



Regulations of the UEFA Champions League

2004/05

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Preamble

The UEFA Champions League is a UEFA club competition embodied in the UEFA Statutes.

The present regulations regulate the rights, duties and responsibilities of all parties participating and involved in the preparation and organisation of the UEFA Champions League and its qualifying phase.

I Entries – Duties

Article 1

Entries for the competition

- 1.01 UEFA member associations may enter a certain number of clubs for this competition, in accordance with their position in the rankings listed in Annexe Ia, and subject to the approval of the UEFA Administration. However, no association may enter more than four clubs for the competition. For representation in the 2004/05 competition, the seasons from 1998/99 to 2002/03 inclusive are taken into account.
- 1.02 These rankings (Annexe Ia), drawn up in accordance with the stipulations of Annexe II, points 5-10, determine the number of representatives per association, as well as the stage at which they join the competition. Associations are represented on the following basis:
 - a) One representative: winners of the top domestic league championship.
 - b) Two representatives: winners and runners-up of the top domestic league championship.
 - c) Three representatives: winners, runners-up and third-placed club in the top domestic league championship.
 - d) Four representatives: winners, runners-up, third- and fourth-placed clubs in the top domestic league championship.
- 1.03 At the request of the national association concerned, the UEFA Champions League title-holders may be entered for this competition, as an additional representative of that association, if they have not qualified for the UEFA Champions League via the top domestic league championship. If, in such a case, the title-holders come from an association entitled to enter four teams for the UEFA Champions League, the fourth-placed club in the top domestic league championship has to be entered for the UEFA Cup.
- 1.04 Clubs must be entered by name by means of the official entry form, which must reach the UEFA Administration by 14 June 2004, together with all other required documents. The club may use the name under which it is officially registered. However the UEFA Administration may use a different name according to the principles set by the Club Competitions Committee

(hereinafter the Committee). An entry fee of CHF 200 per club is charged. The UEFA Administration debits this fee directly from the account of the national association concerned.

- 1.05 In order to participate in the UEFA club competitions, clubs must not only qualify on the basis of sporting criteria, but also require a licence, which may be obtained from their respective national association in accordance with the national club licensing manual for the 2004/05 season. The national club licensing manual must have been approved in advance by UEFA in accordance with the UEFA Club Licensing Manual (Version 1.0). A club which has qualified on the basis of sporting criteria but is not allowed to enter the competition because it has not obtained a licence will be replaced by a club nominated by the national association on the basis of the rankings in the top domestic league championship and on condition that the club concerned is licensed for the corresponding season. The provisions of Annexe IX apply for further control procedures.
- 1.06 If above conditions are not observed, the UEFA Administration may declare the entry invalid, thereby precluding participation, or accept the entry. Such decisions are final.

Duties

- 1.07 On entering the competition, participating clubs and their respective national associations undertake, in particular:
- a) to stage all matches in the competition in accordance with the present regulations, and to field their strongest teams;
 - b) to observe the principles of fair play (see Fair Play Definition in Annexe V);
 - c) to comply with the provisions of the UEFA *Binding Safety and Security Instructions*;
 - d) to comply with the provisions of Annexe VI concerning the Sporting Integrity of the UEFA Club Competitions. Consequently, clubs must provide the necessary information to the UEFA Administration fully and truthfully in writing by the deadline set out in paragraph 1.04. The UEFA Administration reserves the right to request further written evidence either from clubs or any interested third party, to ensure that the provisions of Annexe VI are respected;
 - e) to comply with the provisions of Chapter XIII "Exploitation of the Commercial Rights" and Annexe VIII "Club Media Rights Guidelines".

- 1.08 The winners of the UEFA Champions League shall take part in the following competitions:
- the UEFA Super Cup, which is held at the start of each new season;
 - intercontinental competitions arranged by UEFA with other confederations.
- The UEFA Champions League runners-up agree to play these matches in cases where the winners cannot take part.
- 1.09 Clubs are not authorised to represent UEFA or the UEFA Champions League without UEFA's prior written approval.

II Cup and Medals

Article 2

Cup

- 2.01 A challenge cup donated by UEFA is presented to the winning club for one year. The holders are responsible for the loss of or any damage to the cup, and must return it to the UEFA Administration in perfect condition two months before the next final tie. UEFA is responsible for engraving the cup with the name of the winning club. A scaled-down replica of the cup is awarded to the winners. The challenge cup becomes the permanent property of any club which wins the trophy three consecutive times or five times in total.
- 2.02 The cup-holders may have a copy of the trophy made, provided the copy is clearly marked as a replica and does not exceed 4/5 (four fifths) of the size of the original.

Medals

- 2.03 Twenty-five gold medals are presented to the winning club, and 25 silver medals to the runners-up. Additional medals may not be produced.

III Organisation – Responsibilities

Article 3

Organisation of UEFA

- 3.01 The UEFA Chief Executive (hereinafter CEO) is the highest operational management organ. He is responsible for all decisions concerning the present regulations, except for matters concerning control and discipline. The CEO delegates some of his duties to the UEFA Administration or relevant committees, in accordance with paragraph 3.02.

- 3.02 Committees deal with matters assigned to them as follows.
- a) The Club Competitions Committee supports the CEO in an advisory capacity on all competition-related matters.
 - b) The Referees Committee deals with all refereeing-related matters (Article 17).
 - c) The Medical Committee is responsible for all questions pertaining to medicine and dope testing (Article 23).
 - d) The Fair Play and Ethics Panel deals with all matters concerning fair play (Annexe V).
- 3.03 The UEFA Administration is vested with the running of the competition and deals with matters according to these regulations.
- 3.04 The disciplinary bodies deal with matters concerning control and discipline in accordance with the *UEFA Disciplinary Regulations*, which apply accordingly.

Responsibilities of UEFA

- 3.05 UEFA will create the best possible conditions for staging the UEFA Champions League, covering, among other aspects, the promotion, coordination and administration of the competition, the entry procedure and authorisation to take part, the match system, the *Laws of the Game*, refereeing, control and disciplinary matters, and the exploitation of the commercial rights as defined in Article 25.
- 3.06 UEFA takes out its own insurance policies to cover its area of responsibility, in accordance with the present regulations.
- 3.07 No club may be forced to play on weekend days.

Responsibilities of the associations and clubs

- 3.08 The clubs are responsible for the behaviour of their players, officials, members, supporters and any person carrying out a function at a match on their behalf.
- 3.09 The home club (or the host association) is responsible for order and security before, during and after the game. The home club (or the host association) may be called to account for incidents of any kind and may be disciplined.
- 3.10 All matches must be played in all-seater stadiums. The use of temporary stands is not authorised. Benches, whether concrete, metal, wooden or plastic, topped or not with wooden slats, etc., are not acceptable (see the provisions of the *UEFA Binding Safety and Security Instructions*).
- 3.11 In principle, as from the group stage, a club must play all its matches in the UEFA Champions League at one and the same ground. Matches may be played either on the ground of the home club or on another ground in the same or another city within the territory of its national association, or, if so decided by the UEFA Administration and/or the UEFA Organs for the

Administration of Justice, in the territory of another UEFA member association. In principle, venues are approved only if direct international flights and/or charter flights are able to land within an acceptable distance of the venue in the country of the club concerned. If the match is being played in another city or country, the venue is subject to the approval of the UEFA Administration.

