

Madrid, May 24<sup>th</sup>, 2011

## **MEDIASET ESPAÑA ACQUIRES THE EXCLUSIVE RIGHTS TO BROADCAST THE UEFA EURO 2012 AND UEFA EURO UNDER-21 2011/2013 CHAMPIONSHIPS**

- **UEFA has awarded Mediaset España the broadcasting rights given its experience in top level sporting events and its capacity to offer the best coverage of both competitions on a national level.**
- **Coverage of both tournaments will be complemented with specific programmes created by the *Informativos Telecinco* and *Noticias Cuatro* sports teams.**
- **The Spanish Football Team –European and world champion– will participate in the European Championship that will take place in July 2012 in Poland and Ukraine. Meanwhile, *La Roja* (The Red) will arrive in Denmark this June as the favourite to clinch the European Under-21 Championship.**
- **Telecinco will broadcast the qualifying match for Euro 2012 on October 7, in which Spain will play in the Czech Republic, after already playing against Liechtenstein, Scotland and Lithuania.**
- **On July 10, Telecinco will broadcast “The day we lived a dream”, a special to commemorate the Spanish World Cup victory on Telecinco – one of the most important sports events in our history.**

Its experience in broadcasting top level football tournaments and its high capacity to offer exclusive coverage of any sporting event have been determinant factors for UEFA in establishing the agreement with Mediaset España, through which the network has acquired the exclusive rights to broadcast the 31 games of UEFA Euro 2012 and the ones played in its lower category, UEFA Euro Under-21 in the 2011 and 2013 tournaments. Coverage of both competitions will be complemented by specific programmes created by the *Informativos Telecinco* and *Noticias Cuatro* sports teams.

### **Spain, the new World and European champion, will return to televisions where it achieved glory**

The European Championship will take place next year in Poland and Ukraine from June 8 to July 1 with participation of Europe's 16 best teams, among them the Spanish team, winner of the last championship, broadcast by Cuatro in 2008.

Furthermore, before the European competition of 2012, Telecinco will offer **the qualifying match that Spain will play against the Czech Republic on October 7**, after phase I matches against Liechtenstein, Scotland and Lithuania which have already been played, also broadcast by the Mediaset España network.

### **The Spanish Under-21 team is the favourite to clinch in Denmark which would be its third European victory**

Along with this agreement, Mediaset España has also acquired from UEFA the rights to broadcast the European Under-21 Championship which will be played in 2011 and 2013. The first one will be held in Denmark from June 11 to 25, with participation from Spain, England, Ukraine, the Czech Republic, Switzerland, Iceland and Belarus.

With three champions preselected (Sergio Busquets, Juan Mata and Javi Martínez) and after beating Croatia in the play-off, Spain Under-21 will be the favourite once again in its quest to win its third title in the category, trying to repeat the victories achieved in 1986 and 1998.

The group coached by Luis Milla, who among their ranks count on top Spanish players such as De Gea, Capel, Canales, Bojan, Thiago Alcántara, will compete in Group B, where they will face England, Ukraine and the Czech Republic to achieve qualification among the top two spots, which will give them the right to play in the tournament semi-finals against the two best teams from Group A (Denmark, Switzerland, Iceland and Belarus).

### **Telecinco will offer five hours of special programming to commemorate the first anniversary of winning the World Cup**

Meanwhile, viewers will also see *La Roja* return on July 10 in the special “**The day we lived a dream**”, a **programme commemorating the Football World Cup victory**, featuring the national coach, Vicente del Bosque, who will relive the mythical Spain-Holland final, as well as the Spanish team captain, Iker Casillas, who will return to visit the most emotionally significant places of that day, such as the team hotel before the final match and the Soccer City locker rooms in Johannesburg, among other content.

GABINETE DE PRENSA

**MEDIASET**españa.

