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# Commercial Regulations governing the European Qualifiers, UEFA Nations League and friendly matches

2018/22

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## **Preamble**

Each of the UEFA member associations (hereinafter “Associations”), pursuant to individual declarations (hereinafter “Declarations”), agree to UEFA centralising the marketing of certain commercial rights in respect of the following competitions and matches: (i) the qualifying competitions of the UEFA European Football Championship and the FIFA World Cup (including play-off matches); (ii) the UEFA Nations League (including the Final Four); and (iii) the friendly matches of the Associations’ men’s national “A” representative teams.

Further, the Fédération Internationale de Football Association (FIFA) has authorised and approved such centralisation by UEFA for the purposes of the qualifying matches of the FIFA World Cup in accordance with section 2.2 of the *2022 FIFA World Cup Preliminary Competition Media and Marketing Regulations*.

The following regulations have been adopted on the basis of Articles 23(1), 49(2)(a) and 50(1) of the *UEFA Statutes* (2014 edition).

## **I General provisions**

### **Article 1**

#### **Scope of application**

1.01 The present regulations govern the rights, duties and responsibilities of all parties regarding the commercial rights to: (i) the matches of the qualifying competitions of UEFA EURO 2020 and the 2022 FIFA World Cup (including play-off matches) (“European Qualifiers”); (ii) the matches of the UEFA Nations League 2018/19 and 2020/21 (which shall, unless expressly stated otherwise, include in each instance the Final Four) (“Nations League”); and (iii) each of the friendly matches of the Associations’ men’s national “A” representative teams scheduled to be played between July 2018 and June 2022 (such dates to be adjusted if required due to the final scheduling of the 2022 FIFA World Cup final tournament) (“Friendly Matches”), all in accordance with the Declarations.

## **II Qualification systems and match schedules**

### **Article 2**

#### **European Qualifiers**

2.01 UEFA shall be responsible, in respect of the 2020 UEFA European Football Championship and the 2022 FIFA World Cup, for determining:

- a) the qualification systems including format, seeding, group formation, match system and duration of the qualifying competitions; and
- b) the match schedules including dates, kick-off times and (following proposals from the relevant association) venues.

### **UEFA Nations League**

- 2.02 UEFA shall be responsible, in respect of the Nations League, for determining:
- a) the formats, seeding, group formation, match system and duration of the competitions, and
  - b) the match schedules including dates, kick-off times and (following proposals from the relevant association) venues.

### **Friendly Matches**

- 2.03 Further UEFA shall be entitled to determine the Friendly Matches, including dates, kick-off times, venues (following proposals from the relevant association) and opponents (following consultation with the relevant associations), to be played by the Associations.

## **Article 3**

### **Host association**

- 3.01 The association in the territory of which a European Qualifiers match, a Nations League match (excluding the Final Four matches) and/or a Friendly Match is being staged is considered the host association.

## **III Exploitation of commercial rights**

### **Article 4**

#### **Definitions**

- 4.01 For the purposes of these regulations, the following terms shall have the following meanings:
- a) “Association imagery” means, in relation to any participating Association, that Association’s (and its team’s) name, nickname, symbols, emblems, logos, marks, designations, shirts and other kit colours and designs (with or without any references to the shirt manufacturers);
  - b) “data rights” means the right to compile and exploit statistics and other data;
  - c) “host broadcaster” means UEFA and/or any host broadcaster appointed by or on behalf of UEFA (including without limitation UEFA official broadcast partners), responsible among other things for the multilateral production of television and media promotion and coverage of the relevant match(es). For the purposes of these regulations, references to “international media”, “media representatives” and other similar references include host broadcaster within their meaning;
  - d) “marketing rights” means the right to exploit by any and all means and in any and all media whether now known or devised in the future any types of advertising (including without limitation electronic and virtual advertising), promotion (including without limitation ticket promotions), endorsement,

public relations, marketing, merchandising, licensing, franchising, sponsorship, hospitality, concessions, travel and tourism, publishing, retailing, and all other commercial association rights and opportunities that are not media rights, promotional rights or data rights;

- e) “media rights” means the right to create, distribute and transmit on a linear and/or on demand basis for reception at any time (including without limitation on a live and/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), audiovisual, visual and/or audio coverage of any and all matches and all associated and/or related rights, including fixed-media rights; and
- f) “promotional rights” means the right to promote the European Qualifiers, Nations League and/or UEFA’s non-commercial campaigns (e.g. Respect) at any and all matches.

## **Article 5**

### **Media rights**

- 5.01 Subject to Article 5.04, UEFA is entitled to exploit all media rights in relation to each of: (i) the European Qualifiers; (ii) the Nations League; and (iii) Friendly Matches. For the avoidance of doubt, UEFA owns and has the sole right, to the exclusion of the Associations and any other party, to exploit all the media rights to the Final Four.
- 5.02 The host association of each match must ensure that UEFA and any host broadcaster are granted full and unrestricted access and accreditation free of charge. Each association, including its team and officials (in particular its press officers), is required to cooperate to the fullest extent possible to facilitate the operations of UEFA and the host broadcaster, including in respect of access to and the obtaining of consents from players, coaches and other team officials for the purposes of interviews, in order to best promote the relevant match and/or competition of which it may form a part.
- 5.03 The Associations and UEFA shall cooperate in taking legal and other measures to prohibit, prevent and stop any unauthorised exploitation of any media rights to each and any of the competitions and/or matches and to protect such rights.
- 5.04 The Associations may exploit certain media rights in accordance with the *Media Rights Guidelines* as set out in Annex III.
- 5.05 In addition and without prejudice to the *Media Rights Guidelines*, the Associations are entitled to use the footage of their own matches for the Associations’ own non-commercial purposes, such as their own internal training purposes. The licence granted by UEFA in respect of all such footage is strictly limited to the above uses. The Associations are responsible for any additional necessary rights or third party clearances required in relation to any such uses.

- 5.06 All agreements entered into by Associations relating to the exploitation of media rights to any match must include (as an integral part thereof), and be subject to, Article 48 of the *UEFA Statutes* and the regulations governing its implementation. Furthermore, any such agreement must stipulate that if any amendment is made to such article and/or regulations, then the agreement must be amended as necessary to conform with the relevant amendment within 30 days of the new article and/or regulations coming into force.

## **Article 6**

### **Media matters**

- 6.01 The Associations shall comply with their obligations with regard to broadcasters and media matters as set out in Annex I (Media Matters).