- 3.12 The club considered the “home” club must stage the relevant matches at the ground in accordance with the instructions of UEFA (or of a third party acting on UEFA’s behalf) and in cooperation with the national association concerned. However, the club is considered solely accountable for all of its obligations in this respect, unless the relevant body or bodies decide(s) otherwise.
- 3.13 UEFA will select a venue for the final match. The relevant national association of the country in which the final match will be staged (the “Host Association”) must respect all the provisions of the organisational contract prepared by UEFA and agreed in advance for this purpose.
- 3.14 Each club shall conclude and maintain, at its own cost, insurance coverage with reputable insurers to fully cover all of its risks in connection with its participation in the competition. Such insurance coverage shall extend to the risks involved in staging and organising their home matches and shall include, without limitation, third-party liability insurance (for all third parties participating in matches or attending the relevant venue) providing for an appropriate insured sum for injuries and damages to persons, objects and property, and corresponding to the specific circumstances of the club concerned. Similarly, the Host Association shall conclude and maintain, at its own cost, insurance coverage with reputable insurers to fully cover all of its risks in connection with the staging and organisation of the final match as set out above. If the home club or the Host Association (as appropriate) is not the owner of the relevant stadium in which matches are held, then it is also responsible for ensuring that the relevant stadium owner and/or tenant procures and maintains adequate insurance coverage in this respect. In any case, the club and the Host Association shall ensure that UEFA is included on such insurance coverage and shall hold UEFA harmless from any liability accruing in respect of the staging and organisation of the relevant matches.
- 3.15 The clubs undertake that their team will arrive at the match venue by the evening before the match at the latest.
- 3.16 Visiting clubs undertake not to play any other matches when travelling to and from away matches in this competition.

IV Competition System

Article 4

Number of rounds

4.01 The competition consists of:

The qualifying phase for the UEFA Champions League:

- first qualifying round
- second qualifying round
- third qualifying round

The UEFA Champions League:

- group stage (six match days)
- first knock-out round
- quarter-finals
- semi-finals
- final

Qualifying phase

4.02 Qualifying-phase matches are played according to the cup (knock-out) system, with each club playing each opponent twice, in home and away matches. The team which scores the greater aggregate of goals in the two matches qualifies for the next stage (second qualifying round, third qualifying round or UEFA Champions League group stage, as applicable). Otherwise, the stipulations of Article 5 apply. The clubs defeated in the first and second qualifying rounds are eliminated from the competition. The 16 clubs defeated in the third qualifying round are entitled to play in the first round of the current UEFA Cup.

Group stage

4.03 Once the third qualifying round has been completed, the 32 remaining clubs are drawn into eight groups of four. Clubs from the same association will not be drawn into the same group.

4.04 Each club plays one home and one away match against each other club in its group. Three points are awarded for a win, one point for a draw, and no points for a defeat. The following match sequence applies:

1st match day:	2 v. 3	4th match day:	1 v. 3
	4 v. 1		4 v. 2
2nd match day:	1 v. 2	5th match day:	3 v. 2
	3 v. 4		1 v. 4
3rd match day:	3 v. 1	6th match day:	2 v. 1
	2 v. 4		4 v. 3

- 4.05 If two or more teams are equal on points on completion of the group matches, the following criteria are applied to determine the rankings:
- a) higher number of points obtained in the group matches played among the teams in question;
 - b) superior goal difference from the group matches played among the teams in question;
 - c) higher number of goals scored away from home in the group matches played among the teams in question;
 - d) superior goal difference from all group matches played;
 - e) higher number of goals scored;
 - f) higher number of coefficient points accumulated by the club in question, as well as its association, over the previous five seasons (see paragraph 6.02).
- 4.06 The eight group-winners and eight runners-up of the group stage qualify for the first knock-out round. The clubs that finish this stage in third position in their group move into the third round of the current UEFA Cup. The clubs that finish this stage in fourth position in their group are eliminated.

First knock-out round

- 4.07 The first knock-out round pairings are determined by means of a draw. The first knock-out round is played under the cup (knock-out) system, on a home-and-away basis (two legs). The UEFA Administration ensures that the following principles are respected.
- a) Clubs from the same association must not be drawn against each other.
 - b) The winners and runners-up of the same group must not be drawn against each other.
 - c) The group-winners must not be drawn against each other.
 - d) The runners-up must not be drawn against each other.
 - e) The runners-up must play the first leg at home.
- 4.08 The team which scores the greater aggregate of goals in the two matches qualifies for the quarter-finals. Otherwise, the stipulations of Article 5 apply.

Quarter-finals

- 4.09 The eight winners of the first knock-out round contest the quarter-finals. The quarter-final pairings are determined by means of a draw. The quarter-finals are played under the cup (knock-out) system, on a home-and-away basis (two legs). The team which scores the greater aggregate of goals in the two matches qualifies for the semi-finals. Otherwise, the stipulations of Article 5 apply.

Semi-finals

- 4.10 The four winners of the quarter-finals contest the semi-finals. The semi-final pairings are determined by means of a draw. The semi-finals are played under the cup (knock-out) system, on a home-and-away basis (two legs). The team which scores the greater aggregate of goals in the two matches qualifies for the final. Otherwise, the stipulations of Article 5 apply.

Final tie

- 4.11 The final is played as one single match. If the result stands as a draw at the end of normal playing time, extra time of two periods of 15 minutes shall be played. If one of the teams scores more goals than the other during extra time, that team shall be declared the winners. If the two teams are still equal after extra time, the winners shall be determined by kicks from the penalty mark (Article 14). The provisions of Article 5 do not apply to the final.

Article 5

Away goals, extra time

- 5.01 For matches played under the cup (knock-out) system, if the two teams involved in a tie score the same number of goals over the two legs, the team which scores more away goals qualifies for the next stage. If this procedure does not produce a result, i.e. if the two teams score the same number of goals at home and away, extra time of two periods of 15 minutes shall be played at the end of the second leg. If, during extra time, both teams score the same number of goals, away goals count double (i.e. the visiting club qualifies). If no goals are scored during extra time, kicks from the penalty mark (Article 14) determine which club qualifies for the next stage.

Article 6

Seeding of clubs

- 6.01 The UEFA Administration seeds clubs for the qualifying rounds and the group stage in the UEFA Champions League, in accordance with the club rankings established at the beginning of the season.
- 6.02 These rankings are drawn up on the basis of a combination of 33 per cent of the value of the respective national association's coefficient for the period from 1999/2000 to 2003/04 inclusive (see Annexe II, points 5 to 10) and the clubs' individual performances in the UEFA club competitions during the same period. Each club retains the cumulative number of points obtained during this period. Qualifying-round matches will not be taken into account as far as individual club performances are concerned (see Annexe II, points 6 and 10). If the title-holders take part, they are always the top seed.
- 6.03 For the qualifying rounds, a draw between the same number of seeded and unseeded clubs determines the pairings, in accordance with the above rankings. The club drawn first plays the first leg of the tie at home.

- 6.04 For the third qualifying round, the UEFA Administration may form groups, in accordance with the principles set by the Committee.
- 6.05 For the purpose of the draw, the 32 clubs involved in the group stage are seeded into four groups of eight, in accordance with the aforementioned rankings.
- 6.06 For the first knock-out round, the group-winners are seeded above the runners-up.

