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UEFA European Under-21 Championship 2009 media rights sales launched

UEFA has now launched the sales process for the media rights of the UEFA European Under-21 Championship 2009 which will be staged in Sweden from 15 June to 29 June 2009.

Since the first edition more than thirty years ago, the competition has provided the showcase for football's finest young stars to display their emerging talents as they complete their transition from youth football to the full international stage. Those who have made this journey during the history of the competition include some of the true greats of European football – Ballack, Zidane, Figo, Raúl, Del Piero and Lampard to name just a few.

The UEFA European Under-21 Championship is now firmly established as one of the highlights of the international football calendar. The 2007 final tournament was watched by more than 75 million viewers in more than 150 countries. The growing success of the competition in recent years means that it delivers strong audience figures both in Europe and worldwide.

The UEFA European Under-21 Championship 2009 will be played in four cities in the south-west of Sweden: Göteborg, Halmstad, Malmö and Helsingborg. The host nation Sweden will be joined by the teams that have qualified through play-off matches – Belarus, England, Finland, Germany, Italy, Serbia and Spain.

The final tournament comprises a total of 15 matches to which bidders are being offered the exclusive live rights. Other rights on offer include delayed matches and highlights. The successful bidder for the rights in each territory will be entitled to transmit the programmes on television, via the Internet and on mobile devices.

The full match schedule including kick-off times will be published during the week following the draw which will be held in Göteborg on 3 December 2008.

The global sales process will be conducted on a market-by-market by T.E.A.M. Marketing AG, the exclusive marketing agent of UEFA for the media rights sales of the competition. Interested parties are kindly requested to contact T.E.A.M. Marketing by email at U21sales@team.ch.



Contracts signed

Europe

Country(ies)	Contracting parties
Germany	ZDF
Italy	RAI
Serbia	Serbian Broadcasting Corporation - RTS
Sweden	TV4 AB

Ex-Europe

Country(ies)	Contracting parties
China	CCTV Sports Promotion Ltd Corp.