## **Article 7**

### **Marketing rights**

#### **European Qualifiers**

- 7.01 The host association of any European Qualifiers match is entitled to exploit the marketing rights in relation to such a match, save in respect of pitchside advertising board rights available in the event of a so-called double production, which UEFA is entitled to exploit.
- 7.02 Notwithstanding Article 7.01, certain host associations have requested that UEFA exploit certain marketing rights for their European Qualifiers matches in accordance with their respective Declarations.
- 7.03 No Association may participate in or allow any third party to use any rights granted by the Association in any aggregation of marketing rights in any way that would permit a third party to create any association whatsoever with the European Qualifiers in whole or in part. As a result, any grant by an Association of marketing rights must be conditional upon the grantee and other third parties not exploiting the relevant rights in such a manner. By way of example, Associations may not create, or permit a third party to use rights granted by them to create a commercial programme for pitchside advertising boards that is promoted as an official or dedicated programme of the European Qualifiers in whole or in part.
- 7.04 The Associations and UEFA shall cooperate in taking legal and other measures to prohibit, prevent and stop any unauthorised exploitation of any marketing rights to the European Qualifiers and to protect such rights.
- 7.05 Reasonable information relating to the exploitation of marketing rights to any European Qualifiers match must be presented to the UEFA administration upon request and on a confidential basis.
- 7.06 Associations may not use or authorise any third party to use any of the registered or unregistered European Qualifiers trademarks or any graphic material or artistic forms developed in connection with the European Qualifiers

in programmes, promotions, publications or advertising or otherwise without the prior written consent of UEFA. Further, Associations may not develop, use, register, adopt or create any mark, logo, or symbol which refers to the European Qualifiers or which, in UEFA's reasonable opinion, is confusingly similar to, is a colourable imitation of, is a derivation of, or unfairly competes with such trademarks, materials or forms.

- 7.07 Each Association must correctly identify the European Qualifiers in its official publications, promotional materials and on tickets, using the term "European Qualifiers" or any other term as defined and communicated by UEFA.

### **Nations League**

- 7.08 The host association of any Nations League (excluding the Final Four) match is entitled to exploit the marketing rights in relation to such a match, save in respect of pitchside advertising board rights available in the event of a so-called double production which must, upon request by the relevant visiting Association, be made available to it without charge.
- 7.09 No Association may participate in or allow any third party to use any rights granted by the Association in any aggregation of marketing rights in any way that would permit a third party to create any association whatsoever with the Nations League in whole or in part. As a result, any grant by an Association of marketing rights must be conditional upon the grantee and other third parties not exploiting the relevant rights in such a manner. By way of example, Associations may not create, or permit a third party to use rights granted by them to create a commercial programme for pitchside advertising boards that is promoted as an official or dedicated programme of the Nations League in whole or in part.
- 7.10 The Associations and UEFA shall cooperate in taking legal and other measures to prohibit, prevent and stop any unauthorised exploitation of any marketing rights to the Nations League (excluding the Final Four) and to protect such rights.
- 7.11 Reasonable information relating to the exploitation of marketing rights to any Nations League (excluding the Final Four) match must be presented to the UEFA administration upon request and on a confidential basis.
- 7.12 Associations may not use or authorise any third party to use any of the registered or unregistered Nations League trademarks or any graphic material or artistic forms developed in connection with the Nations League in programmes, promotions, publications or advertising or otherwise without the prior written consent of UEFA. Further, Associations may not develop, use, register, adopt or create any mark, logo, or symbol which refers to the Nations League or which, in UEFA's reasonable opinion, is confusingly similar to, is a colourable imitation of, is a derivation of, or unfairly competes with such trademarks, materials or forms.

- 7.13 Each Association must correctly identify the Nations League in its official publications, promotional materials and on tickets, using the term “UEFA Nations League” or any other term as defined and communicated by UEFA.

#### **Final Four**

- 7.14 UEFA owns and has the sole right, to the exclusion of the Associations and any other party, to exploit all the marketing rights to the Final Four.
- 7.15 No Association may use or exploit, directly or indirectly, any marketing rights to the Final Four without the express prior written agreement of UEFA and subject to such conditions as UEFA may require. Each Association must ensure that its partners, commercial or otherwise, do not use or otherwise exploit directly or indirectly any marketing rights to the Final Four without UEFA’s express prior written agreement, which may be granted or withheld at its sole discretion.
- 7.16 The Associations and UEFA shall cooperate in taking legal and other measures to prohibit, prevent and stop any unauthorised exploitation of any marketing rights to the Final Four and to protect such rights.
- 7.17 Associations may not use or authorise any third party to use any of the registered or unregistered Final Four trademarks or any graphic material or artistic forms developed in connection with the Final Four in programmes, promotions, publications or advertising or otherwise without the express prior written agreement of UEFA. Further, Associations may not develop, use, register, adopt or create any mark, logo, or symbol which refers to the Final Four or which, in UEFA’s reasonable opinion, is confusingly similar to, is a colourable imitation of, is a derivation of, or unfairly competes with such trademarks, materials or forms.
- 7.18 Each Association must correctly identify the Final Four in its official publications, promotional materials and on tickets, using the term “UEFA Nations League Final Four” or any other term as defined and communicated by UEFA.

#### **Friendly Matches**

- 7.19 The Associations are entitled to exploit the marketing rights in relation to their Friendly Matches, save in respect of pitchside advertising board rights available in the event of a so-called double production which must, upon request by the relevant visiting association, be made available to it without charge.

## Article 8

### Promotional rights

#### European Qualifiers and Nations League

- 8.01 Each host association grants UEFA the following promotional rights in relation to each match of the European Qualifiers and Nations League (excluding the Final Four) free of charge to UEFA:
- a) the right to advertise on 20% of pitchside advertising boards (with proportionate space on interview and press conference backdrops) including without limitation the pitchside centre advertising board (at least nineteen metres long), aligned with the centre circle and to be positioned either, in case of a single television production, opposite the main television camera configuration (within the full, unobstructed view of the television cameras) or, in case of a so-called double production, on both touchlines of the pitch, and/or if the host association chooses to install a panel rotation system, LED system, virtual or comparable, non-static advertising board system during any match, the right to use on a static basis the pitchside centre advertising board(s) and, in respect of the remainder, use along the entire advertising board system installed in the stadium the same proportion of advertising space/exposure (i.e. advertising real time) as such board represents in a static system (which must be at least three minutes per half);
  - b) the right to brand the fourth official's time/substitution boards;
  - c) the right to brand the substitutes' benches and players' tunnel;
  - d) the right to an aggregate of one minute of exposure on any giant screen and in-stadium television system either in the fifteen minute period prior to kick-off or during half-time;
  - e) the right to one full-page non-commercial colour advertisement in any official match programme;
  - f) the right to have non-commercial flags displayed at all matches including in front of the lined up teams during the national anthem ceremony preceding each match;
  - g) the right to have a "line up arch" or similar structure for player entrance purposes; and
  - h) the right to have any music, song or anthem played in the stadium as the players walk out onto the pitch for the national anthem ceremony.
- 8.02 If any of the rights set out in Article 8.01 above are not available for any match, then the relevant host association shall grant UEFA other reasonably comparable in-stadium advertising opportunities as approved by UEFA.
- 8.03 UEFA (at its cost) will supply each host association in due time with the materials required to exercise the rights set out in Article 8.01. The host associations are responsible (at their cost) for installing the relevant materials