Article 7

Refusal to play, matches abandoned or not played through the fault of a club

- 7.01 Where a club refuses to play, the Control and Disciplinary Body will take a decision in the matter. A club which refuses to play also loses all rights to payments from UEFA. Moreover, the following fines are imposed in case of a refusal:

a) prior to the first qualifying round	CHF	10,000
b) prior to the second qualifying round	CHF	10,000
c) prior to the third qualifying round	CHF	10,000
d) prior to the group stage	CHF	100,000
e) during the group stage	CHF	250,000 *
f) prior to the first knock-out round	CHF	350,000
g) prior to the quarter-finals or semi-finals	CHF	500,000
h) prior to the final	CHF	1,000,000

* minimum per outstanding match
- 7.02 If, through the fault of a club, a match cannot take place or cannot be played in full, the Control and Disciplinary Body shall declare the match forfeited and/or disqualify the club concerned.
- 7.03 Exceptionally, the Control and Disciplinary Body can validate the result as it stood at the moment when the match was abandoned if the match result was to the detriment of the team of the club responsible for the abandonment of the match.
- 7.04 In all cases, the Control and Disciplinary Body can take further action if the circumstances so justify.
- 7.05 Upon receipt of a justified and well-documented claim from the opposing club or clubs concerned, the UEFA Administration may set an amount of compensation due for financial loss.

V Fixtures

Article 8

Match dates

- 8.01 All matches are played according to the UEFA Match Calendar (see Annexe lc). These dates are final and binding on all concerned, subject to the provisions of paragraphs 8.04, 8.05 and 8.06. The following principles apply to this competition:
- a) UEFA Champions League matches are played on Tuesdays and Wednesdays.
 - b) On the basis of the draw, the UEFA Administration decides which UEFA Champions League matches are to be played on Tuesdays and which on Wednesdays. As a rule, each club plays the same number of matches on a Tuesday and on a Wednesday. Matches within the same group are played on the same day. Exceptions to this rule can be set by the UEFA Administration.

Kick-off time

- 8.02 As a rule, matches in the UEFA Champions League kick off as follows: group matches, first knock-out round, quarter-finals, semi-finals and final at 20.45 hours CET. Exceptions to this rule can be set by the UEFA Administration according to the principles set by the Committee.
- 8.03 In principle, the fixtures within a group on the last match day must be played simultaneously. The UEFA Administration is authorised to fix the kick-off times.

Automatic reversals

- 8.04 If more than one club from the same city, or within a radius of 50 km (31 miles) of each other, are taking part in the UEFA Champions League competition and/or play in the same stadium, and if the national association and the clubs concerned explicitly declare when entering the clubs that their matches cannot be played on the same day, the UEFA Administration may alter or confirm dates and kick-off times according to the principles set by the Committee.
- 8.05 If more than one club from the same city, or within a radius of 50 km (31 miles) of each other, are taking part in any of the UEFA club competitions and/or play in the same stadium, and if the national association and the clubs concerned explicitly declare when entering the clubs that their matches cannot be played on the same day, priority is given to UEFA Champions League matches and UEFA Cup matches are reversed.

Qualifying rounds

- 8.06 The venues, dates and kick-off times of all qualifying matches must be confirmed and communicated to the UEFA Administration in writing by the national associations of the clubs concerned by the deadline set by the UEFA Administration. The UEFA Administration may alter or confirm dates and kick-off times according to the principles set by the Committee. The non-respect of this provision may entail disciplinary measures.

Final tie

- 8.07 The local organisation of the final tie is arranged in cooperation with a national association. The date and venue are decided upon by the Executive Committee. In principle, the local organisation of the final is entrusted to a different national association each year.

VI Fields of Play and Stadiums – Principles of Protocol and Organisation

Article 9

Stadium conditions

- 9.01 The UEFA Administration may refuse to permit matches to be played at stadiums which do not measure up to international standards. Stadiums must be in good condition in terms of both their playing surface and facilities. They must conform to the security prescriptions of the competent civil authorities. If the climatic conditions so require, facilities such as pitch heating must exist, to ensure that the field of play can be made available in a suitable condition on any match date.

Alternative venues

- 9.02 If, at any time during the season, the UEFA Administration deems that, for whatever reason, some venues may not be fit for staging a match, UEFA may consult with the associations and clubs concerned and ask them to propose an alternative venue, in accordance with the standards required by UEFA. Should such an association and club not be able to propose an acceptable alternative venue within the deadline set by the UEFA Administration, UEFA will select an alternative neutral venue and make all the necessary arrangements for the staging of the match with the relevant association and local authorities. In both cases, the costs of staging the match shall be borne by the home club. The UEFA Administration shall take a final decision on the match venue in due time.

Field of play dimensions

- 9.03 As from the group stage, the field of play must meet standard dimensions of 68 x 105 metres. Exceptions may be granted by the UEFA Administration only at the written request of the association of the club concerned, to be submitted to the UEFA Administration before the start of the season.

Safety

- 9.04 Clubs taking part in the UEFA club competitions must ensure that the stadiums they use undergo a periodic safety check, including a determination of the capacity, by the competent authorities or a body recognised by the latter. When submitting their competition entry forms to the UEFA Administration, the clubs must also enclose a copy of the relevant safety certificate, which must be renewed every season, together with confirmation from the competent civil authorities concerning the level of safety for spectators (Confirmation form).
- 9.05 In the interests of the safety of the players and match officials, participating clubs must provide access to the field of play that guarantees the safe entry and exit of these persons.

Television surveillance system

- 9.06 As from the group stage, stadiums must be equipped both inside and outside with a permanent television surveillance system. The provisions of the *UEFA Binding Safety and Security Instructions* (see paragraph 3.21, Measures at the Stadium, Television Surveillance System) must be observed.

Floodlights

- 9.07 Matches may be played in daylight or under floodlights. For matches where floodlighting is required, the light average must correspond to Ev (lux) 1400 towards the main camera(s) and Ev (lux) 1000 towards areas of secondary interest, except in the case of qualifying-round matches where the light average must correspond to Ev (lux) 1000 towards the main camera(s) and Ev (lux) 700 towards areas of secondary interest. In addition, an emergency lighting system must be available, ensuring that a match can be completed even in the event of a power failure. The club must provide UEFA with a current lighting certificate, which has been issued within the previous 12 months. Exceptions may be granted by the UEFA Administration. For further recommendations see also the booklet *Guidelines and Recommendations for Floodlighting for all UEFA Competitions*.

Clocks

- 9.08 Clocks in the stadium showing the amount of time played may run during the match, provided they are stopped at the end of normal time in each half, i.e. after 45 and 90 minutes respectively. This stipulation also applies in the event of extra time being played (i.e. after 15 and 30 minutes).

Giant and public screens

- 9.09 Simultaneous transmissions on giant viewing screens inside the stadium in which a match is played are not allowed. Simultaneous transmissions and replays are authorised only for press monitors and closed-circuit channels. In principle, replays on giant viewing screens inside the stadium in which a match is played may be authorised subject to a licence being granted by

UEFA. On receipt of a justified request to this effect before the start of the competition, the UEFA Administration may grant a participating club such a licence, which may, however, be withdrawn at any time during the season for improper use. The results of other matches can be shown on the scoreboard and/or giant screen during the match.

- 9.10 Simultaneous or delayed transmissions on giant viewing or public screens outside the stadium in which a match is played (e.g in the stadium of the away club or in a public place anywhere) may be authorised subject to:
- a licence being granted by UEFA; and
 - authorization received from the rights holder of the broadcasting rights in the territory of the screening.

