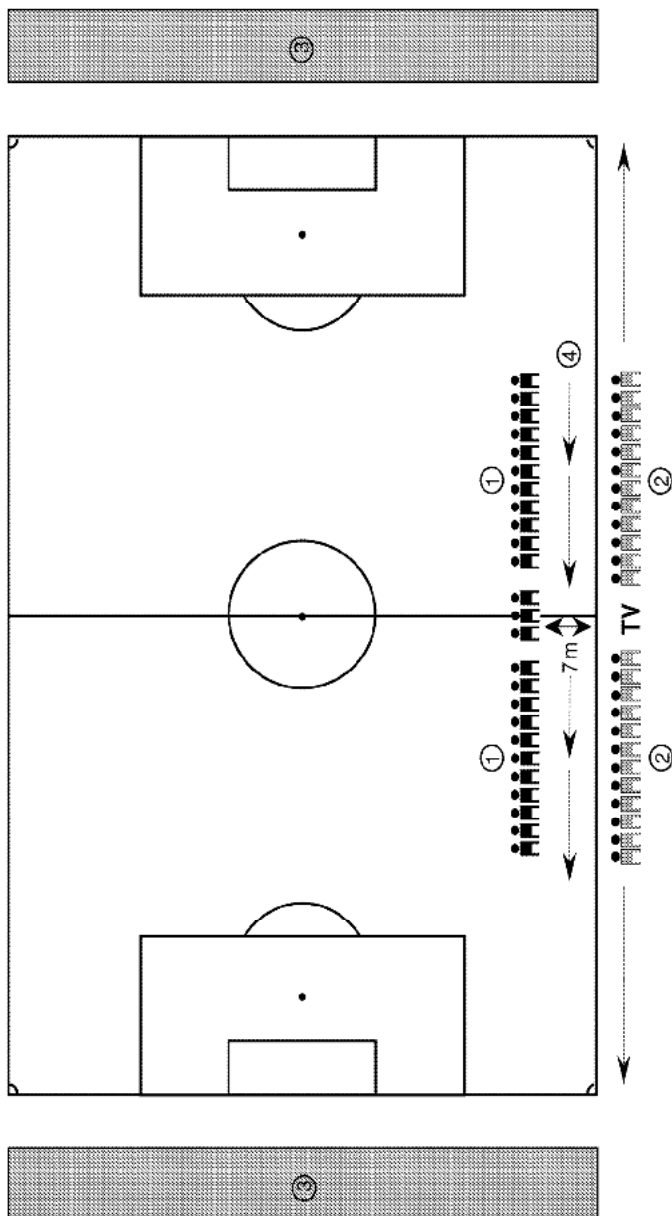
### **e) Respect of other media:**

All media representatives must respect the needs of other media colleagues. For example, adequate positions for photographers must be available alongside TV cameras behind the advertising boards, in principle behind each goal, and media working areas must not be disturbed during the match by broadcaster technical personnel or photographers.

## **8. Club manual**

Please note also the relevant provisions in the *UEFA Champions League Club Manual*.

## ANNEX IVa: Media Positioning at UEFA Matches



- ① Teams before the game
- ② Photographers and TV crews before the game
- ③ Photographers and TV crews during the game
- Important:** Photographers and TV representatives must keep off the field of play at all times
- ④ Hand-held TV camera of host broadcaster (for individual close-ups during line-up)



## **ANNEX V: Respect: Fair Play Assessment**

### **Introduction**

1. The fair play assessment forms part of the respect campaign. Conduct according to the spirit of fair play is essential for the successful promotion and development of and involvement in sport. The objective of activities in favour of fair play is to foster a sporting spirit, as well as the sporting behaviour of players, team officials and spectators, thereby increasing the enjoyment of all those involved in the game.

### **UEFA fair play rankings**

2. In its efforts to promote fair play, UEFA establishes association fair play rankings for each season, based on all matches played in all UEFA competitions (national representative and club teams) between 1 May 2008 and 30 April 2009. In establishing these rankings, only those associations whose teams have played at least the required number of matches (i.e. total number of matches assessed divided by the number of associations) are taken into account. For this purpose, fair play conduct is assessed by the appointed UEFA match delegate.

### **Criteria for an additional place in the UEFA Cup**

3. In reward for the fair play example they set, a maximum of three associations which attain an average of 8.0 points or more in the rankings each receive one additional place in the next season's UEFA Cup. If some associations are equal on points in the rankings, lots will be drawn by the UEFA administration to define the associations that receive an additional place. These additional places are reserved for the winners of the respective domestic top-division fair play competitions, provided that this national assessment is based at least on the following criteria: red and yellow cards, positive play, respect for the opponents as well as for the referee, and the behaviour of the team officials and of the crowd. If the winner of the domestic top-division fair play competition in question has already qualified for a UEFA club competition, the UEFA Cup fair play place goes to the next-ranked team in the domestic top-division fair play rankings which has not already qualified for a UEFA competition.

### **Methods of assessment**

4. After the match, the match delegate is expected to complete a fair play assessment form in consultation with the referee and, where applicable, the referee observer. The referee confirms that fair play aspects have been duly discussed by signing the fair play assessment form.
5. The assessment form identifies six criteria (items) for the evaluation of the fair play performance of the teams. Assessment should be based on positive rather than negative aspects. As a general rule, maximum assessment marks

should not be awarded unless the respective teams have displayed positive attitudes.