and otherwise implementing such rights in accordance with UEFA's guidelines and/or instructions.

- 8.04 UEFA shall have the non-exclusive right to use and/or authorise others to use free of charge the Associations' imagery for:
- a) the staging and organising of the European Qualifiers and Nations League;
  - b) promotional purposes related to the European Qualifiers, Nations League and Friendly Matches; and/or
  - c) editorial purposes (including on/for UEFA's digital services).

On request, the Associations 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 promotional rights in accordance with this Article.

This Article 8.04 does not relate to the imagery of any Association's players, coaches or officials.

- 8.05 UEFA may not use any promotional rights for any commercial purpose other than for the purpose of identifying and/or promoting the European Qualifiers, Nations League, Final Four and/or Friendly Matches, including any aspect of its activities in relation to them (e.g. the URL of UEFA's website(s) or sections thereof relating to the relevant competition or matches), applicable final tournament and/or UEFA's non-commercial promotional campaigns (e.g. the 'Respect' campaign).
- 8.06 UEFA may issue guidelines and/or instructions concerning the delivery of the promotional rights by the host associations.

#### **Final Four**

- 8.07 UEFA owns and has the sole right, to the exclusion of the Associations and any other party, to exploit all the promotional rights to the Final Four.

### **Article 9**

#### **Data rights**

- 9.01 UEFA is entitled to exploit all data rights in relation to the European Qualifiers, Nations League and Friendly Matches such rights being exclusive on a live 'in-match' basis in relation to the European Qualifiers and Nations League. UEFA owns and has the sole right, to the exclusion of the Associations and any other party, to exploit all the data rights in relation to the matches of the Final Four. All rights to any data and statistics collected by UEFA (including databases in which such data is stored) in relation to the matches of and players' participation in the European Qualifiers, Nations League, Final Four and Friendly Matches are the sole and exclusive property of UEFA
- 9.02 UEFA shall appoint a UEFA venue data coordinator for each match to register all major events such as goals, bookings and substitutions during the match. The host association of each match must ensure that UEFA is granted free of charge access and accreditation for one UEFA venue data coordinator and two

UEFA editorial personnel to the press box, together with working space and facilities (including desk, seating and dedicated broadband internet access). The UEFA venue data coordinator must also be provided with accreditation and access to the referee before and after the match in order to enable UEFA's live data gathering and official data validation programme to operate.

- 9.03 In relation to the European Qualifiers and Nations League (excluding the Final Four), the Associations may collect and compile data relating to their matches and may:
- a) use such data for their own internal training purposes;
  - b) publish such data on any giant screen in the stadium during the match; and
  - c) following the conclusion of each match, exploit such data such as by publishing it on their official platforms and/or licensing others to exploit such data.

Associations must ensure that their official platforms and/or licensed third parties do not sell any form of sponsorship that directly and/or indirectly associates a product, service, person or brand with any or all of the European Qualifiers, Nations League and/or the Final Four.

- 9.04 Further, in relation to the European Qualifiers and Nations League (excluding the Final Four), save in relation to the collection of data by the Associations' own personnel for sporting purposes only, the Associations shall ensure that no tickets or accreditation may otherwise be used by anyone in order to gain access to a venue for the purposes of collecting or gathering data, and such activities are expressly prohibited save in respect of bona fide news reporting by accredited media outlets.
- 9.05 In respect of the Friendly Matches, the Associations shall be free to exploit all data rights in relation to such matches without restriction (subject only to UEFA's rights set out in Article 9.01).

## **Article 10**

### **Balls**

- 10.01 In respect of the European Qualifiers and the Nations League, each host association shall use the relevant official match ball designated by UEFA in all such matches.
- 10.02 In relation to the Friendly Matches, the host association shall provide the match ball which must comply with the *Laws of the Game* as well as with Article 65 of the *UEFA Kit Regulations*.

## **Article 11**

### **Tickets**

11.01 Upon reasonable notice from UEFA (of no less than 30 days prior to a match), the Associations shall provide for every match of the European Qualifiers, Nations League (excluding the Final Four) and Friendly Matches:

- a) 30 complimentary tickets (including hospitality) to the VIP area for use by UEFA and its 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 (and hospitality) in the highest category. Upon request, Associations must locate up to 4 of UEFA's VIP ticket-holders in the best possible seats next to the UEFA match delegate and/or the Association's highest level executives (for example, the president or general secretary);
- b) 30 complimentary tickets in the highest category (i.e. category 1), in one block, in a section located between the two 16 metre lines for use by UEFA and its partners; and
- c) the opportunity for UEFA's partners to acquire, at face value, 30 retail tickets, in the next highest category (i.e. category 2) also situated in one block and in a central section (i.e. not behind the goal).

For the avoidance of doubt, UEFA may not use, nor allow any of its partners to use, any such tickets for the purposes of ticket promotions.

11.02 In addition to the tickets to be provided in accordance with Article 11.01, for every match of the European Qualifiers where UEFA has been requested by the host association to exploit certain marketing rights (as contemplated by Article 7.02), each such host association shall provide:

- a) an additional 30 complimentary tickets (including hospitality) to the VIP area for use by UEFA's 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 (and hospitality) in the highest category; and
- b) an additional 60 complimentary tickets in the highest category (i.e. category 1) in one block, in a section located between the two 16 metre lines for use by UEFA's partners.

These tickets may be used by UEFA's partners for commercial purposes in direct association with the European Qualifiers but, for the avoidance of doubt, not in direct association with the host association.