Retractable roofs

- 9.11 A decision regarding the closing of retractable stadium roofs is to be taken at the match-day organisational meeting or two hours before the game at the latest. Normally, the roof will be open, but it may be closed in certain cases, for reasons of bad weather. If agreement cannot be reached, the UEFA delegate will have the final authority. Should the decision be taken to close the roof, it will remain closed throughout the match.

Final tie, neutral venue

- 9.12 The final tie, as well as any matches played at a neutral venue, will be assigned only to stadiums equipped with the required security installations.

Article 10

Unfit fields of play, bad weather

- 10.01 If the national association concerned deems that a field of play will not be fit for play, the home club must notify the visiting club and the referee prior to their departure. Otherwise, the home club is responsible for their travel, board and lodging expenses. The UEFA Administration must be notified at the same time.
- 10.02 If any doubt arises as to the condition of the field of play after the visiting club's departure from home, the referee will decide on the field of play itself whether or not it is fit for play.
- 10.03 If the referee declares that the match cannot commence because the field is not fit for play, or because of the weather conditions, the match must in principle be played the following day, unless a reserve date has been set by the UEFA Administration, in which case that date prevails. The match can still be played on another date set by the UEFA Administration within two hours of the referee's decision to postpone the match at the latest, in consultation with the two clubs and the associations concerned. In case of dispute, the UEFA Administration will fix the date and the kick-off time of the match. This decision will be final.

Match abandoned

- 10.04 If the match is abandoned before the end of normal time or during any extra time because the field is not fit for play, or because of the weather conditions, a 90-minute replay must in principle be played the following day, unless a reserve date has been set by the UEFA Administration, in which case that date prevails. The match can still be played on another date set by the UEFA Administration within two hours of the referee's decision to abandon the match at the latest in consultation with the two clubs and the associations concerned. In case of dispute, the UEFA Administration will fix the date and the kick-off time of the match. This decision will be final.

Reasons beyond control

- 10.05 If the match cannot commence or is abandoned before the end of normal time or during any extra time for reasons beyond control, a 90-minute replay must in principle be played on an alternative date set by the UEFA Administration. This decision will be final.

Expenses

- 10.06 Except when the provisions of paragraph 10.01 apply, each club shall bear its own expenses. If the match cannot take place at all, the travel, board and lodging expenses of the visiting club, as well as the relevant hosting costs, are borne by the two clubs in equal parts.

Article 11

Principles of protocol and organisation

- 11.01 The UEFA and Fair Play flags must be flown in the stadium at all matches in this competition. These two flags are available on loan from the national association. The UEFA Champions League flag is sent to all participating clubs before the first match in the UEFA Champions League, and must be flown as well. No national anthems are played.
- 11.02 At all matches in this competition, the players are invited to shake hands with their opponents and the referees after the line-up procedure as well as after the final whistle, as a gesture of fair play.
- 11.03 Only six team officials and seven substitute players are allowed to sit on the substitutes' bench, i.e. a total of 13 persons. The names of all these persons and their functions must be listed on the match sheet.
- 11.04 If space so permits, up to five additional technical seats are allowed for club staff providing technical support to the team during the match (kit manager, assistant physiotherapist, etc.). Such seats shall be outside the technical area and positioned at least five metres behind the benches but with access to the dressing rooms. The names of all these persons and their functions must be listed on the match sheet.

- 11.05 Smoking is not allowed in the technical area during the match. Any violation of this rule will be reported to the Control and Disciplinary Body.
- 11.06 An adequate number of ground staff and police must be present, to guarantee safety and security in the stadium.
- 11.07 No spectators are allowed in the area between the stands and the touch-line or goal-line.
- 11.08 All clubs in the UEFA club competitions must make at least 5% of the total capacity of their stadium available exclusively to visiting supporters, in a segregated, safe area. In addition, visiting clubs will be entitled to purchase up to 200 top- or second-category tickets, or a combination thereof, for their VIP supporters, sponsors, etc. (see paragraph 2.13 of the UEFA *Binding Safety and Security Instructions*). The price of tickets for supporters of the visiting club may not exceed the price of tickets of a comparable quality that are sold to supporters of the home club.
- 11.09 The official UEFA representatives and at least 20 representatives of the visiting club and its national association must be provided with top-category seats in the VIP sector.
- 11.10 Weather permitting, the visiting club will be allowed to train on the field where the match is to take place the day before the match. The visiting club will agree with the home club on the length of the training session, which shall not exceed one hour, unless agreed otherwise with the home club. In addition, the visiting club may hold private training sessions at a location to be agreed on with the home club, but not at the stadium where the match will be played.
- 11.11 The requirements in terms of media arrangements are set out in Annexe III (Media Matters).

VII Laws of the Game

Article 12

- 12.01 Matches are played in conformity with the *Laws of the Game* promulgated by the International Football Association Board (IFAB).

Substitution of players

- 12.02 The substitution of three players per team is permitted in the course of the match. The use of numbered panels to indicate the substitution of players is compulsory. For ease of information, the panels must be numbered on both sides.
- 12.03 During the game, substitute players are allowed to leave the technical area to warm up. At the pre-match organisational meeting, the referee will determine exactly where they should warm up (behind the first assistant referee or behind the advertising boards behind the goal) and how many substitute

players are allowed to warm up simultaneously. In principle, three substitutes per team shall be allowed to warm up at the same time; exceptionally, if space so permits, the referee can allow the seven substitutes of each team to warm up simultaneously in the determined area.

Match sheet

- 12.04 Before the match, each team will receive a match sheet on which the numbers, full names (and dates of birth for qualifying matches) and, if applicable, the nicknames of the 18 players in the squad must be entered, together with the full names of the officials seated on the substitutes' bench and on the additional technical seats. The match sheet must be properly completed in block capitals, and signed by the captain and competent club official.
- 12.05 The 11 first-named players must commence the match. The other seven are designated as substitutes. The numbers on the players' shirts must correspond with the numbers indicated on the match sheet. The goalkeepers and team captain must be identified.
- 12.06 Both clubs must hand their match sheets to the referee at least 75 minutes before kick-off.
- 12.07 The referee may ask to see the personal identity cards / passports of the players whose names are listed on the match sheet. Each player participating in a UEFA competition match must be in possession of a player's registration licence issued by his national association or an official personal identity card / passport, containing his photograph and date of birth.
- 12.08 If the match sheet is not completed and returned in time, the matter will be submitted to the Control and Disciplinary Body.
- 12.09 Only three of the substitutes listed on the match sheet may take part in the match. A player who has been substituted may take no further part in the match.
- 12.10 If there are fewer than seven players on either of the teams, the match will be abandoned. In this case, the Control and Disciplinary Body decides on the consequences.

Replacement of players on the match sheet

- 12.11 After the match sheets have been completed and signed by both teams and returned to the referee, and if the match has not yet kicked off, the following instructions apply.
 - a) If any of the first 11 players listed on the match sheet are not able to start the match for any reason, they may be replaced by any of the seven substitutes. Such replacements will reduce the quota of substitute players accordingly. During the match, three players may still be replaced.

- b) If any of the seven substitutes listed on the match sheet are not able to be fielded for any reason, they may not be replaced, which means that the quota of substitute players will be reduced accordingly.
- c) If a goalkeeper listed on the match sheet is not able to be fielded for any reason, he may be replaced by another goalkeeper not previously listed on the match sheet.

