



Public Screening Programme

Frequently Asked Questions

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This document serves as a practical guide to the public screening programme for UEFA EURO 2020. New information may be added from time to time.

NB: this document relates to public screening licences issued by UEFA directly. For countries where public screening licences are issued directly by, or on behalf of, the official UEFA EURO 2020 broadcast partner, other rules or procedures may apply. Please contact the relevant issuing entity for information. A list of countries concerned will be made available on www.uefa.com.

1. The programme

What is the purpose of UEFA's public screening licensing programme?

The main purpose of the programme is to regulate the organisation of public screenings, given their increasing popularity with football fans. For safety and security reasons, as well as to align such screenings with the commercial interests of UEFA's tournament partners, a set of rules underpin the organisation of public screenings.

Who is issuing the public screening license?

The entities providing the public screening licence are UEFA (via CAA Eleven) or a third party appointed by UEFA, depending on the country for which the public screening is requested. The list of countries where a third party has been appointed, as well as the relevant contact details of the appointed third parties, will be published on www.uefa.com. Within those countries in which a third party provides the licence, the specific terms and conditions, as well as applicable fees, may differ and organisers should contact the relevant third parties for more information.

Are the terms and conditions the same for all public screenings, regardless where they take place?

No, the terms and conditions, as well as all supporting documentation, as published on www.uefa.com only apply in countries where UEFA issues the licences directly (via CAA Eleven). For countries where licences are issued directly by or on behalf of the official UEFA EURO 2020 broadcast partner, other terms and conditions, as well as applicable fees, may apply.

What is the difference between commercial and non-commercial public screenings?

The main difference is that commercial public screenings have a distinct commercial character (i.e. involve commercial activities, for example, the sale of food and beverages, sponsorship/advertising by third parties or admission fees being charged). Non-commercial public screenings involve no commercial activities at all.

Do I always need to apply for a licence?

For countries where UEFA (via CAA Eleven) issues the licences directly you do not need to apply for a UEFA licence where both of the following apply:

- the event's maximum capacity is less than 300 people; and
- there is no commercial activation (other than Food & Beverage sales)

In all other cases, in countries where UEFA (via CAA Eleven) issues the licence, you must apply for a licence.

For countries where licences are issued by third parties, other conditions may apply and therefore you should contact the relevant license issuing entity.

Do I need to have a separate licence for each match I want to show at my public screening?

A public screening licence, if granted by UEFA, is valid for all 51 UEFA EURO 2020 matches. There will be no need to reapply if a team progresses during the tournament. A different approach may apply for countries where licences are issued directly by, or on behalf of, the official UEFA EURO 2020 broadcaster.

Do I need to get separate licences if I intend to organise public screenings at multiple locations?

Public screening licences granted and issued by UEFA are granted on a location by location basis. You must make a separate application for each location. A different approach may apply for countries where licences are issued directly by, or on behalf of, the official UEFA EURO 2020 broadcaster.

I have a hotel/bar/restaurant and always show football matches in my establishment. Do I need to apply for a licence?

In countries where UEFA (via CAA Eleven) issues licences directly such 'commercial premises' do not need a UEFA licence where they 1) have the relevant commercial TV subscription, 2) the necessary relevant local authorisations to normally operate screens in their premises, and 3) do not commercially activate the screening of UEFA EURO 2020 matches through sponsoring of the event and/or charging of admission fees.

NB: Commercial premises such as hotels/bars/restaurants are subject to a specific approach in countries where UEFA (via CAA Eleven) issues the licences directly. For other countries, please contact the relevant licence issuing entity to find out what rules apply.

Could I organise a public screening event in one of the UEFA EURO 2020 host cities?

UEFA, together with the host cities, operates the official UEFA EURO 2020 fan zones in each of the host cities. Visitors of these fan zones will be able to watch the matches on big screens and enjoy the additional facilities and entertainment offered. As a result, public screening licences for events in the UEFA EURO 2020 host cities will only be granted on an exceptional basis. Furthermore, in no circumstances may a public screening be hosted within two (2) kilometres radius of any match stadium or official UEFA fan zone.

What are the fees? Is there a rate card?