11.03 All tickets for matches of the Final Four shall be sold and made available by UEFA.

## **Article 12**

### **Floodlights**

- 12.01 Detailed requirements regarding floodlights shall be addressed in the relevant regulations and/or guidelines.

## **Article 13**

### **Cooperation**

- 13.01 The Associations undertake to work in close cooperation with UEFA. Each Association must appoint a liaison officer, who will be responsible for all cooperation between the Association and UEFA. It is understood that the Associations will provide UEFA, free of charge and to the extent available, with the services, facilities and areas which are referred to in these regulations or are necessary for the implementation of UEFA's requirements pursuant to these regulations. Further, the Associations will endeavour to provide UEFA, free of charge and to the extent available, with the necessary office and storage facilities within the stadium. The Associations undertake to give their full support in clearing any material imported and re-exported by UEFA or any of its partners or agencies.

## **IV Financial Provisions**

### **Article 14**

- 14.01 Each Association's current account at UEFA shall be credited with the relevant amount as specified in euros in its Declaration, in five instalments on the following dates: 15 August 2018, 15 August 2019, 15 August 2020, 15 August 2021 and 15 August 2022.
- 14.02 UEFA shall issue a circular letter at the beginning of season 2021/2022 indicating any additional amounts available for distribution to the Associations, such as by way of any market pool.

### **Article 15**

#### **Duties and responsibilities of Associations**

- 15.01 All Associations agree to indemnify, defend and hold UEFA and its subsidiaries and all of their officers, directors, employees, representatives, agents and other auxiliary persons free and harmless against any and all liabilities, obligations, losses, damages, penalties, claims, actions, fines and expenses (including reasonable legal expenses) of whatsoever kind or nature resulting from any non-compliance by the Association or any of its players, officials, employees, representatives or agents with these regulations.
- 15.02 Associations must obtain all necessary third party rights and consents that are required in order for them to comply with these regulations and, upon request, must supply UEFA free of charge with the necessary documentation (including,

without limitation, any third party consents) required to allow UEFA to use and exploit its rights under these regulations.

- 15.03 The Associations may only exploit the rights authorised by these regulations in compliance with relevant laws and regulations.
- 15.04 All contracts that an Association (or any third party acting on behalf of an Association) enters into in respect of any rights authorised by these regulations must expire on 30 June 2022 at the latest or contain a clause allowing the Association to terminate any such contract (or be able to release its rights) as of this date.

## **V Disclaimer**

### **Article 16**

- 16.01 UEFA declines all responsibility in the event of conflicts arising from contracts between an Association or any of its players, officials, employees, representatives or agents and any third party on account of the provisions of these regulations and such persons' obligations thereunder.

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

### **Article 17**

- 17.01 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.

## **VII Unforeseen Circumstances**

### **Article 18**

- 18.01 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.

## **VIII Closing Provisions**

### **Article 19**

- 19.01 The UEFA administration is entrusted with the operational management and/or co-ordination of the European Qualifiers, Nations League and Friendly Matches and is therefore entitled to take the decisions and adopt the detailed provisions necessary to implement the present regulations including, in exceptional circumstances, by agreeing any necessary dispensations to their application.

- 19.02 UEFA may appoint third parties to act as brokers or agents on its behalf and/or as service providers in the exploitation of some or all of the media rights, marketing rights (to the extent applicable), promotional rights and/or data rights.
- 19.03 All annexes form an integral part of these regulations.
- 19.04 Any breach of these regulations may be penalised by UEFA in accordance with the *UEFA Disciplinary Regulations*.
- 19.05 If there is any discrepancy in the interpretation of the English, French or German versions of these regulations, the English version prevails.
- 19.06 These regulations were adopted by the UEFA Executive Committee at its meeting on 22 March 2015 and come into force immediately.

For the UEFA Executive Committee:

Michel Platini  
President

Gianni Infantino  
General Secretary

Vienna, 22 March 2015

## **ANNEX I - MEDIA MATTERS**

### **1. General**

UEFA is entitled to control (in consultation with the relevant host association) media access to the match stadium and may deny access to any unauthorised member of the media irrespective of whether they are a rights holder.

### **2. Media requirements**

The following sets out the minimum media related requirements for matches of the European Qualifiers, matches of the Nations League (excluding Final Four) and Friendly Matches. In relation to specific matches, UEFA may require either enhanced or reduced media/production requirements where warranted by the relevant fixture.

#### **2.1. Promotional Information**

Each Association must, at UEFA's request, (i) provide UEFA, free of charge, with information and imagery regarding the national association and/or national team 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 for promotional purposes.

#### **2.2. Association press officer**

Each Association must appoint a dedicated English-speaking press officer to coordinate cooperation between the associations, UEFA and the media in accordance with these regulations. The Association press officer must ensure that the media facilities and services provided by the Association meet the required standards. The Association press officer is also responsible for assisting UEFA in compiling editorial features in text or electronic format to help promote the European Qualifiers, Nations League and Friendly Matches, and for providing information on team schedules and news. The Association press officer must be present at all home and away matches 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 (if appointed).

The visiting association's press officer must send a full list of accreditation requests to the host association's press officer, at least four days before the match. The Association press officer must also ensure that all accreditation requests come from bona fide media representatives.

#### **2.3. Pre-match press conferences**

Each Association must hold a pre-match press conference the day before each match. The two press conferences must be arranged by the two Associations and UEFA together, so that the media can attend both. Press conferences must start between 12.00 and 20.00 local time. Exceptions to these timings must be agreed in advance by UEFA. In principle, press conferences shall be staged in

the stadium in which the match is to be played, unless an alternative location is agreed in advance with UEFA. Each press conference must be attended by the head coach of the team plus one or, preferably, two players. If the head coach is suspended for the match, associations have the option of replacing him at the pre-match press conference with the assistant coach who will replace him for the match. The host association is responsible for providing the necessary technical infrastructure and services at pre-match press conferences at the match stadium, as well as a qualified interpreter with a strong knowledge of football. If the press conferences are held in a location other than the match stadium, each Association is responsible for providing the necessary technical infrastructure and services, including a qualified interpreter, at its chosen venue. Wherever possible, simultaneous interpreting facilities must be offered. Press conferences may be broadcast live regardless of location and Associations must provide facilities for such live broadcasts, including cable routes and parking for TV vehicles. If an Association organises additional pre-match media activities, such as a mixed zone, such activities may supplement but not replace the pre-match press conference.