### **The individual items on the assessment form**

#### 6. Red and yellow cards

Deduction from a maximum of 10 points:

- yellow card      1 point
- red card          3 points

If a player who has been cautioned with a yellow card commits another offence which would normally be punishable with a yellow card, but who must be sent off for this second offence (combined yellow and red card), only the red card counts, i.e. total of 3 points to be deducted.

If, however, a player who has been cautioned with a yellow card commits another offence for which the punishment is dismissal, a total of 4 points (1+3) must be deducted.

Red and yellow cards is the only item which may take a negative value.

#### 7. Positive play

- maximum 10 points
- minimum 1 point

The aim of this item is to reward positive play which is attractive for the spectators. In assessing positive play, the following aspects should be taken into consideration:

##### *Positive aspects:*

- attacking rather than defensive tactics
- acceleration of the game
- efforts to gain time, e.g. bringing the ball quickly back into play, even when in a winning position
- continued pursuit of goals, even if the desired result (e.g. qualification or an away draw) has already been achieved

##### *Negative aspects:*

- deceleration of the game
- time-wasting
- tactics based on foul play
- play-acting, etc.

In general terms, positive play correlates with the number of goal-scoring chances created and the number of goals scored.

8. Respect for the opponents

- maximum 5 points
- minimum 1 point

Players are expected to respect the *Laws of the Game*, the competition regulations, opponents, etc. They are also expected to ensure that fellow team members and everyone else involved in the team abide by the spirit of fair play as well.

In assessing the players' behaviour vis-à-vis the opposition, double counting against the item 'red and yellow cards' should be avoided. However, the UEFA match delegate may take into account the seriousness of the offences punished by cards, as well as offences overlooked by the referee.

Assessment should be based on positive attitudes (e.g. helping an injured opponent) rather than infringements. Blameless behaviour, but without any particularly positive attitude or gestures towards opponents, should be assessed with a mark of 4 rather than 5.

9. Respect for the referees

- maximum 5 points
- minimum 1 point

Players are expected to respect the referees (including assistant referees and fourth officials) as people, as well as for the decisions they take. Double counting against the item 'red and yellow cards' should be avoided. However, the UEFA match delegate may take into account the seriousness of the offences punished by cards.

A positive attitude towards the referees should be rewarded by high marks, including the acceptance of doubtful decisions without protest. Normal behaviour, but without any particularly positive attitude or gestures with respect to the referee team, should be assessed with a mark of 4 rather than 5.

10. Behaviour of the team officials

- maximum 5 points
- minimum 1 point

Team officials, including coaches, are expected to make every effort to develop the sporting, technical, tactical and moral level of their team through all permitted means. They are also expected to instruct their players to behave in a manner which is in accordance with the fair play principles.

Positive and negative aspects of the behaviour of team officials should be assessed; e.g. whether they calm or provoke angry players or fans, how they accept the referee's decisions, etc. Cooperation with the media should also be considered as a factor in the assessment. Blameless behaviour, but

without any particularly positive attitude or gestures, should be assessed with a mark of 4 rather than 5.

11. Behaviour of the crowd

- maximum 5 points
- minimum 1 point

The crowd is considered to be a natural component of a football game. The support of the fans may contribute to the success of their team. The crowd is not expected to watch the game in silence. Encouragement of teams by shouting, singing, etc. may have a positive influence on the atmosphere, in accordance with the spirit of fair play.

The spectators are, however, expected to respect the opposing team and the referee. They should appreciate the performance of the opposition, even if they emerge as the winners. They must in no way intimidate or frighten the opposing team, the referee or opposing supporters.

A maximum number of points (5) should not be awarded unless all these requirements are satisfied, especially with respect to the creation of a positive atmosphere.

This item is applicable only if a substantial number of fans of the team concerned are present. If the number of fans is negligible, 'N/A' (not applicable) should be recorded under this entry.

### **Overall assessment**

12. The overall assessment of a team is obtained by adding up the points given for the individual items, dividing this total by the maximum number of points and multiplying the result by 10.
13. The maximum number of points per game generally equals 40. If, however, a given team is being supported by a negligible amount of fans, and the item "Behaviour of the crowd" is not being assessed as a result ('N/A' – see paragraph 10 above), the maximum number of points obtainable will be 35.

Example:

The various items for team 1 are assessed as 8+7+3+4+5+4, giving a total of 31. The general assessment will therefore be:

$$(31/40) \times 10 = \mathbf{7.75}$$

If team 2 had only a small number of fans, and the assessment for the other items was 7+8+2+5+2, with 24 as the total, the general assessment would be:

$$(24/35) \times 10 = \mathbf{6.857}$$

The general assessment should be calculated to three decimal points and not rounded up.

14. In addition to this assessment, the UEFA match delegate should also give brief written comments on the fair play performance of the teams, to explain the positive and negative aspects which formed the basis for his assessment. This written explanation may also include outstanding individual gestures of fair play by players, officials, referees or any other persons.



## **ANNEX VI: Commercial Matters**

### **1. INTRODUCTION**

#### **1.1. Intention**

In marketing the UEFA Champions League commercial rights (as defined in paragraph 27.01), it is UEFA's duty to fulfil, within a market economy-oriented environment, its cultural and sporting mandate to protect and foster the interest of football, thereby endowing the game with a position which is stable in value. Furthermore, the financial prospects stemming from sensible marketing are used to guarantee European football's long-term existence, and to create new scope for the development of football in Europe, while taking into account the rules of the market economy.