Article 13

Half-time interval, break before extra time

- 13.01 The half-time interval lasts 15 minutes. If extra time is required, there will be a five-minute break between the end of normal time and the start of extra time. As a rule, the players remain on the field of play during this five-minute break, at the discretion of the referee.

Article 14

Kicks from the penalty mark

- 14.01 For matches played under the cup (knock-out) system (see 5.01) and the final (see 4.11), kicks from the penalty mark are taken in accordance with the procedure laid down in the *Laws of the Game* promulgated by the IFAB.
- 14.02 To ensure that the procedure is strictly observed, the referee is assisted by the assistant referees and the fourth official, who also note down the numbers of the players on each team who take kicks from the penalty mark. The assistant referees position themselves according to the diagram in the *Laws of the Game*.
- 14.03 If the taking of kicks from the penalty mark cannot be completed because of weather conditions or for other reasons beyond control, the results will be decided by the drawing of lots by the referee in the presence of the UEFA delegate and the two team captains.
- 14.04 If through the fault of a club, the taking of kicks from the penalty mark cannot be completed, paragraphs 7.02 to 7.04 of the present regulations shall apply.

VIII Player Eligibility

Article 15

- 15.01 A player is eligible to play in the UEFA club competitions provided he fulfils all the following conditions:
- a) He is duly registered by the national association concerned according to its own rules and those of FIFA (*FIFA Regulations for the Status and Transfer of Players*).
 - b) He is only eligible to play for a club affiliated to the national association concerned.

- c) He is duly registered with the UEFA Administration by the national association according to paragraph 15.07.

15.02 Only players that are duly registered with the UEFA Administration can serve pending disciplinary suspensions.

Deadlines

15.03 Only players who are eligible to play for the club concerned on the following dates, and who have been duly registered with the UEFA Administration by means of lists A and B, are eligible to play in this UEFA club competition:

- a) 7 July 2004 (12.00 hours CET): for all matches in the first qualifying round
- b) 22 July 2004 (12.00 hours CET): for all matches in the second qualifying round
- c) 5 August 2004 (12.00 hours CET): for all matches in the third qualifying round
- d) 1 September 2004 (12.00 hours CET): for all matches as from and including the group stage
- e) 1 February 2005 (12.00 hours CET): after the group stage and for all matches as from and including the first knock-out round. A club may register a maximum of three new players for the remaining matches in the current competition, provided such players are eligible to play for the club on that date. If the registration of such new players causes the authorised number of players in the club's squad (25) to be exceeded, the necessary number of other registered players must be removed, to reduce the squad to 25 players again. Newly registered players must wear set numbers which have not yet been assigned.
- f) For the UEFA Champions League second and third qualifying rounds, new players may be registered the day before first-leg matches, provided that the club's national association confirms in writing that the player is eligible to play at domestic level by the respective qualifying date listed above.

15.04 All qualifying matches fall within the season commencing 1 August.

List A

15.05 At any point in the competition, list A may comprise a maximum of 25 players, including those registered at a later stage, provided they meet the eligibility requirements defined in the present Article 15.

List B

15.06 List B (youth players) is used to register any players who meet both the following criteria:

- a) players born on or after 1 January 1983, and

- b) players who, on the date they are registered with the UEFA Administration, have been eligible to play for the club concerned continuously for at least two years at any time since their fifteenth birthday.

Players who fulfil both these conditions are eligible to play, and retain their youth player status until the end of the season in question. Such players do not count as part of the squad of 25 players included on list A. At any time before the match in question, players may be added to list B by means of the official list B registration form sent by fax to the UEFA Administration by the national association concerned.

Registration procedure

- 15.07 Players are registered by means of lists A and B (youth players), which are to be signed by the club and national association and completed as follows:
- a) The club submits its original lists, duly completed and signed, to its national association for validation.
 - b) The national association forwards these lists to the UEFA Administration by the deadlines set and communicated by UEFA before the start of the season.
 - c) Subsequently, the national association faxes (fax receipt date counts) any changes to list A to the UEFA Administration as per the deadlines laid down in paragraph 15.03.

Player numbers

- 15.08 As from and including group-match day 1, all registered players, including those registered at a later stage (see paragraphs 15.03, 15.05, 15.06 and 15.09) must wear set numbers between 1 and 99. No number may be used by more than one player and no player may use more than one number in the course of a season.

New goalkeeper registration

- 15.09 If a club cannot count on the services of at least two goalkeepers registered on list A because of long-term injury or illness, the club concerned may temporarily replace the goalkeeper concerned and register a new goalkeeper at any time during the season, subject to paragraph 15.10a), and complete the official registration list A with a goalkeeper fit to be fielded. The club must provide UEFA with the necessary medical evidence. UEFA may require further medical examination of the goalkeeper(s) by an expert appointed by the UEFA Administration at the cost of the club. Once the goalkeeper is fit to be fielded again he can resume his position in place of his nominated substitute. The change must be announced to the UEFA Administration 24 hours before the next match in which the goalkeeper is due to play, by means of the official player list.

Player transferred in the course of the season

- 15.10 In the course of a season, a player is eligible to play only for one single club in the UEFA club competitions (excluding the first three rounds of the UEFA Intertoto Cup). Exceptionally, if a player fulfils the two following conditions, he may play for another club which is also taking part in that season's UEFA club competitions:
- a) The player has not been fielded for any UEFA club competition matches by the first club in question. (The fact that his name may have appeared on a match sheet does not mean that he actually played. Only his registration by the referee as having been fielded counts in this respect.)
 - b) The player concerned is eligible to play for the other club by the deadlines set in paragraph 15.03, and he is registered with the UEFA Administration in accordance with the aforementioned procedure.

Responsibility

- 15.11 When submitting player registration lists, the national association and club concerned must vouch for the content and are responsible for ensuring that the aforementioned provisions are respected.
- 15.12 The UEFA Administration decides on questions of player eligibility. In the event of disputes the Control and Disciplinary Body takes a final decision.

IX Kit

Article 16

UEFA Kit Regulations

- 16.01 The *UEFA Kit Regulations* (edition 2004) apply to any kit (sports equipment) used in the stadium during the entire competition, including the qualifying phase.

Kit approval procedure

- 16.02 Kit used by clubs that qualify for the group stage must be approved by the UEFA Administration. Clubs involved in the third qualifying round and group stage must therefore submit samples of their first-choice, second-choice and any additional kit (shirt, shorts and socks) to the UEFA Administration, together with the corresponding application form, duly completed and signed, by 2 August 2004. Clubs involved in the second qualifying round are required to submit only the application form, which must reach UEFA by 14 July 2004. Clubs involved in the first qualifying round are required to submit only the application form, which must reach UEFA by 5 July 2004. At a club's request, the UEFA Administration may extend these deadlines as far as the announcement of the shirt sponsor is concerned.

Player names

- 16.03 As from and including the group matches, it is mandatory to place the player's name on the back of the shirt (see Article 9 of the *UEFA Kit Regulations*).

Change of shirt sponsor

- 16.04 According to Article 30 of the *UEFA Kit Regulations*, clubs may change their shirt sponsor during the season as follows:
- a) clubs playing qualifying matches may change the shirt sponsor no more than twice during the same UEFA season but only once during the main competition;
 - b) clubs directly qualified for the main competition may change the shirt sponsor only once during the same UEFA season.

A change regarding the content of the sponsor advertising is considered to be a change of sponsor, even if the sponsor remains the same. Cases falling under paragraph 16.06 are exempt from this rule.