#### **2.4. Training sessions**

Associations must make their training session on the day before the match open to the media for at least 15 minutes in accordance with the schedule agreed in advance with UEFA. The two training sessions must be arranged by the two Associations and UEFA together, so that the media can attend both. In principle, both Associations shall hold their official training sessions in the stadium where the match will take place on the day before the match, unless otherwise agreed in advance with UEFA. Should an Association decide to open its training session for only 15 minutes and if its own official NA platform crew wishes to attend the entire session, then an ENG crew from both (i) the host broadcaster and (ii) the main visiting broadcaster must be given the same opportunity. This applies for both home and away matches.

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

If an Association does not hold a full training session on the day before the match, alternative arrangements must be made in agreement with UEFA to provide the media with access to a minimum of 15 minutes of the team's preparation. This could include walk-arounds at the stadium. Training sessions on the day before the match may be broadcast live regardless of location and the Associations must provide facilities for such live broadcasts, including cable routes and parking for TV vehicles.

## **2.5. Media facilities**

Associations must provide appropriate media facilities in relation to each match, which may include those identified below. Specific requirements may be further specified by UEFA.

An adequate number of covered seats must be made available for the written press in a separate and secure area centrally located in the main or opposite stand, with a clear and unobstructed view of the whole pitch. All seats with desks must be equipped with a power supply and internet connection (cabled or Wi-Fi), with desks large enough to accommodate a laptop computer and notepad. In addition, seats without desks must be made available to the media.

Non-rights holders may, if space permits, be allocated seats without desks. On entering the stadium, cameras and any other recording or broadcasting equipment belonging to audiovisual non-rights holders must be deposited in a secure location. Such equipment may only be retrieved after the end of the match.

A working area with desks, power supply and cabled or Wi-Fi internet connections must also be provided for the media. Internet connections for media must be dedicated networks and be provided free of charge.

## **2.6. Interviews and pitchside presentations**

Associations must make their head coach and one player available the day before each match for a short interview with both the host broadcaster and the main visiting broadcaster.

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 and in locations pre-determined by UEFA in consultation with the host association.

The head coach or a senior representative of the Association must be available before the match for a short interview with the main audiovisual rights holder from their country. This interview shall finish before the end of the pre-match warm-up.

Interviews are allowed with players before the match but no later than the start of the warm-up and subject to their agreement.

A half-time interview may be conducted with the head coach or assistant coach, subject to their agreement.

Post-match super-flash interviews are conducted after the match in a designated area located next to or on the pitch, or between the pitch and the dressing rooms. The Associations must make available the head coach or a key player (i.e. a player who had a decisive influence on the result) for a minimum of one super-flash interview with the main audiovisual rights holder from their country.

Flash interviews and indoor studio interviews are obligatory and take place after the match in a designated area close to the dressing rooms. Associations must make their head coach and at least two key players available to satisfy interview requests from audiovisual rights holders. The UEFA man of the match (if any) must be one of the players made available for interview and Associations must ensure that specific nationality/language requests from audiovisual rights holders are met. Associations must ensure that the head coach and players are available for such interviews within 15 minutes of the end of the match, save in exceptional circumstances. If the head coach is suspended for the match, or is sent off during the match, Associations have the option of providing the assistant coach for post-match interviews and press conference.

Players selected for doping controls may conduct post-match interviews if escorted by the UEFA media officer or another designated doping control chaperone.

Players must fulfil interview requests from audiovisual rights holders before conducting interviews with their Association's official NA platforms.

## **2.7. Post-match press conferences and mixed zone**

The post-match press conference at the match venue must start no later than 20 minutes after the final whistle. The host association is responsible for providing the necessary technical infrastructure and services. Associations must make their 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 include a sectioned-off area nearest the dressing rooms reserved for audiovisual rights holders, UEFA.com and Association TV channels. The host association must ensure that the whole mixed zone is safe for players and coaches to walk through. All players from both teams who have participated in the match, either in the starting line-up or as substitutes are obliged to pass through the entire mixed zone in order to conduct interviews with the media. Associations are responsible for ensuring that the relevant players pass through the mixed zone.

## **2.8. Dressing rooms**

The team dressing rooms are off limits to representatives of the media before, during and after the match. However, one camera of the host broadcaster, as well as a UEFA photographer (if present), may enter the dressing room before the match at a time agreed in advance with the Association to film the players' shirts and equipment. This camera may also conduct one brief presentation involving the host broadcaster's main reporter or presenter. This filming must be completed well before the arrival of the players.

## **2.9. Field of play and technical zone**

No media representatives 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 cameras of the host broadcaster filming after the end of the match, including extra time and kicks from the penalty mark. The same applies to the tunnel and dressing-room area, with the exception of super-flash and flash interviews, pre- and post-match indoor studio presentations and a camera of the host broadcaster filming the following activities:

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

In terms of the mass media, only a limited number of photographers, cameramen and production staff of the audiovisual rights holders – 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 II).

Associations must cooperate to the fullest extent possible with additional media activities such as:

- individual requests from audiovisual rights holders for interviews and access to training sessions
- requests from UEFA for media open days on two occasions during each qualifying competition
- making the head coach and key players available for interview by UEFA on two occasions during each qualifying competition for distribution to audiovisual rights holders.

## **3. Audiovisual rights holders**

Associations have certain obligations towards the host broadcaster and other audiovisual rights holders for the matches.

The associations must provide, free of charge, the audiovisual rights holders with the necessary technical assistance, facilities, power and access for technical personnel.

UEFA media requirements include, but are not limited to, the facilities defined below. Associations may not charge the audiovisual rights holders and/or the UEFA media partners for any general installation costs relating to their production requirements.

Associations 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 associations five days before the match at the latest.

Audiovisual rights-holder facilities to be provided by the association are defined below.

### **3.1 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 audiovisual rights holders, to supplement their coverage. Associations 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 II. For the avoidance of doubt, Associations are required to provide camera positions, not the cameras themselves.

For matches where double production is required, a TV production plan will be implemented on both sides of the stadium and the TV camera position requirements would mirror those for a single production.

#### **a) 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 on a platform at least six metres in length and two metres in width.

#### **b) Pitchside halfway camera**

Fixed camera on the halfway line at pitch level, near the touchline, for close-up player coverage. 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 fourth official, and a clear view of the field of play for the association representatives seated on the substitutes' benches.

#### **c) 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.

#### **d) Low cameras behind the goal**

Associations must make available two areas behind each goal, one on the side closest to the main camera and one on the far side of the goal, for low cameras and ENG cameras of audiovisual rights holders. Each area must be at least ten metres long by two metres wide and must run from the 5-metre line towards the corner flag.