For the implementation of the UEFA Champions League, UEFA may appoint third parties to act as broker or agent on its behalf and/or as services providers.

#### **1.2. Objectives**

##### **a) Healthy growth of football**

- In the stadium, the football fan should be able to experience, at close hand, the fascination of a football match.
- Football should have an appropriate presence on television.
- Football's interests should be supported and fostered in the area of the marketing of the commercial rights of the UEFA Champions League.

##### **b) Fostering of the image and enhancement of the status and social acceptance of football**

- UEFA's previous endeavours to promote high-quality football should be extended to include the Respect campaign.
- Fostering and integration of youth football (boys and girls).
- Fostering and integration of women's football.

##### **c) Priority of sport over financial interests**

- Future-oriented financial stability for UEFA, its member associations and clubs, as well as the safeguarding of their independence.
- Fostering of solidarity within the European footballing community, through the sustained support of financially weaker clubs and national associations.

## **2. DEFINITIONS**

**2.1. “Commercial rights”** has the meaning set out in Article 27 of these regulations.

**2.2. “Exclusive area”:**

Means the venue for a UEFA Champions League match, comprising the stadium itself (including scoreboards, video boards, giant screens, clocks, dressing rooms, players tunnel, technical zone and all seating, hospitality and VIP areas), the hospitality areas, all areas in the vicinity of the stadium owned, controlled, managed or operated by the club, as well as the area around it, up to and including the fencing surrounding it or roads which naturally demarcate the area of the stadium, the air space immediately above the stadium (if the LOC holds or controls such rights – or is reasonably able to do so), and the broadcaster, press and VIP areas.

**2.3. “Partner”:**

Means any party accepted by UEFA under contract to exercise the commercial rights (or any of them) of UEFA Champions League matches, and thereby participating directly or indirectly in the financing of the UEFA Champions League.

**2.4. “LOC” (local organising committee):**

Means the group of individuals who help organise home matches at the behest of the club participating in the UEFA Champions League (or a national association appointed by UEFA), and in close cooperation with UEFA, the minimum composition of which required by UEFA embraces representatives of the club’s board or representatives of the national association, the stadium authorities, the safety/security services, and the club press officer.

**2.5. “Non-commercial purposes”:**

Means activities, without any direct or indirect third party association, necessary for (i) a club to advertise UEFA Champions League matches, (ii) internal archiving purposes and (iii) internal library purposes, but excluding commercial rights and any other activity UEFA considers commercial in nature.

## **3. MEDIA**

### **3.1. Responsibility**

The media rights (as defined in Article 27) for the UEFA Champions League shall be exploited by UEFA and the clubs in accordance with the Club Media Rights Guidelines.

As specified on the official entry form, the Club Media Rights Guidelines are contractually binding upon the clubs.

### **3.2. Tasks of the clubs**

The clubs shall comply with their obligations with regards to broadcasters and media matters as set out in Annex III (Media Matters).

## **4. ADVERTISING AND PROMOTION**

### **4.1. Responsibility**

With respect to UEFA Champions League matches, UEFA holds the sole right to nominate partners. In principle, the partners nominated by UEFA, as well as their products, enjoy the exclusive right to commercially exploit UEFA Champions League matches and to conduct commercial promotions related to the UEFA Champions League. All current or future names, terms, symbols, logos or mascots, or other artistic, graphic and musical forms concerning the UEFA Champions League, may be used only by the partners in connection with their commercial rights. In every case, the prior written approval of UEFA is required.

The use, for non-commercial purposes, of the above-mentioned forms by the clubs that qualify for the UEFA Champions League is described in detail in the UEFA Champions League *Club Manual* and the *Brand Manual*.

### **4.2. Tasks of the clubs**

The clubs undertake to guarantee UEFA optimum support in the implementation of the commercial rights, and to refrain from taking any steps that would encroach upon the above-mentioned rights of the partners. For UEFA Champions League matches, the club undertakes to observe UEFA's instructions regarding the exclusive area. In particular the club shall provide a "clean stadium" by at least the morning of two days before a match, meaning that no advertising except that officially authorised by UEFA may be located within the exclusive area. UEFA, or a third party acting on its behalf, will provide the advertising boards (vertical height of 0.90 m) and be responsible for their installation and dismantling within two days of the match. The club is responsible for ensuring that the advertising boards are within the unimpaired range of view of the main camera. Each club shall support the "partner programme" established by UEFA for the exploitation of the commercial rights.

Each club shall (where applicable) assist UEFA in combating activities that undermine UEFA's commercial programme and the value of the commercial rights. In particular, no club shall admit any person to a stadium who may reasonably be expected to act in a manner which undermines the commercial programme.

The club must also provide all relevant data and/or information for UEFA's non-commercial promotional purposes and in particular its official website(s), and competition-related UEFA publications (e.g. the Statistics Handbook

which constitutes the first volume of the UEFA Champions League “Tournament Guide”).

#### **4.3. Commercial exclusivity**

During a site visit to each stadium (and as set out in the UEFA Champions League Club Manual), the exclusive area shall be defined in accordance with Annexe VI, paragraph 2.2.

Any stadium naming rights which have been granted by the club will be subject to the normal UEFA Champions League requirements regarding the exclusive area. This means that, subject to the following exceptions, no branding of the stadium sponsor (for example, any name, logo, trademark, design elements, slogan or corporate colours) may be visible in the exclusive area. Similarly, subject to the following exceptions, no such branding may be visible on any UEFA Champions League printed materials.

