



Union des associations européennes de football



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## ***UEFA EURO 2012™ and UEFA EURO 2016™ media rights deals in the Middle East and North Africa***

### ***Al Jazeera Sport awarded rights for UEFA EURO 2012 and 2016™***

UEFA announced today that it has awarded the UEFA EURO 2012™ and UEFA EURO 2016™ media rights in the Middle East and North Africa to Al Jazeera Sport.

Al Jazeera Sport is a long term partner of UEFA for national team competitions in the Middle East and North Africa. They have been broadcasting the UEFA European Football Championship since 2004 and have a proven track record of high quality production and programming. They currently also exploit the media rights for the UEFA Champions League and the UEFA Europa League for the period 2009-12.

Al Jazeera Sport is committed to providing strong and extensive coverage on its pay platform which will deliver UEFA EURO 2012™ and UEFA EURO 2016™ to football fans throughout the Middle East and North Africa. In addition, Al Jazeera Sport will provide delayed coverage of the competition on its free-to-air sports channel. The platform neutral approach undertaken by UEFA means that Al Jazeera Sport has also been granted internet and mobile exploitation for all matches.

Commenting on the award of rights in the region, UEFA said:

“UEFA is delighted to further extend its successful partnership with Al Jazeera Sport in the Middle East and North Africa.

“Al Jazeera Sport is a reliable partner whose high production standards will help promote football in the region and we are looking forward to continuing our long-standing collaboration with them in order to further enhance the football fans’ EURO viewing experience.”

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