#### **e) Bench camera**

One portable camera, located outside the technical areas and in a fixed position unless agreed otherwise, may be positioned to cover the substitutes' benches. This camera can also be used on the field for player close-ups during the line-up and the toss of the coin, as well as for player

close-ups after the end of the match (i.e. after any extra time and kicks from the penalty mark).

f) Beauty-shot camera

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

g) 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.

h) Reverse-angle cameras

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

i) 20-metre cameras

Two fixed pitchside cameras installed on the same side as the main camera facing each of the imaginary 20-metre lines. These cameras must ensure that the players, coaches and referee team 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 pitch must be marked to indicate these zones.

j) Tunnel camera

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.

k) 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.

l) 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.

m) 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.

### **3.2 Commentary positions**

These must be located in the same stand as the main cameras. A minimum of 15 positions are required for all matches. Commentary positions should have three seats each and must be equipped with the necessary power, lighting and phone/internet connections. Access to the commentary positions must be secure and not accessible for the general public.

Associations must provide space in the main or reverse stand for a statistical data collection system. This includes, as a minimum, space for one rack of small cameras, measuring approximately 2.5 metres in length, and space for three seated technicians and their equipment, measuring approximately 5 metres in length.

### **3.3 Observer seats**

Audiovisual rights holders may request observer seats for accredited staff members with pre- and post- match roles on site (but without roles during the match itself). Associations must provide a minimum of 20 observer seats which must be covered and located either in or adjacent to the media tribune and between the 16m lines.

### **3.4 Indoor studios**

Associations must provide space for at least one studio, measuring at least 5 x 5 x 2.3 metres. The studio should be close to the dressing rooms to allow easy access for coach and player interviews.

### **3.5 Pitch-view studios**

At the request of audiovisual rights holders, Associations must provide at least two studios (each at least 5 x 5 x 2.3 metres of open and usable space), with an unrestricted view of the field of play, e.g. executive boxes or space for the installation of such studios, if safety and security considerations permit.

### **3.6 Flash interview positions**

Associations 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.

### **3.7 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.

### **3.8 Pitchside presentations**

Associations must ensure that pre-match, half-time and post-match pitchside presentations can be conducted by audiovisual rights holders. To this end, Associations must make space available next to the playing surface. This space should be split into no more than two areas, each area totalling a minimum of 15 x 3 metres.

### **3.9 VIP Interviews**

Associations should provide space for up to two single camera interview positions at the entrance to or inside the VIP sector or hospitality area, provided to do so would not disturb the VIP guests and sufficient space being available.

### **3.10 Power supply**

Existing technical power and back-up power must be provided to the outside broadcast (OB) van area. In addition, Associations must provide the required power to commentary positions, pitch-view studios, pitch side presentation positions, indoor studios and flash interview areas. The above mentioned power supply must be provided free of charge.

### **3.11 OB van area**

A parking area of at least 1,000m<sup>2</sup> of useable space must be provided. This area must have a clear and unobstructed view of the southern horizon. Some matches with high media interest might require more space than the minimum set out above. In such cases, Associations are asked to provide full support to meet these additional needs. The parking area should be on the same side as the main cameras and must be made secure from the public. The surface (concrete or tarmac) and the layout of such space must also be suitable for parking any OB vehicles.

### **3.12 Security**

All security measures that may be reasonably required to safeguard and control the audiovisual rights-holder areas (including, without limitation, the OB van area) are the responsibility of the association. The security of all audiovisual rights-holder areas is the responsibility of the Association. These areas must not be accessible to the public and should have 24-hour manned security from the start of installations to the departure of all audiovisual rights-holder personnel and equipment.

### **3.13 Cabling**

Associations must, in principle, provide the necessary cabling infrastructure (e.g. cable bridges, trenches) to enable the audiovisual rights holders to install all cables safely and securely. Moreover, where requested, access to pre-cabled systems in stadiums should be free of charge to all audiovisual rights holders.

### **3.14 Accreditations**

A number of accreditations for audiovisual rights holders, to be agreed upon, will be made available. In every case, accreditation will ensure that all services can be proffered before, during and after the match.

### **3.15 Parking**

In principle, 100 parking places must be provided, free of charge, to UEFA for use by audiovisual rights holders. The number and category of parking places

will be decided upon by UEFA and the host association. These parking spaces should be in a prime position.

#### **4. Association audio media partners**

Audio reporters are not allowed to enter the field of play nor may 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 audio accreditation and technical installations must be sent to the host association at least ten days before the match.

#### **5. Written press**

This section applies to media that are not covered by paragraphs 3 and 4 of this Annex and report in writing only, whatever may be the platform they use (e.g. newspaper, internet websites, mobile portals).

Associations should accept accreditation applications from such media as written press, with access to the post-match press conference and mixed zone, on condition that they do not cover the game (including press conferences and the mixed zone) live in sound and/or pictures.

#### **6. Photographers**

A limited number of photographers may work in the areas behind the advertising boards in positions designated by the host association press officer. Photographers may only change ends at half-time or, if applicable, during the interval before the start of extra time.

The host association must provide photographers with pitchside seats, a working area with desks and power supply, and dedicated cabled or Wi-Fi internet connections by the pitch and in the working area. Internet connections must be provided free of charge.

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

Each photographer must obtain – and sign for – the appropriate 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.

Photographs taken by officially accredited photographers may be published online (including internet and mobile) for editorial purposes only, subject to the following conditions:

- a) they must appear as stills and not as moving pictures or quasi-video;
- b) there must be an interval of at least 20 seconds between postings of photographs.

## **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 the referee team. The field of play itself must always be kept free of cameras, cables and media personnel. The typical media equipment locations are set out in Annex II.

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

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

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

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

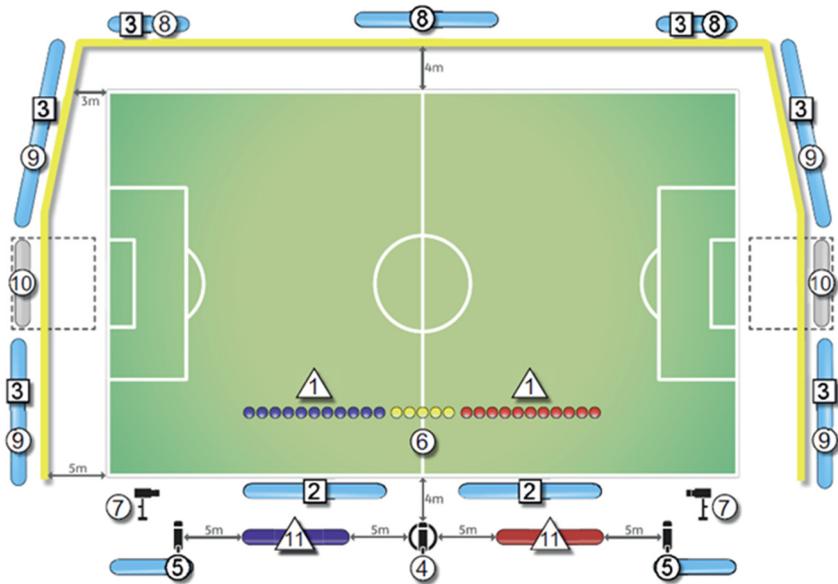
### **d) Respect of players/coaches:**

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.