The following exceptions apply only in relation to one stadium sponsor which has been granted long-term stadium naming rights:

- a) The name of the stadium sponsor may be announced (as part of the stadium name) over the stadium PA system for the sole purpose of denominating the stadium if required for safety and security reasons. No additional identification connected with the stadium sponsor (for example, a jingle) shall be included with the announcement.
- b) The name of the stadium sponsor may appear (as part of the stadium name) on UEFA Champions League printed materials including match tickets for the sole purpose of denominating the stadium if required for safety and security reasons and only in a non-commercial typeface and without any logos.
- c) The name of the stadium sponsor may appear (as part of the permanent stadium name signage) on the outside of the stadium building. Existing signage must be determined during the site visit to ensure that no additional signage is subsequently added.

Commercial exclusivity granted to the partners in the exclusive area includes the right of UEFA to allow promotional activities by partners such as, without limitation, commercial spots on the stadium scoreboard, subject to the terms of the licence agreement, promotions involving the ball boys, the centre circle carriers, the flag bearers, the line-up children, man of the match, half-time promotions, match ball carrier, referee escort, stadium tours and such other activities as designated and required by UEFA.

#### **4.4. Press conferences, interviews**

Only the logos of the partners may be displayed at press conferences and “flash” interviews at UEFA Champions League matches. In accordance with Article 18 of these regulations, the clothing of all players, coaches and team personnel participating in press conferences and/or interviews must be free of sponsor advertising (except the playing attire i.e. shirt, shorts and socks)

and the manufacturer identification shall be in compliance with the *UEFA Kit Regulations*.

#### **4.5. Posters, tickets, official printed matter**

The clubs shall produce posters, tickets and official printed matter in connection with the UEFA Champions League, but only in a manner approved by UEFA, including, without limitation, in accordance with UEFA's ticketing policy. When posters, tickets and official printed matter connected with a UEFA Champions League match are being designed, due attention must be paid to ensuring that any advertising overprint is solely that of the partners. All printed matter must be produced in accordance with the guidelines laid down by UEFA. (See the UEFA Champions League *Club Manual* and the *Brand Manual*.)

#### **4.6. Tickets for UEFA and partners**

For every UEFA Champions League match, the clubs undertake to provide UEFA with 50 complimentary tickets to the VIP area, including hospitality, for partners. However, this number of tickets and hospitality passes must not exceed 10% of the VIP area seating capacity. In such a case, any difference must be offset by tickets in the highest category. Out of these 50 complimentary tickets (or 10% of the VIP area seating capacity) and upon request, the clubs undertake to provide UEFA with up to five complimentary tickets with access to the directors' box (including related hospitality). Likewise, a number of complimentary tickets in the highest category, stated below, in one block, in a section located between the two 16-metre lines, must be provided to UEFA for its own use, as well as for the use of partners. The numbers of complimentary tickets shall be as follows:

- a) group matches: 280
- b) first knockout round: 320
- c) quarter-finals: 350
- d) semi-finals: 400

In addition, partners must be given the opportunity to acquire, at face value, an agreed number of retail tickets, whereby tickets in the next highest category shall also be situated in one block and in a central section (i.e. not behind the goal):

- Group matches: minimum of 290 top-category retail tickets, 270 retail tickets in the next highest category as well as 180 retail tickets in the third highest category;
- First knockout round: minimum of 355 top-category retail tickets, 340 retail tickets in the next highest category as well as 300 retail tickets in the third highest category;

- Quarter-finals: minimum of 485 top-category retail tickets, 470 retail tickets in the next highest category as well as 480 retail tickets in the third highest category;
- Semi-finals: minimum of 635 top-category retail tickets, 600 retail tickets in the next highest category as well as 600 retail tickets in the third highest category;
- The final is exempt from these stipulations.

All tickets must be official UEFA Champions League tickets approved by UEFA prior to production.

#### **4.7. Hospitality for partners**

For every match, the host club must provide UEFA, free of charge, with a single exclusive hospitality area of minimum 400 m<sup>2</sup> of open and usable space (excluding fixed installations and doors/fire access routes) within the stadium. The standard of these facilities must be at least comparable to the highest standard available in the stadium. If the host club is not able to offer such facilities within the stadium, it must find an alternative solution at its own expense outside the stadium. Such alternative solution shall be of a standard comparable to an indoor facility.

#### **4.8. Accreditation**

A number of accreditations for partners, to be agreed upon, will be made available by UEFA, in conjunction with the host club. In every case, accreditation will ensure that all services can be proffered before, during and after the match. Detailed information on the accreditation system, as well as on the design of accreditation cards, is contained in the UEFA Champions League *Club Manual* and the *Brand Manual*.

#### **4.9. Parking places**

In principle, 180 parking places must be provided, free of charge, to UEFA for use by partners. The number and category of parking places will be decided upon by UEFA and the host club. These parking spaces should be in a prime position and wherever possible giving easy access of the Champions Club (i.e. the UEFA Champions League hospitality area as defined in the Club Manual).

#### **4.10. Cooperation**

The clubs undertake to work in close cooperation with UEFA. Each club must appoint a liaison officer, who will be responsible for administrative matters, including all cooperation between the club and UEFA. It is understood that the clubs will provide UEFA, free of charge, with the services, facilities and areas which are referred to in the present annex or are necessary for the implementation of UEFA's requirements pursuant to these regulations. The clubs will endeavour to provide UEFA and its appointed agency, free of charge, with the necessary office and storage facilities within the stadium.

