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UEFA Europa League 2009-12 media rights deals announced in Spain

Telecinco and Canal Satelite Digital (Digital+) awarded UEFA Europa League media rights

UEFA has today announced that it has concluded deals with two leading Spanish broadcasters for the 2009-12 UEFA Europa League media rights.

Free-to-air commercial broadcaster Telecinco has secured a package of rights which include the exclusive broadcast of the first choice live match (including the Final) every matchweek as well as a dedicated weekly highlights programme featuring the best of the action from the competition.

The packages of rights won by Canal Satelite Digital will enable the broadcaster to deliver extensive coverage of the competition in its new format. Canal Satelite Digital has won the rights to broadcast the remaining live matches as well as a highlights programme every matchweek and delayed match coverage. These rights will be exploited across Digital+ various pay channels.

Each broadcaster will exploit the rights on the Internet on www.telecinco.es and www.plus.es.

Commenting on the award of rights in Spain, UEFA General Secretary David Taylor said:

“We are delighted to announce these exciting deals with Telecinco and Canal Satelite Digital in Spain.

“In recent years, Spanish sides have performed impressively in the competition, providing the eventual winners 3 times in the last 5 seasons and an all Spanish final in 2006-7 between Sevilla FC and RCD Espanyol. These partnerships represent fantastic news for Spanish fans because they ensure excellent exposure and quality coverage of Spanish clubs in the competition.

“We are excited at the prospect of working with a new broadcast partner in the form of Telecinco and, at the same time, we welcome the opportunity to renew our existing relationship with Canal Satelite Digital.”

TEAM Marketing AG is the exclusive marketing agent of UEFA for the UEFA Europa League as well as the UEFA Champions League and the UEFA Super Cup.

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