UEFA does not charge a licence fee for non-commercial public screenings. UEFA only charges a licence fee for commercial public screenings. The applicable rate card is published on www.uefa.com. As an indication, UEFA's fees start at €500 for events with a spectator capacity of less than 1,000 people. The prices will increase gradually based on the spectator capacity of the event.

A different approach may apply for countries where licences are issued directly by, or on behalf of, the official UEFA EURO 2020 broadcaster. This may include fees for non-commercial public screenings. Please refer to the relevant third party for more information.

2. Terms and conditions (T&Cs)

The below only applies to UEFA's terms and conditions and for countries where UEFA (via CAA Eleven) issues the public screening licences directly. For information on the licence conditions in territories where UEFA has appointed a third party to issue the public screening licences, please contact the relevant licence issuing entity.

2.1 General

Are the public screening terms and conditions always applicable?

Yes. The public screening terms and conditions are always applicable and are not negotiable.

Are the terms and conditions the same for commercial and non- commercial public screenings?

The basis is the same but there are additional rules in relation to commercial activities at commercial public screenings.

I am using third parties in the organisation of my public screening. Do the terms and conditions also apply to them?

You are personally responsible for ensuring that any such third parties comply with the terms and conditions.

Do I need other authorisations in addition to a public screening licence from UEFA?

Yes. UEFA's public screening licence only relates to the use of the relevant live television signal transmitted by the relevant UEFA official broadcast partner in your territory on screens in public places (see paragraph 1.3 of the terms and conditions).

No other authorisations (e.g. permits, clearances and licences) are granted by UEFA and must instead be obtained through the relevant authorities in your territory. Sections 1 and 2 of the terms and conditions deal with this in more detail.

2.2 Organisation of public screenings

I have an event agency and have been asked to organise a public screening on behalf of a company. Can I do this?

Yes. The licensee is legally responsible (and liable) for all aspects of the public screening. Accordingly, you must ensure that it is clear who is to act as the licensee (either you or the company that hired you) and the licence application must be made on that basis.

Are there any restrictions I need to be aware of if I am organising a public screening on behalf of a company/brand?

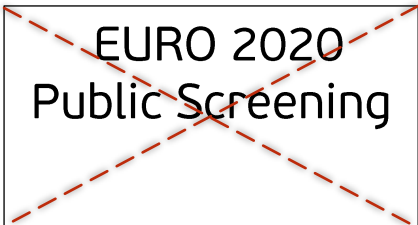


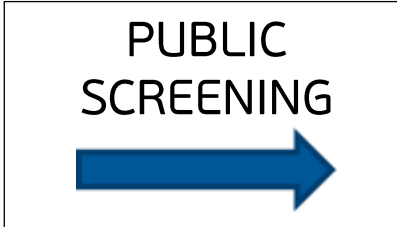
Yes. You must not involve any companies/brands (whether as organiser, supplier or financial partner) at your public screening if they are a (direct or indirect) competitor of any official UEFA commercial affiliate and/or broadcast partner. Sections 2 and 4 of the terms and conditions, specifically paragraphs 2.3, 4.1c, 4.5 and 4.6, deal with this matter in further detail.

2.3 No right of association and no right to use any UEFA EURO 2020 marks or materials.



What does that mean in practice?

You must avoid creating the impression that your event is (officially) linked to or associated with UEFA EURO 2020. Some practical (non-exhaustive) examples, for reference only, are set out below.

- 🌀 **Branding elements (including signage):** These may not create, or create the impression of, any direct or indirect association with UEFA, the UEFA European Championship, UEFA EURO 2020 or any related marks:

<u>Don't</u>	<u>Do</u>
	
	

- 🌀 **Promotion material:** No use of UEFA and/or tournament marks and official name, no direct/indirect link between UEFA or UEFA EURO 2020 and any third party is permitted and no involvement of a commercial party (except official UEFA EURO 2020 partners) is permitted in the promotion.

<u>Don't</u>	<u>Do</u>
	

As the examples show, 'association' extends to the creation of the impression of an association with UEFA, the UEFA European Football Championship, UEFA EURO 2020 or any related marks. In any event, you must not use official tournament names or references to UEFA. Generic statements help avoid confusion.

2.4 Third party involvement in public screenings

Is any third party involvement considered a commercial activity?