The clubs undertake to give their full support in clearing any material imported and re-exported by UEFA or any of its partners or agencies.

## **5. LICENSING AND MERCHANDISING**

### **5.1. Tasks of the clubs**

The clubs will ensure optimum support in the implementation of the UEFA Champions League licensing programme.

### **5.2. Club approval**

Club involvement in specific licensing projects will always be subject to the prior approval of the respective club, and a contract drafted by UEFA will be submitted to the club for consideration and decision.

For licensing projects which encompass the whole competition, the participating clubs must make reasonable efforts to ensure their participation in such projects.

Details and requirements of the UEFA Champions League licensing programme are laid down in the UEFA Champions League *Club Manual*.

### **5.3. Final-related licensing**

Without prejudice to the terms of Annex VII, the clubs taking part in the final must not develop, produce or distribute any final-related product without the prior written approval of UEFA.

## **6. BREACHES OF THE PROVISIONS OF THE PRESENT ANNEX WILL BE REFERRED TO THE CONTROL AND DISCIPLINARY BODY.**

## **ANNEX VII: UEFA Champions League Club Media Rights Guidelines**

### **1. Introduction**

- 1.1. Central marketing is essential for solidarity and for the branding of UEFA Champions League. Accordingly, the main television rights (live and highlights) will continue to be centrally marketed by UEFA. The net income will be redistributed to clubs and invested in solidarity.
- 1.2. There is also a framework to allow the clubs to enhance their brands, especially through the exploitation of new media rights.
- 1.3. Therefore, following consultation between UEFA and the European Club Forum, UEFA has issued these Club Media Rights Guidelines outlining the rules for the exploitation of certain UEFA Champions League rights by clubs. These Club Media Rights Guidelines came into force for the first time for the season 2003/04.
- 1.4. The compliance of all parties will be essential to the overall success of the commercial exploitation system. If a club (or one of its partners) does not comply with the Club Media Rights Guidelines then disciplinary and/or economic sanctions (including withholding of prize / participation payments) will be taken against the club by the relevant UEFA body (in addition to any ordinary legal remedies that may be available).
- 1.5. There are five areas where certain media rights may be exploited by clubs: TV, radio, Internet, wireless, magnetic storage devices. All other rights shall be exploited exclusively by UEFA. For the avoidance of doubt, any sponsorship, suppliership or merchandising rights relating to the UEFA Champions League shall be exploited exclusively by UEFA.
- 1.6. Clubs may (subject to availability, compliance with notification deadlines and payment of any additional technical costs) use or grant commentary positions for live broadcasters, access to the "mixed zone" and/or access to press conferences. In the event that availability or access is limited, first priority will be UEFA's media partners, second priority will be the clubs and third priority (only for access to the "mixed zone" and access to press conferences) will be non-rights holders. On-site decisions regarding these issues will be made by the UEFA Venue Director. Other production rights (e.g. OB vans, cameras, studios etc.) will not be available.
- 1.7. UEFA will create a "video archive library" from which clubs can obtain the footage for the exploitation of the rights (subject to payment of "technical costs").
- 1.8. In addition, clubs may have access via UEFA to the "raw" television feed at a location determined by UEFA following good faith discussions between UEFA and the clubs (such location to be convenient to the relevant host broadcaster). Any additional technical costs will be at the club's expense. Requests for such access to the feed need to be submitted to UEFA in



accordance with notification deadlines. Technical video and audio specifications will be provided by UEFA at the start of the season. If necessary, UEFA will endeavour to assist the club in obtaining the feed (in particular, for away matches).

## **2. General Conditions (valid for all rights exploited by clubs and UEFA)**

- 2.1. All commercial contracts that a club (or any third party acting on behalf of the club) enters into with broadcasters, Internet service providers, mobile network operators or other partners providing for the exploitation of the specified UEFA Champions League rights must incorporate the Club Media Rights Guidelines, which must be binding on clubs and their partners. Clubs will be responsible and liable for compliance of their partners with the Club Media Rights Guidelines.
- 2.2. The maximum duration of the above contracts is three UEFA Champions League seasons (2006/07, 2007/08 and 2008/09), ending in any case at the latest on 30 June 2009.
- 2.3. Clubs may continue to exploit UEFA Champions League archive rights in perpetuity for their matches in previous UEFA Champions League seasons regardless of whether they are participating in the current UEFA Champions League season. In this case, the relevant club will complete a form undertaking to comply with the Club Media Rights Guidelines.
- 2.4. The clubs may not create a “competing product” to the UEFA Champions League product centrally marketed by UEFA. To this end the clubs may not “bundle” rights, nor shall they allow their agencies, broadcasters, Internet service providers, mobile network operators or other partners to “bundle” rights. Nor will UEFA, within the framework of the agreement with the European Commission, exploit rights dedicated to one single club (in order not to create a “competing product” to the club product).
- 2.5. All rights exploited by clubs must be club branded. All rights exploited by UEFA will be UEFA or UEFA Champions League branded.

Objective: two distinct products will be available to the public: one specific “club product” and another specific “UEFA – UEFA Champions League product”, for the benefit of everybody (fans, clubs, UEFA, broadcasters etc.).