Deadline for shirt sponsor

- 16.05 Clubs which want to change their shirt sponsor in accordance with paragraph 16.04, must submit a written request to the UEFA Administration by no later than the following deadlines:
- a) 30 August 2004 (12.00 CET): for clubs playing qualifying matches.
 - b) 31 January 2005 (12.00 CET): for clubs playing in the group stage and knock-out rounds.

No change of shirt sponsor is allowed after the above-mentioned deadlines.

Clash of shirt sponsor

- 16.06 If two clubs meeting in the competition have the same shirt sponsor, the home team may wear their regular sponsor advertising whereas the visiting team may only wear advertising for a product of the said sponsor. No identical advertising elements may appear on the shirts of the two teams in question. The visiting club must send a sample of such new shirts to the UEFA Administration for approval.

Competition logo

- 16.07 As from and including the group matches, the UEFA Champions League competition logo must appear on the right sleeve of the shirt, between the shoulder seam and the elbow. UEFA provides the teams with approved samples.

Title-holder logo

- 16.08 The reigning title-holder may wear the UEFA Champions League title-holder logo, subject to a licence granted by UEFA. Multiple winners of the UEFA Champions League (three consecutive times or a minimum of five times) may wear a "badge of honour", subject to a licence granted by UEFA. UEFA provides the teams with approved samples.

Other kit items worn by players and club officials

- 16.09 As from the start of the group stage, all kit items worn by players and club officials which do not form part of the playing attire (shirt, shorts and socks) must be free of any sponsor advertising. Manufacturer identification is allowed in accordance with chapters VIII, IX and X of the *UEFA Kit Regulations*. This provision applies from arrival at the stadium for the match until departure from the stadium after the match, including any interviews and press conferences during the time at the venue.

Special material used in the stadium

- 16.10 As from the start of the group stage, all special material used in the stadium, such as kit bags, medical bags, drink containers, etc., must be free of any sponsor advertising and/or manufacturer identification. This provision applies from arrival at the stadium for the match until departure from the stadium after the match, including any interviews and press conferences during the time at the venue.

Warm-up bibs

- 16.11 By way of derogation from paragraph 57.02 of the *UEFA Kit Regulations*, the manufacturer identification used once on the front and once on the back of warm-up bibs may not exceed 20 cm².

Disclaimer

- 16.12 UEFA declines all responsibility and authority in the event of conflicts arising from contracts between a club and its sponsors and/or a club and a manufacturer on account of the provisions of the *UEFA Kit Regulations* regarding the sponsor advertising and/or the manufacturer identification.

X Referees

Article 17

- 17.01 The *General Terms and Conditions for Referees* apply to match officials appointed for this competition.

Appointment

- 17.02 The Referees Committee, in cooperation with the UEFA Administration, designates a referee, two assistant referees and a fourth official for each match. Only referees whose names appear on the official FIFA list of referees are appointed. The fourth official and assistant referees are, in principle, proposed by the national association of the referee, in accordance with criteria established by the Referees Committee.

Arrival

- 17.03 Referees and assistant referees must arrange to arrive at the venue the day before the match.

Late arrival of referees

- 17.04 If the referee and/or assistant referees do not arrive at the match venue by the evening before the game, the UEFA Administration and both clubs must be informed immediately. The Referees Committee will take the appropriate decisions. If the Referees Committee decides to replace the referee and/or assistant referees and/or fourth official, such a decision is final, and no protests against the person or nationality of the referee and/or assistant referees and/or fourth official are allowed.

Unfit referee

- 17.05 If a referee or assistant referee becomes unfit before or during a match through illness, injury, etc., and is unable to continue to officiate, he is replaced by the fourth official (see paragraph 17.02).

Referee's report

- 17.06 Directly after the match, the referee completes the official report form, signs it and faxes it to the UEFA Administration (+41 22 994 37 27), together with both match sheets. In addition, the originals must be sent by post within 24 hours of the end of the match. The referee must always keep a copy of his report form and both match sheets.
- 17.07 On his report form, the referee reports in as much detail as possible on any incidents before, during, or after the match, such as:
- a) misconduct of players, leading to caution or expulsion;
 - b) unsporting behaviour by officials, members, supporters, or anyone carrying out a function at a match on behalf of an association or club;
 - c) any other incidents.

Referee liaison officer

- 17.08 During their stay at the match venue, the referees are taken care of by a referee liaison officer, who is an official representative of the national association of the home club, in accordance with the guidelines issued by UEFA.

XI Disciplinary Law and Procedures – Doping

Article 18

UEFA Disciplinary Regulations

- 18.01 The provisions of the *UEFA Disciplinary Regulations* apply for all disciplinary offences committed by clubs, officials, members or other individuals exercising a function at a match on behalf of an association or club, unless the present regulations stipulate otherwise.
- 18.02 The participating player agrees to comply with the *Laws of the Game*, *UEFA Statutes*, competition regulations, *UEFA Disciplinary Regulations*, *UEFA Doping Regulations*, as well as the *UEFA Kit Regulations*. He must notably:
- a) respect the spirit of fair play and non-violence, and behave accordingly;
 - b) refrain from anti-doping rule violations as defined by the *UEFA Doping Regulations*.

Article 19

Yellow and red cards

- 19.01 As a rule, a player who is sent off the field of play is suspended for the next match in a UEFA club competition. The Control and Disciplinary Body is entitled to augment this punishment. For serious offences the punishment can be extended to all UEFA competition categories.
- 19.02 In the case of repeated cautions in different matches, the offending player is suspended for one match in the same category of competition as from the third caution, as well as following any subsequent odd-numbered caution (fifth, seventh, ninth, etc.). The Control and Disciplinary Body will confirm any other cautions.
- 19.03 Single yellow cards and pending suspensions are always carried forward either to the next stage of the competition or to another club competition in the current season.

Article 20

Declaration of protests

- 20.01 Member associations and their clubs are entitled to protest. The party protested against and the disciplinary inspector have party status.

- 20.02 Protests must reach the Control and Disciplinary Body in writing, stating the reasons, within 24 hours of a match.
- 20.03 This 24-hour time limit cannot be extended.
- 20.04 The protest fee is CHF 1,000. It must be paid at the same time as the protest is filed.

Article 21

Reasons for protest

- 21.01 A protest is directed against the validity of a match result. It is based on a player's eligibility to play, a decisive breach of the regulations by the referee, or other incidents influencing the match.
- 21.02 Protests concerning the state of the field of play must be submitted to the referee in writing by the relevant officials before the match. If the state of the field of play becomes questionable in the course of the match, the team captain must inform the referee, as well as the captain of the opposing team, orally without delay.
- 21.03 Protests cannot be lodged against factual decisions taken by the referee.
- 21.04 A protest against a caution or expulsion from the field of play after two cautions is admissible only if the referee's error was to mistake the identity of the player.

Article 22

Appeals

- 22.01 The Appeals Body deals with appeals lodged against decisions of the Control and Disciplinary Body. The *UEFA Disciplinary Regulations* apply.

Article 23

Doping

- 23.01 Doping is defined as the occurrence of an anti-doping rule violation as laid down in the *UEFA Doping Regulations*.
- 23.02 Doping is forbidden. In case of anti-doping rule violations, UEFA will instigate disciplinary proceedings against the perpetrators concerned in accordance with the *UEFA Disciplinary Regulations*. This may include the imposition of provisional measures.
- 23.03 The CEO may order dope tests to be carried out at any time.
- 23.04 Dope tests are carried out according to the procedure laid down in the *UEFA Doping Regulations*.