## ANNEX II - MEDIA POSITIONING AND TV CAMERA POSITIONS



1. Teams pre-match
  2. Photographers pre-match
  3. Photographers during the match
  4. Pitchside halfway camera
  5. 20m cameras
  6. Hand-held TV camera (pre-match, line-up and post-match)
  7. Steadicams during the match
  8. Reverse-angle cameras
  9. Additional TV cameras (reserved area of minimum 10x2m)
  10. Host broadcaster cameras (only remote cameras in front of boards)
  11. Substitutes' bench
- Advertising boards

## ANNEX III - MEDIA RIGHTS GUIDELINES

### 1. Definitions

For the purposes of these *Media Rights Guidelines*, the following terms have the following meanings:

“delayed rights”	means non-live audiovisual media rights in respect of home and away matches (of the European Qualifiers, Nations League and Friendly Matches) in which an Association participates;
“fixed media rights”	means the right to produce and incorporate match footage in any physical and tangible media now known or hereafter invented (including video tape, DVD, Blu-Ray Disc, HD-DVD, CD and flash memory) and/or any protected downloadable format, whether for sale or hire of the same;
“live rights”	means live audiovisual media rights in respect of the European Qualifiers, Nations League and Friendly Matches in which an Association participates;
“media rights”	has the meaning attributed to it in Article 4.01 of these regulations;
“NA audio partner(s)”	means partner(s) which an Association may contract or appoint to exploit (in the country of such association) audio rights in respect of home matches in which the Association participates;
“official NA platform(s)”	means any official service of an Association (being Association branded and exclusively dedicated to the Association) made available on any media platform (e.g. official website of the Association); and
“UEFA media partner(s)”	means partner(s) which UEFA may contract or appoint to exploit certain media rights, including third party agencies, broadcasters, internet service providers, platform operators, mobile network operators and/or fixed-media producers/distributors.

### 2. Introduction

- 2.1. Central marketing is essential for solidarity and for the branding of the European Qualifiers and Nations League. Accordingly, the core audiovisual European Qualifier, Nations League and Friendly Matches media rights shall be exclusively centrally marketed by UEFA.
- 2.2. The compliance of all parties is essential to the overall success of the commercial exploitation system. If an Association (itself and/or via its official NA platforms and/or NA audio partners) does not comply with these *Media Rights*

*Guidelines* then, without prejudice to any other term of these regulations, disciplinary and/or economic sanctions (including withholding of payments) may be taken against the Association by the competent UEFA body (in addition to any ordinary legal remedies that may be available).

- 2.3. All media rights which are not available for exploitation by Associations in these *Media Rights Guidelines* may be exploited and/or centrally marketed exclusively by UEFA, at its discretion, by (i) UEFA media partners under conditions to be defined by UEFA and/or (ii) UEFA itself and in particular via its digital media services (including services carried on third party platforms).
- 2.4. Official NA platforms and/or NA audio partners may (subject to availability, compliance with notification deadlines/conditions imposed by UEFA and/or payment of any reasonable technical costs):
  - a) use commentary positions;
  - b) access the mixed zone; and/or
  - c) access press conferences.

In the event that availability or access is limited, first priority is given to UEFA media partners, second priority is given to official NA platforms and/or NA audio partners and third priority (for access to the mixed zone and access to press conferences only) is given to non-rights holders.

Production rights not envisaged in this paragraph 2.4 are not, in principle, available to official NA platforms and/or NA audio partners. Any on-site decisions regarding these issues shall be made by UEFA in consultation with the relevant Association.

- 2.5. UEFA has created a digital video library from which Associations can obtain footage of their own matches for exploitation of media rights in accordance with these *Media Rights Guidelines* (subject to execution of a services agreement and payment of reasonable technical costs by the Association for the extraction of such footage). Associations may also create a digital library including footage of their own matches.
- 2.6. In addition, Associations may have access, via UEFA, to the raw feed (i.e. the international live audiovisual feed) of their own matches under conditions to be determined by UEFA (location to be convenient to the host broadcaster) for exploitation of media rights in accordance with these *Media Rights Guidelines*. Requests for such access to the raw feed need to be submitted to UEFA under conditions to be determined by UEFA and subject to the execution of a services agreement and payment of reasonable technical costs by the Association.

### **3. General conditions (valid for all media rights exploited by Associations)**

- 3.1. All commercial contracts that an Association enters into for exploitation of media rights must incorporate these *Media Rights Guidelines* so that they are binding on the Associations, their official NA platforms, NA audio partners and suppliers.

- 3.2. Associations are responsible and liable to UEFA for the compliance of their official NA platforms, NA audio partners and suppliers.
- 3.3. Without prejudice to Article 15.04 of these regulations, the maximum duration of such commercial contracts is one national team football cycle, ending, in any case, on 30 June 2022 at the latest.
- 3.4. Associations may exploit delayed rights in perpetuity subject to the conditions imposed by the then current *Media Rights Guidelines*.
- 3.5. Associations may not create a programme or product which competes with any national team football programme or product centrally marketed by UEFA. Furthermore, the rights exploited by an Association, including the relevant programmes/products, may not feature content of matches in which the Association is not participating.
- 3.6. All rights exploited by Associations, official NA platforms and/or NA audio partners must be Association branded (in order not to create a programme/product which competes with any national team football programme/product centrally marketed by UEFA).
- 3.7. Associations, official NA platforms and/or NA audio partners may not use the European Qualifiers and/or Nations League logo, name, music, typography or any other designs, including images of any official ball, or graphics. UEFA acknowledges that in practice the following limited exceptions shall be permitted to the above rule:
  - a) any on-screen graphics and on-screen credits included by the host broadcaster in the raw feed (however, no use of the relevant competition opening and closing sequences, match bumpers and break bumpers shall be permitted); and
  - b) use of the name "European Qualifiers" and "Nations League" in a standard typography (European Qualifiers and Nations League typography are specifically excluded) in a descriptive context to inform the consumer of the inclusion of relevant content or in a purely editorial/descriptive context.
- 3.8. No official NA platform or NA audio partner may present itself as a partner of the European Qualifiers and/or Nations League or otherwise directly and/or indirectly associate itself and/or any third party, products or services with the European Qualifiers and/or Nations League.
- 3.9. All intellectual property rights in European Qualifiers and Nations League images and footage and in the name, logo, music, branding and materials of the European Qualifiers and Nations League are and remain the exclusive property of UEFA.
- 3.10. Associations shall ensure that there is no interference with the raw feed, for example by adding, removing, editing or modifying any graphics, on-screen credits or other branding element with the following exceptions:
  - a) the Association and/or its official NA platforms may add its normal corporate/channel identification logo provided the logo is placed in a corner