No. Only those activities that have a distinct commercial character, such as selling goods/products/services, or those that result in brand exposure for a third party, are considered to be commercial. To clarify: a supplier of technical equipment that does not get any promotional rights, brand visibility or product selling opportunity is not considered a commercial partner.

I intend to organise a commercial public screening and would like a local business to sponsor the event. Is this allowed?

Yes. You can offer sponsorship/advertising opportunities to third parties such as local businesses provided that 1) you have first offered the relevant sponsorship/advertising opportunity to UEFA's official commercial affiliates and they have declined or not taken up all such sponsorship/advertising opportunities, and 2) the third party is not considered to be a competitor of any UEFA official commercial affiliate. Section 4 of the public screening terms and conditions provides specific details in respect of the offer procedure and limitations.

What is a "UEFA Official Commercial Affiliate" and how will I know who these are?

UEFA official commercial affiliates are the official sponsors and super-licensees of the UEFA EURO 2020 tournament. Full details, including on who and how to contact them, will be communicated when the online public screening licence application portal opens.

What will the official partners expect from me?

When contacting an official partner (being either a UEFA official commercial affiliate or an official UEFA EURO 2020 broadcaster), please provide a concise overview of your proposal, outlining the location of your event, the size, the commercial opportunity you are offering and your financial proposal. Your proposal should be financially viable and easy to implement.

What about the sale of food and beverages?

This is a commercial activity and is only allowed under a commercial public screening licence. Paragraph 4.5 of the public screening terms and conditions explains this in further detail. The only exception to this rule is that where an event has a maximum capacity of 300 visitors and there is no further commercial activity (e.g. brand activation through sponsoring), you do not need to apply for a UEFA licence (see section 1 above for more details).

Can a local radio station be involved for pre- and post-match entertainment for those attending the public screening?

Yes. You are allowed to organise pre- and post-match activities and entertainment, for example, by cooperating with any local radio station that is not a competitor (or part of a competing media group) of any official UEFA EURO 2020 broadcaster.

Can I give a third party (some) brand exposure in return for services provided?

Yes. This is considered a commercial activity and is only allowed under a commercial public screening licence. You must also respect the relevant provisions of the public screening terms and conditions, including a first offer procedure in favour of UEFA's official commercial affiliates.

Will UEFA help me in securing sponsorship deals?

No. This is a matter between the licensee and the third parties it wishes to involve. UEFA will, however, provide contact details of the UEFA official commercial affiliates and broadcasters.

What if none of the official partners are interested in sponsoring my event?

If a UEFA official commercial affiliate has not responded to your initial proposal within 30 days of receipt, you can – but only after 1 March 2020 – offer the commercial opportunity to third parties (for example to a local business) in accordance with the public screening terms and conditions (T&Cs paragraphs 4.1–4.6.

2.5 Screening requirements

What is the difference between the protected window and uninterrupted live screening?

During the protected window (paragraph 5.1 of the terms and conditions document), the only content that may be shown on- screen at the public screening is the official live match programme of the relevant official UEFA EURO 2020 broadcaster and/or content provided by UEFA official commercial affiliates.

You must show live the signal as broadcast by the official UEFA EURO 2020 broadcast partner in the territory without any interruption during the (live broadcast) periods described below.

Standard matches (matches 2–50) – KO 15.00, 18.00 or 21.00CET

KO-20 minutes	KO- 10 minutes	Match			FW + 5 minutes
UEFA EURO 2020 sponsors only	Join live signal	First Half	Half-time	Second half (and ET/Pen, if applicable)	Live signal
	Uninterrupted live screening				
Protected window					

Opening /final matches (matches 1 & 51) – KO 21.00CET (opening game and final)

Ceremony-10 minutes	Ceremony + Match + Trophy lift			Trophy lift + 5 minutes*
Join live signal	Ceremony + first half	Half - time	Second half (and ET/Pen, if applicable)	Live signal
Uninterrupted live screening				
Protected window				