XII Financial Provisions

Article 24

Referees' costs

- 24.01 For all matches in this competition, the national association of the home club, on behalf of UEFA, assumes the costs of the board and lodging of the referee, assistant referees and fourth official, as well as their transport costs within the territory of the national association concerned. The international travel expenses and daily allowances of these officials are borne by UEFA.

Qualifying rounds

- 24.02 Each club retains its receipts and bears all its expenses. The visiting club assumes its expenses for travel, board and lodging, unless the two clubs concerned agree otherwise. If necessary, the provisions of paragraph 10.06 must be observed. In the event of a match being moved for any reason whatsoever, the UEFA Administration decides who assumes any expenses incurred by the visiting club as a result.
- 24.03 Top domestic league championship winners that do not qualify for the group stage of the UEFA Champions League receive a special bonus payment (see paragraph 24.06).

UEFA Champions League

- 24.04 Each club retains its receipts from the sale of match tickets and bears all its expenses. The visiting club assumes its expenses for travel, board and lodging, unless the two clubs concerned agree otherwise. If necessary, the provisions of paragraph 10.06, must be observed. In the event of a match being moved for any reason whatsoever, the UEFA Administration decides who assumes any expenses incurred by the visiting club as a result.

Revenue from UEFA Champions League contracts

- 24.05 The exact amounts that UEFA pays to the associations and clubs, as per the provisions of paragraph 24.06, are determined by the Executive Committee before the start of the competition.
- 24.06 The revenue earned from the contracts concluded by UEFA for the 96 group matches, 16 first knock-out-round matches, eight quarter-final matches, four semi-final matches and the final of the UEFA Champions League is allocated as decided by the Executive Committee before the start of the season. As a rule:
- a) 75% of the revenue received by UEFA from television and sponsorship (including without limitation licensing and merchandising) contracts and 50% of the revenue received by UEFA from new media contracts will be paid to the 32 clubs taking part in the UEFA Champions League group matches. This allocation includes a five percent share for the leagues

which have one representative or more in the group stage of the UEFA Champions League.

- b) 25% of the revenue received by UEFA from television and sponsorship contracts (including without limitation licensing and merchandising) and 50% of the revenue received by UEFA from new media contracts will remain with UEFA to cover organisational and administrative costs and solidarity payments to its member associations. From this share, payments will also be made to the leagues not represented in the UEFA Champions League group matches, and to those clubs eliminated in the qualifying rounds of the UEFA Champions League, and in the rounds preceding and including the first round of the UEFA Cup. A special bonus is also paid from this amount to the top domestic league championship winners that do not qualify for the group stage of the UEFA Champions League.
- c) Any revenue received in excess of CHF 800 million (excluding new media contracts, for which the 50-50 split will always apply) will be distributed as follows: 82% to the 32 clubs involved in the group stage of the UEFA Champions League, and 18% remaining with UEFA for the purposes mentioned in b) above.

Final tie

- 24.07 For the final tie, the UEFA Administration decides on the number of tickets to be allocated to the clubs involved (these allocations do not necessarily have to be equal) and to the host association, to specify the size of the various ticket allocations delivered at any one time, and to issue special instructions for the distribution of these tickets. Moreover, the UEFA Administration, in conjunction with the host association, fixes the ticket prices. These decisions and instructions are final and binding. Concerning the sale and distribution of tickets, see the UEFA *Binding Safety and Security Instructions*.
- 24.08 Before the final, the Executive Committee decides on the financial distribution model in favour of:
 - a) the two finalists
 - b) the host association (in accordance with the staging agreement)
 - c) UEFA
- 24.09 Each club is responsible for its own expenses.
- 24.10 The accounts of the final must be submitted to the UEFA Administration within one month of the final taking place.

UEFA payments to clubs

- 24.11 All payments to the clubs will always be transferred to the respective national association's bank account. It is the responsibility of the club to coordinate the transfer from the association's bank account to the club's bank account.

- 24.12 Unless so authorised by UEFA in writing, a club may not assign benefits from its participation in the UEFA Champions League to any third party.
- 24.13 The amounts paid by UEFA correspond to gross amounts. As such they cover any and all taxes, levies, charges, etc. (including, but not limited to, Value Added Tax).

XIII Exploitation of the Commercial Rights

Article 25

Commercial Rights

- 25.01 For the purposes of these regulations, "Commercial Rights" means the following: any and all commercial and media rights and opportunities in and in relation to the UEFA Champions League (including without limitation all UEFA Champions League matches) including, without limitation, the Media Rights, Interactive Rights, Marketing Rights and the Data Rights each being defined as follows:
- a) Media Rights means the right to create and transmit for reception on a live 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) audio-visual, visual and/or audio coverage of all UEFA Champions League Matches ("Match Coverage");
 - b) Interactive Rights means the right to offer viewers of Match Coverage the ability to request data and/or other information, to manipulate the content during transmission, to enhance, delete or alter transmitted content (including without limitation, the ability to choose alternative camera angles and/or to replay events) or conduct any revenue-generating activity, including without limitation the sale, licensing or supply of goods and/or services, the provision of games or gaming services or any similar product or service, a polling or voting mechanism, the sale of merchandise and/or ticketing and/or the use of premium-rate telephone services;
 - c) Marketing Rights means the right to: advertise, promote and market the UEFA Champions League; conduct public relations activities in relation to it; exploit all advertising, sponsorship, hospitality, licensing, merchandising, publishing and franchising opportunities and all other commercial association rights in relation to the UEFA Champions League;
 - d) Data Rights means the right to compile and exploit statistics and other data in relation to the UEFA Champions League.

25.02 UEFA is the exclusive, absolute legal and beneficial owner of the Commercial Rights. Subject to paragraph 25.03 c), UEFA expressly reserves all Commercial Rights and shall be exclusively entitled to exploit, retain and distribute all revenues derived from the exploitation of such Commercial Rights. UEFA may appoint third parties to act as broker or agent on its behalf and/or as services provider with respect to the exploitation of some or all of the Commercial Rights.

UEFA Champions League

25.03 Exploitation of Commercial Rights for the UEFA Champions League (excluding the qualifying phase)

a) Media Rights

All Media Rights in and to UEFA Champions League matches excluding the qualifying-round matches shall be exploited by UEFA. The clubs may exploit certain Media Rights in accordance with the *Club Media Rights Guidelines* as set out as Annexe VIII.

Any breach of the *Club Media Rights Guidelines* by the clubs will be referred to the UEFA Control and Disciplinary Body.

b) All other Commercial Rights

UEFA has the exclusive right to exploit all other Commercial Rights and to appoint "Partners" (as defined in Annexe VII) for the UEFA Champions League. The clubs agree and acknowledge that any such partners appointed by UEFA (and any other third party designated by UEFA), as well as their products, may benefit from the exclusive right to exploit certain Commercial Rights in and to UEFA Champions League matches.

In accordance with Article 16 of the competition regulations and the *UEFA Kit Regulations*, advertising on players' kits is exempt from this exclusivity.

c) Rights of the clubs participating in the UEFA Champions League

The clubs shall have rights specified in Annexe VIII:

UEFA shall, on request, provide the clubs with available market research data.