of the screen in such a way that it does not disrupt any graphic or other information included in the raw feed; and

- b) the Association and/or its official NA platforms may add minor timing and/or score graphics and/or its normal captions for the commentator provided these are placed in such a way that they do not disrupt any graphic or other information included in the raw feed.

- 3.11. Associations must use best endeavours to ensure that official NA platforms and/or media partners of the Association prevent the piracy and/or unauthorised use, re-transmission or re-distribution in full or in part of any audio, visual and/or audiovisual material of matches. In the event that such material is not protected, the relevant Association may be required by UEFA to immediately remove the content from the relevant programme, product and/or platform.
- 3.12. Official NA platforms and NA audio partners are subject to any regulations, guidelines and/or instructions that may be issued by UEFA from time to time, including, when relevant, any regulations, guidelines and/or instructions as UEFA may issue to the UEFA media partners. Any such regulations, guidelines and/or instructions shall be for clarification purposes only.
- 3.13. In order to enable UEFA to have an overview of the exploitation of national team football media rights by all Associations, any Association which exploits or intends to exploit any media rights must provide, upon UEFA's request and on a confidential basis, reasonable information to UEFA relating to such exploitation. UEFA will provide, upon the Association's request and on a confidential basis, reasonable information to the Association relating to the UEFA media partners' exploitation. Associations deciding not to exploit media rights shall inform UEFA accordingly.

#### **4. Audiovisual media rights**

- 4.1. In recognition of the convergence of technologies over which audiovisual content may be distributed, a platform neutral approach has been implemented by UEFA. The media rights have been characterised using a time window approach (meaning that live rights are distinguished from delayed rights).

##### **A. UEFA rights**

- 4.2. UEFA is entitled to exploit all audiovisual media rights in respect of all matches, including without limitation live, highlights and delayed rights, and associated commercial rights including without limitation all broadcast sponsorship and commercial airtime opportunities. Such rights shall be exclusive to UEFA throughout the embargo periods detailed in section 4B below.
- 4.3. Associations are not entitled to create products/programmes which compete with the live audiovisual media rights centrally marketed by UEFA. For example, Associations shall not create a live quasi-video service through the combination of an audio/radio commentary and sequential still photographs/images.

## **B. Association rights**

- 4.4.** Associations are not entitled to exploit any form of audiovisual media rights (irrespective of distribution technique or platform) before the end of the relevant embargo period as detailed in this section 4B.
- 4.5.** Delayed rights (whether clips or programmes) may be exploited by the Associations on a non-exclusive basis as from midnight CET of the day following the relevant match (e.g. 24.00 Friday/00.00 Saturday in respect of a match played on a Thursday) subject to the following conditions:
- a) clips and/or programmes may be made available only on official NA platforms;
  - b) clips and/or programmes may be made available on a subscription basis only (including pay and/or pay per view), except that a single (i.e. only one at any moment in time) short promotional clip dedicated to an Association's performance in the relevant competition or match of no more than one minute may be transmitted on a non-downloadable and non-subscription basis on official NA platforms; and
  - c) clips and/or programmes may be sponsored by a third party but not in a way that creates a direct or indirect association with the European Qualifiers and/or Nations League.
- 4.6.** Without prejudice to paragraph 4.5 above, Associations shall be entitled to exploit delayed rights in Association branded and dedicated programming on third party platforms on a non-exclusive basis as from Friday midnight CET (i.e. 24.00 Friday/00.00 Saturday) following the conclusion of the relevant international match week. No individual programme may contain more than 50% (in total) of either European Qualifiers or Nations League content. Any such programming may be sponsored by a third party but not in a way that creates a direct or indirect association with the European Qualifiers and/or the Nations League.

## **C. Fixed-media rights**

- 4.7.** As from Friday midnight CET (e.g. 24.00 Friday/00.00 Saturday) following the conclusion of the relevant international match week:
- a) UEFA may exploit fixed-media rights in respect of all matches on a non-exclusive basis but may not create products focussed on single Associations; and
  - b) the Associations may exploit fixed-media delayed rights on a non-exclusive basis via Association branded and dedicated products (e.g. German national team history). Such products may be sponsored by a third party but not in a way that creates a direct or indirect association with the European Qualifiers and/or Nations League.

## **5. Audio rights**

- 5.1.** UEFA may non-exclusively exploit the audio rights for all matches but only as part of any grant of media rights to UEFA media partners on a platform neutral basis. Associations will be given the name of the UEFA media partners to whom rights have been licensed by UEFA in due time. Associations may not charge any fee to these UEFA media partners.
- 5.2.** Associations may non-exclusively exploit the audio rights for their respective home matches via their official NA platforms.
- 5.3.** Furthermore, Associations may grant non-exclusive audio rights for their respective home matches to their NA audio partners.
- 5.4.** On a visiting association's request, the host association must grant to a minimum of two of the visiting association's NA audio partners (as identified by the visiting association) audio rights for the match at a technical cost. Such a technical cost must be defined in advance and must not exceed €1,000 per match and associations may not charge any other fee.
- 5.5.** All such NA audio partners must be provided with appropriate technical facilities and commentary positions in the stadium.
- 5.6.** There shall be no direct and/or indirect third party association with European Qualifiers and/or Nations League programming/content. In particular, Associations must therefore ensure that their official NA platforms and NA audio partners do not sell any form of sponsorship or association with (i) the programme featuring European Qualifiers and/or Nations League coverage and/or (ii) the European Qualifiers and/or the Nations League.











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