Clubs may not use the UEFA Champions League logo, name, music, typography or trophy or any other UEFA Champions League designs, including images of the official ball, or graphics. Exceptions: (i) any on-screen graphics and on-screen credits included by the host broadcaster in the signal (excluding any opening and closing sequences); (ii) use of the name "UEFA Champions League" in a standard typography (not the UEFA Champions League typography) in a descriptive context to inform the consumer of the inclusion of UEFA Champions League content; and (iii) use of the trophy image within a picture of the winning club.

- 2.6. A club partner (e.g. broadcaster, mobile network operator or Internet service provider) may not present itself as a partner of the UEFA Champions League or otherwise associate itself with the UEFA Champions League. There should be no use by club partners of the UEFA Champions League name, logo, trophy or branding (other than use of the name in a purely editorial / descriptive context).
- 2.7. The economic value of the “core rights” (in particular the live TV rights) – as it is today – to be centrally exploited and then redistributed to the participating clubs and used for solidarity purposes should not be undermined by the individual exploitation of the UEFA Champions League rights by the clubs. The global exploitation scheme must therefore constantly be monitored in accordance with this principle and, if needed, amended. In other words, if market conditions change in a way that has an important impact on the revenues generated through central marketing, then the global exploitation scheme would be reviewed in order to ensure a similar “revenue pool” from the centrally exploited right for the benefit of all clubs and solidarity (see also New Media Rights section below).
- 2.8. All intellectual property rights in UEFA Champions League images and footage and in the name, logo, music, branding and materials of the UEFA Champions League are and remain the exclusive property of UEFA.
- 2.9. There should be no interference with the signal produced by UEFA's host broadcaster for the match, for example by adding, removing, editing or modifying any graphics, on-screen credits, branding, commercialisation etc.
- 2.10. Club partners will be subject to the same UEFA broadcasting regulations and guidelines as those imposed on UEFA's broadcast partners.
- 2.11. In order to have a global overview of the exploitation of UEFA Champions League rights, the clubs intending to exploit or exploiting any rights shall provide reasonable information to UEFA relating to such exploitation. UEFA will provide reasonable information to the clubs relating to UEFA's own exploitation.

### **3. TV Rights**

#### **A. Live TV Rights**

Clubs may exploit live TV rights (i.e. entire match live) of their home matches under the following conditions:

- 3.1. As from one week after the group stage draw in August of each year, and as from one week after each subsequent stage draw.
- 3.2. Only in the EU/EEA countries in which UEFA has not managed to sell the rights. These countries will be communicated by UEFA in due course.
- 3.3. Only once the UEFA broadcast partners have made their picks 1 to 4 (which are always centrally marketed by UEFA on an exclusive basis and will in principle include, for any given market, all matches of clubs from that

market). The live matches which may potentially become available for exploitation by the clubs are therefore picks 5 to 16 (per market per matchweek).

- 3.4. Only to Pay TV/PPV channels on a territorial basis.
- 3.5. No "bundling" of rights and no competing product to the UEFA Champions League product centrally marketed by UEFA.

Example:

Not allowed: individual matches are bundled together by or on behalf of two or more clubs to create a combined UEFA Champions League offering marketed to broadcasters.

Allowed: a Pay TV/PPV operator buys two 5-16 matches separately from two clubs and broadcasts both matches simultaneously live on different channels.

- 3.6. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League Partners).
- 3.7. Clubs choosing to exploit such rights are liable for the protection of the signal/ broadcast against piracy, misuse of the signal, overspill etc.
- 3.8. Any satellite broadcasts, uplinks or downlinks must be encrypted on a conditional access basis and there must be no cable distribution outside the relevant market.
- 3.9. Clubs may decide not to exploit such rights and inform UEFA accordingly before the beginning of the season.

#### **B. Delayed TV Rights and Archive Rights**

Clubs may exploit certain delayed TV rights (i.e. footage and/or entire match) and archive rights (i.e. right to exploit magnetic storage devices) of their home and away matches (worldwide, non-exclusive) under the following conditions:

- 3.10. As from Thursday midnight CET for delayed TV rights.
- 3.11. As from 48 hours after the final for archive rights (magnetic storage devices, i.e. VHS, DVD, CD-ROM).
- 3.12. The principles for delayed TV rights regarding "bundling" and maximum UEFA Champions League content vary depending on the nature of the programme:
  - a) UEFA Champions League Programme on Club Channel
    - Club channel (club branded and dedicated to the club)
    - Programme can be dedicated to UEFA Champions League (100% UEFA Champions League content)
    - For example, delayed match in full plus interviews, analysis etc.

- No third party sponsorship of or association with the programme (as that would automatically create a third party association with the UEFA Champions League).
- b) Club Magazine Programme
- Club branded and dedicated programme (e.g. "The Arsenal Hour")
  - For a city/regional broadcaster, the programme could be jointly branded with another Club from the city/region (e.g. "The Arsenal and Chelsea Hour" broadcast by a regional broadcaster for the London area)
  - The programme cannot contain only UEFA Champions League content (also national league or cup footage, friendly matches, training footage and/or interviews with players and coaches).
  - Maximum UEFA Champions League content: 50% over a season
  - The programme may be sponsored by a third party (but not in a way that creates an association with the UEFA Champions League)
- c) General Football / Sports Programme
- UEFA Champions League archive content used in a general football / sports programme that is not focused on a particular club or on the UEFA Champions League
  - Neither club branded nor UEFA/UEFA Champions League branded
  - The programme cannot contain only UEFA Champions League content
  - Maximum UEFA Champions League content: 30% over a season
  - Archive content: material from previous season backwards as of 48 hours after the UEFA Champions League Final
  - The programme may be sponsored by a third party (but not in a way that creates an association with the UEFA Champions League)
- 3.13. The principles for archive rights (i.e. magnetic storage devices) regarding "bundling" and maximum UEFA Champions League content are as follows:
- Club branded and dedicated programme (e.g. "Arsenal 2002/03")
  - The VHS, DVD etc. cannot contain only UEFA Champions League content (also national league or cup footage, friendly matches, training footage and/or interviews with players and coaches). Exception: a VHS, DVD etc. of the Final released by the winning club.
  - Maximum UEFA Champions League content: 50% (e.g. 30 minutes out of a one hour programme). Exception: a Final VHS, DVD etc. as described above (which may have 100% UEFA Champions League content)

