



Press Release
23 November 2020

LEGA SERIE A OPENS THE TENDER PROCESS FOR INTERNATIONAL MEDIA RIGHTS TO THE SERIE A CHAMPIONSHIP, COPPA ITALIA AND SUPERCOPPA ITALIANA FROM 2021 TO 2024

Tender documents available to all interested parties on Monday, 23 November

Lega Serie A has today launched the tender process for international media rights to the Serie A Championship, Coppa Italia and Supercoppa Italiana for the 2021/2022, 2022/2023 and 2023/2024 sport seasons.

The tender documents will be available for all interested parties in the "Documents" section of Lega Serie A's official website www.legaseriea.it and upon request to be sent to the following email address: presidenza@legaseriea.it.

Bids may be submitted from **16 December 2020, 10:00 a.m. CET** until and **no later than 11 January 2021, 10:00 a.m. CET**, by hand at Lega Serie A headquarters in Milan, Via Ippolito Rosellini nr. 4 or, alternatively, by electronic means through the platform <http://legaseriea.acquistitelematici.it>.

Lega Serie A will then start the selection process. As part of this, Lega Serie A may open private negotiations with bidders to identify the best offers.

The invitation to submit offers, which is open both to media operators and intermediaries, has been built on a territorial approach and includes 115 packages, all offered on a platform-neutral basis. Interested parties can bid for a single package or for several ones.



Packages and territories are listed as follows. The Invitation to Tender contains detailed information on each one.

- 57 (fifty-seven) Serie A Packages (1 Global, 4 Continental, 52 Countries);
- 57 (fifty-seven) Coppa Italia Packages (1 Global, 4 Continental, 52 Countries);
- 1 (one) In-Flight and In-Ship Package (1 Global)

Serie A and Coppa Italia Global Packages includes, respectively, all countries and territories in the world with the exception of Italy, San Marino Republic and the Vatican City and the countries which are part of the Middle East and North Africa region ("MENA") (Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen). Such countries will be part of a specific and separate Invitation to Tender which will be published at a later stage.

In-Flight and In-Ship Package includes all countries and territories in the world with the exception of Italy, San Marino Republic and the Vatican City.

About Lega Serie A

The Italian Professional Football League, known as Lega Serie A, is the top football league in Italy and one of the most famous football leagues in the world. The league, based in Milan, was founded in 1946 as Lega Calcio. In 2010, the league divided into Serie A and Serie B.

Lega Serie A organises Serie A, the major football championship in Italy, as well as the national cup and the match between the two winners of these competitions, the Supercoppa Italiana. The top four teams in the Serie A Championship automatically qualify for the group phase of the UEFA Champions League. Lega Serie A also runs important youth football competitions such as Primavera 1, Coppa Italia Primavera and Supercoppa Primavera. Lega Serie A has negotiated club TV rights collectively since the 2010/2011 sport season, usually on the basis of a three-year deal.

For additional information:

Tiziano Mauri
Head of Press Office
Lega Serie A
stampa@legaseriea.it
M. +39 339 7173274