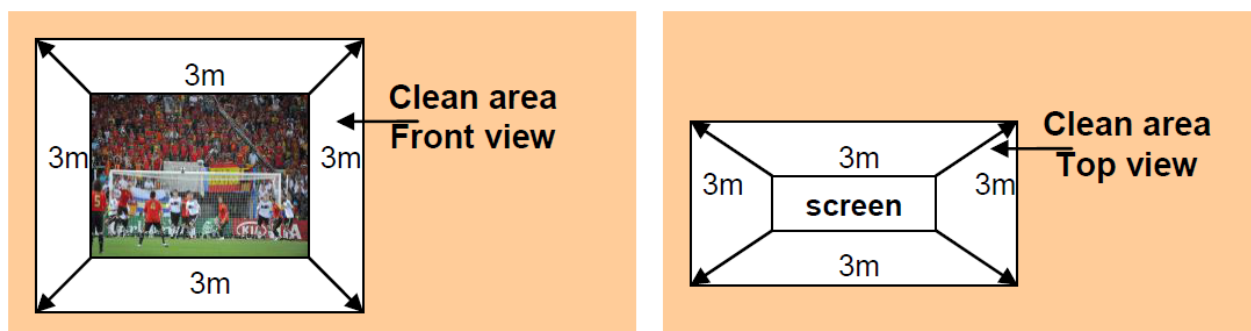
**Only for the final match.*

Abbreviations: KO = Kick-off, FW = Final whistle, ET = Extra time, Pen = Penalty shoot-out.

In case of multiple matches on one day, the protected window is extended to cover the period between the first and last match played that day. All kick-off times are in Central European Time (CET). Please verify kick-off times in your time zone as needed.

How does the “clean area” principle (T&Cs paragraph 5.4) work in practice?

You must ensure there is a clean area of three metres around each screen in all directions which is free from any (commercial) identification of any party other than UEFA official commercial affiliates and/or broadcasters. The city in which the public screening is held may be referred to in a standard text font (no logos). The clean area principle extends to any identification of (technical) providers or equipment.



What does an “unobstructed view” mean?

This simply means that, in principle, there should not be any obstacle blocking the spectators' view of the relevant screen(s).

3. Application process

NB: the information below relates to public screening licences issued by UEFA directly. For countries where public screening licences are issued directly by, or on behalf of, the official UEFA EURO 2020 broadcast partner, other rules or procedures may apply. Please contact the relevant issuing entity for information. A list of countries concerned will be made available on www.uefa.com.

How and when can I apply?

The application process will be managed through an online portal which will be accessible via www.UEFA.com. This portal will open in January 2020. It will not be possible to apply for a licence before this portal opens.

Is there a deadline for applications?

The application process closes on 8 May 2020. UEFA reserves the right to not treat any application received after this date.

I will need to make further arrangements (e.g. suppliers), so when will I know if I have a licence?

UEFA aims, but does not guarantee, to give you feedback on your application within four weeks of its receipt.

How do I pay the fees for commercial public screenings?

Payments must be made online (credit card). You will receive an email stating the fees payable and instructions for your online payment. Once payment is received, the respective licence (if granted) will be binding and issued by email. Licence fees are non-refundable.

Is VAT included?

No. VAT is not included in the rates and will not be calculated or collected by UEFA. If local legislation requires you to pay VAT over such services, you will have to self-declare, and pay the respective applicable fees to your local tax authorities.

Do I get an invoice/receipt following payment?

No. A payment reference will be sent to you in the payment confirmation email and this payment reference will also be reflected on your licence. UEFA will not issue separate invoices.

How do I keep track of my application?

You will not be able to track the status of your request. Once submitted, you will receive further notifications via email. Any further communication will only follow once your request has been evaluated by UEFA.

How do I inform UEFA of changes to the information submitted in my application?

All changes must be communicated via email to publicscreeningEURO2020@caa11.com; this includes changes after a licence has been granted. UEFA may accept or reject any such changes at its discretion.

If I apply for a non-commercial public screening licence but later wish to change this into a commercial public screening licence, do I need to make a new application?

Yes. This will be considered as a new request.

What if I have a licence but decide to cancel the event?



You must notify UEFA via email of any cancellations. Please note that payments received by UEFA are non-refundable.

4. Final remarks

If I have further questions, who do I contact?

First, please make sure that you have read the terms and conditions carefully together with this FAQ document.

However, if necessary, you can always send an email to publicscreeningEURO2020@caa11.com. Please allow our staff time to answer your question and note that the following information will only be communicated when the online application portal opens:

-  Territories where UEFA has appointed third parties to issue public screening licences; and
-  Contact details and product categories of UEFA's official commercial affiliates.