- The magnetic storage devices shall be aimed at reproducing footage or full coverage (when authorised) of the UEFA Champions League matches associated with other editorial elements, e.g. video, text, etc to the exclusion of any non-editorial elements such as video games.
- The programme may be sponsored by a third party (but not in a way that creates an association with the UEFA Champions League e.g. programme sponsorship around the UEFA Champions League part of the programme). Exception: a Final VHS, DVD etc. as described above (which cannot have any sponsorship).

3.14. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League sponsors, broadcasters etc.).

Example:

Not allowed: "Manchester United in the UEFA Champions League is presented by Carlsberg".

Allowed: "Manchester United Weekly is presented by Carlsberg".

3.15. Clubs choosing to exploit such rights are liable for the protection of the signal / broadcast / content against piracy, misuse of the signal, overspill etc.

3.16. UEFA and the clubs have agreed that the delayed TV rights and archive rights described above may also be reciprocally exploited:

- a) in relation to each final of the European Champion Clubs' Cup 1956-1992 by the clubs that participated in that final (on a non-exclusive basis but under the conditions set out by this Section B ); and
- b) by UEFA in relation to all other matches of the European Champion Clubs' Cup 1956-1992 (on a non-exclusive basis).

If a club does not own the rights described in this section, it shall help UEFA to obtain from the rights holder a licence to exploit such rights.

Both UEFA and the clubs agree to help each other to source the relevant material.

#### **4. Radio Rights (including internet audio)**

4.1. UEFA may exploit non-exclusively the radio rights for UEFA Champions League (in respect of all matches). UEFA has granted non-exclusive license to all radio stations owned by UEFA Champions League rights-holding broadcasters. Clubs will be given the names of these stations at the beginning of the season. They may not charge any fee to these radio stations.

Clubs may exploit non-exclusively the radio rights for their respective home matches (except the final). No sub-licensing is allowed. On a season by season basis, clubs may grant non-exclusive radio rights for their respective

home matches to two domestic radio stations ("domestic radio stations"). Technical costs charged by the clubs to such radio stations must not exceed EUR 1,000 per match and the clubs may not charge them any other fee. In principle, one such domestic radio station shall have national coverage and one shall have local coverage.

On request, clubs must conclude reciprocity agreements with visiting clubs in order to grant two of their domestic radio stations radio rights for the match under the same conditions as the two aforementioned domestic radio stations of the home club.

All such domestic radio stations must be provided with appropriate technical facilities and commentary positions in the stadium.

If the clubs decide to grant radio rights to other stations in addition to the two aforementioned domestic radio stations, they may charge a fee to these additional stations and, if requested, conclude reciprocal agreements with visiting clubs.

As a general principle, clubs (and in particular the visiting club) have the right, free of charge, to audio report UEFA Champions League matches in which the club is participating within club branded services such as the club website.

- 4.2. In principle, no "bundling" of rights and no competing product to the UEFA Champions League.

Example: in this case, a "competing product" is a programme or package consisting of more than one UEFA Champions League match.

No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League sponsors, broadcasters etc.).

## **5. New Media Rights (internet and wireless)**

### **A. General**

- 5.1. Clubs will have the right to customise or edit the content made available and/or produced by UEFA.
- 5.2. UEFA has the sole right to market UEFA-Champions-League-specific new media products (which will be UEFA or UEFA Champions League branded).
- 5.3. Clubs have the sole right to market club-specific new media products (which will be club branded) for both home and away matches.
- 5.4. Clubs may not, either directly or indirectly, use content for the purpose of creating "competing" UEFA Champions League products. Club products may not feature UEFA Champions League matches in which the club is not participating.
- 5.5. Net income derived from new media rights sales by UEFA will be redistributed to clubs and invested in solidarity in accordance with Article 26.

- 5.6. The exploitation of new media products by clubs, either through the use of content and/or devices provided by UEFA or the use of the "raw" television feed, should be subject to the solidarity principle for the benefit of all clubs competing in the UEFA Champions League and European football. The precise application of this principle will be subject to an agreement between the clubs and UEFA, based on the joint evaluation of the market development, or to settlement by arbitration in the case of dispute.
- 5.7. However, for the seasons 2003/04, 2004/05, 2005/06, the clubs were exempted from the payment of the "solidarity fee". This exemption had the objective to help the clubs to build up a new range of services and to allow a fair evaluation of the market. Subject to paragraph 5.8, UEFA and the clubs have agreed that the exemption will be extended to cover the seasons 2006/2007, 2007/2008 and 2008/2009.
- 5.8. During each of the 2006/07, 2007/08 and 2008/09 seasons, UEFA and the clubs agree to cooperate and analyse the development of the exploitation of new media rights in order to ensure that the financial solidarity system of the UEFA Champions League is effectively safeguarded. Based on this analysis, UEFA and the clubs will establish whether the exemption referred to above will still be applicable to the coming season.
- 5.9. Exploitation of new media rights shall be conducted in a manner which effectively maintains the financial solidarity structure and brand identity of the UEFA Champions League.
- B. Internet Rights** (i.e. video images of UEFA Champions League via internet, of club home and away matches in the UEFA Champions League)
- Clubs and UEFA may exploit internet rights, either on their own website or by selling the rights to an internet service provider, under the following conditions:
- 5.10. As from midnight CET on matchday.
- 5.11. The 'product' that includes UEFA Champions League content must be a subscription service (i.e. not for free). A short promotional clip of not more than 30 seconds can be used only to promote the subscription service.
- 5.12. The product must be placed in a secure environment (subject to user registration) and be protected against piracy. Any club (or club internet service provider partner) failing to protect UEFA Champions League content will be required to remove the content.
- 5.13. With regard to "non-bundling rule" and "club branded" or "non-competing" product, a similar approach as for TV applies.

- a) on club website: clubs can do what they want (however only club branded products, ie. no other clubs)

Example:

Allowed: subscription to clips of all of Manchester United's domestic and European matches of the season (plus archive) on "manutd.com".

- b) if club sells to internet service providers: club branded programme: max 50% UEFA Champions League content over a season
- c) if club sells to internet service providers: non-club branded programme: max 30% UEFA Champions League content over a season

- 5.14. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League Partners).

Example:

Not allowed: Having sponsors or advertisers on the internet page where the UEFA Champions League product is offered or having sponsor/advertiser windows appearing before, during or after the screening of UEFA Champions League footage.

Example: Allowed: Sponsors or advertisers on the rest of the internet site (not in immediate proximity to UEFA Champions League material or content).

- 5.15. No quasi-video through the use of sequential still images until midnight after the match.

**C. Wireless Rights** (i.e. video images and still images (MMS) on mobile phones, of club home and away matches in the UEFA Champions League)

Clubs may exploit wireless rights by selling the rights to a mobile network operator under the following conditions:

- 5.16. Near live (e.g. a goal clip 30 seconds after it happened) (same for UEFA).
- 5.17. The product must be club branded and dedicated to that one club (e.g. only footage of matches involving that club).
- 5.18. The product cannot contain only UEFA Champions League content (but also national league or cup content, friendly matches, etc.). Maximum UEFA Champions League content: 30% over a season.

Example:

Allowed: subscription to clips of all of Manchester United's domestic and European matches of the season on your mobile phone.

- 5.19. No "bundling" (by clubs, agencies or mobile network operators).

Example: Not allowed: a product offering near live clips of more than one UEFA Champions League match per matchday or offering to subscribe to more than one club playing in the UEFA Champions League.



5.20. No “competing product” to the UEFA Champions League: in this case, a “competing product” is a product which creates a third party association between a mobile network operator and the UEFA Champions League by containing, of the total football in the product, more than 30% UEFA Champions League content.

Example:

Not allowed: a product offering only near live clips of clubs in the UEFA Champions League (to the exclusion of other competitions) during a season.

5.21. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League Partners).

Example:

Not allowed: any sponsorship or advertising connected to clips e.g. "Vodafone brings to you the UEFA Champions League matches of Manchester United".

Allowed: "Vodafone brings to you all of Manchester United's domestic and European matches of the season."

5.22. Wireless products definition:

- Near live video clips: a maximum of one 30 seconds video clip broadcast non-live (with a 30 seconds delay as a minimum) per 10 minutes of match. The 10 minutes delay between two video clips could be less if the event covered is a goal.
- Still images based on photo slide shows on mobile phones (MMS): Still images or slide shows taken out of one minute of match per 10 minutes of the match. The 10 minute delay between two slide shows could be less if the event covered is a goal.

### ANNEX VIII: Locally trained players

Possible combinations to comply with the List A requirements (as defined in Article 17):

	TOTAL LIST A (potential)	"FREE" PLAYERS	CLUB TRAINED	ASSOCIATION TRAINED	TOTAL LIST A (effective)
1	25	17	8	0	25
2	25	17	7	1	25
3	25	17	7	0	24
4	25	17	6	2	25
5	25	17	6	1	24
6	25	17	6	0	23
7	25	17	5	3	25
8	25	17	5	2	24
9	25	17	5	1	23
10	25	17	5	0	22
11	25	17	4	4	25
12	25	17	4	3	24
13	25	17	4	2	23
14	25	17	4	1	22
15	25	17	4	0	21
16	25	17	3	4	24
17	25	17	3	3	23

	<b>TOTAL LIST A (potential)</b>	<b>"FREE" PLAYERS</b>	<b>CLUB TRAINED</b>	<b>ASSOCIATION TRAINED</b>	<b>TOTAL LIST A (effective)</b>
18	25	17	3	2	22
19	25	17	3	1	21
20	25	17	3	0	20
21	25	17	2	4	23
22	25	17	2	3	22
23	25	17	2	2	21
24	25	17	2	1	20
25	25	17	2	0	19
26	25	17	1	4	22
27	25	17	1	3	21
28	25	17	1	2	20
29	25	17	1	1	19
30	25	17	1	0	18
31	25	17	0	4	21
32	25	17	0	3	20
33	25	17	0	2	19
34	25	17	0	1	18
35	25	17	0	0	17

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