In addition and without prejudice to the *Club Media Rights Guidelines*, the clubs are entitled to use the Match Coverage of their own matches as UEFA shall, in its sole discretion, decide to make available, for their own non-commercial promotional purposes as defined in Annexe VII, as well as technical instruction material for their own internal training purposes. The clubs shall be responsible for any additional necessary rights or third party clearances required in relation to any such uses.

Non-commercial promotional purposes

25.04 Each of the clubs shall grant UEFA the right to use and authorise others to use – free of charge, throughout the world, for the full duration of any rights – photographic, audio-visual and visual material of all players and officials of clubs participating in the UEFA Champions League (including their names, relevant statistics, data and images), as well as the club name, emblem and team shirt (including references to the shirt sponsors and kit manufacturers) for non-commercial promotional purposes as defined in Annexe VII and as reasonably designated by UEFA. On request, the clubs 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 rights in accordance with this Article 25.

Qualifying phase

25.05 Exploitation of Commercial Rights for qualifying-phase matches

- a) Member associations and their affiliated organisations or clubs are authorised to exploit the Media Rights and the Marketing Rights of the home qualifying-phase matches which take place under their respective auspices (“the Qualifying Rights”). In doing so, they must observe the stipulations of Article 48 of the *UEFA Statutes*, as well as the regulations governing the implementation of said article and any other instructions or guidelines issued by UEFA from time to time.
- b) All agreements and arrangements pertaining to the exploitation of the Qualifying Rights must be presented to the UEFA Administration on request. The withholding of such contracts will be referred to the Control and Disciplinary Body, and may result in disciplinary sanctions.
- c) All agreements and arrangements pertaining to the exploitation of Qualifying Rights, must include Article 48 of the *UEFA Statutes* and the regulations governing its implementation as an integral part thereof. Furthermore, such agreements and arrangements must contain a stipulation guaranteeing that if any amendments are made to these regulations, or any other applicable codes, guidelines or regulations issued by UEFA from time to time, the said agreements and arrangements shall be amended as necessary to conform with the relevant amended regulation codes or guidelines within 30 days of their coming into force.
- d) For all qualifying-phase matches, member associations and their affiliated organisations or clubs undertake to provide UEFA free of charge and at least 60 minutes prior to kick-off of each match with access to television frequency information for receiving the broadcast signal at a location of UEFA's choice. These broadcasts can be recorded by UEFA for editorial purposes, and a copy of the recording shall be made available for the respective home club upon request. If this information is unavailable for

whatever reason, member associations and their affiliated organisations or clubs undertake to provide to UEFA free of charge, in Digibeta (or if not available, in Betacam SP) format (or such other format as may be requested by UEFA) a recording of the entire match, to be sent to the destination of UEFA's choice within seven days of the match. For the purpose of promoting the UEFA Champions League, the person who owns such rights shall grant UEFA the right to use and exploit and authorise others to use and exploit, by any and all means and in any and all media whether now known or invented in the future, throughout the world, for the full duration of such rights, up to 15 minutes of audio and/or visual material from each match, free of charge and without payment of any associated clearance costs.

Member associations and their affiliated organisations or clubs may not use or authorise any third party to use any of the registered UEFA Champions League trademarks or any orthographic material or artistic forms developed in connection with the UEFA Champions League in promotions, publications or advertising or otherwise without the prior written consent of UEFA.

Compliance with laws and regulations

- 25.06 The Commercial Rights shall be exploited in compliance with relevant laws and regulations.

XIV Intellectual Property Rights

Article 26

- 26.01 UEFA is the exclusive owner of all intellectual property rights of the competition, including any current or future rights of UEFA's names, logos, brands, medals and trophies. Any use of the aforementioned rights requires the prior written consent of UEFA, and must always conform to UEFA's instructions and guidelines on correct usage.
- 26.02 All rights to the fixture list, as well as the matches in the competition, are the sole and exclusive property of UEFA.

XV Court of Arbitration for Sport (CAS)

Article 27

Ordinary Court of Arbitration

- 27.01 CAS shall have exclusive jurisdiction to deal with all civil law disputes (of a pecuniary nature) relating to UEFA matters which arise between UEFA and Member Associations, clubs, players or officials, and between themselves.
- 27.02 There shall be no recourse to legal action in the ordinary courts of law in relation to such disputes.

27.03 Proceedings before CAS shall take place in accordance with the *Code of Sports-related Arbitration* of CAS.

Article 28

Legal Challenge to Decisions of the Organs for the Administration of Justice

- 28.01 CAS shall have exclusive jurisdiction to deal with any challenge against a decision under civil law (of a pecuniary nature) of the Organs for the Administration of Justice. Any such challenge must be made at CAS within ten days of the notification of the decision which is challenged.
- 28.02 A decision of the Organs for the Administration of Justice of a sporting nature, or any part or parts of a decision that is of a sporting nature, may not be challenged in civil law.
- 28.03 A civil law challenge through CAS may only be brought after UEFA's official internal procedures have been exhausted.
- 28.04 There shall be no recourse to legal action in the ordinary courts of law in relation to such matters.
- 28.05 A civil law challenge shall not have any suspensory effect as a stay of execution of a disciplinary sanction, subject to the power of the President of the Division or the President of the Panel appointed to deal with the matter after hearing the parties, to order that any disciplinary sanction be stayed pending the arbitration.
- 28.06 Proceedings before CAS shall take place in accordance with the *Code of Sports-related Arbitration* of CAS.

Article 29

CAS Arbitrators

- 29.01 Only arbitrators who have their domicile in Europe shall be competent to deal with matters involving UEFA.

XVI Unforeseen Circumstances

Article 30

- 30.01 The CEO will decide on any matters not provided for in these regulations, as well as in cases of force majeure. Such decisions are final.

XVII Closing Provisions

Article 31

- 31.01 All annexes form an integral part of these regulations.

- 31.02 In the event of any discrepancy in interpretation between the official languages of UEFA in the wording of these regulations, the English version is the authoritative text.
- 31.03 These regulations come into force on their approval by the UEFA Executive Committee, and apply for the 2004/05 season.

For the UEFA Executive Committee:

Lennart Johansson
President

Lars-Christer Olsson
Chief Executive

Nyon, March 2004

ANNEXE Ia: Access List for the 2004/05 UEFA Club Competitions

UEFA Champions League					UEFA Cup								
Group	Q 3	Q 2	Q 1	Rank.:	Association	First Round			Q2	Q1			
						TH	UIC	UIC	UIC		FP	FP	FP
CH	RU	N3	N4	1	Spain	CW	N5	N6					
CH	RU	N3	N4	2	Italy	CW	N5	N6					
CH	RU	N3	N4	3	England	CW	N5	N6					
CH	RU	N3		4	Germany	CW	N4	N5					
CH	RU	N3		5	France	CW	N4	N5					
CH	RU	N3		6	Greece	CW	N4	N5					
CH	RU			7	Portugal	CW	N3	N4	N5				
CH	RU			8	Netherlands	CW	N3	N4	N5				
CH	RU			9	Scotland	CW				N3			
CH		RU		10	Turkey	CW				N3			
CH		RU		11	Belgium				CW	N3			
CH		RU		12	Czech Republic				CW	N3			
CH		RU		13	Switzerland				CW	N3			
CH		RU		14	Ukraine				CW	N3			
CH		RU		15	Israel				CW	N3			
		CH		16	Austria				CW	RU	N3		
		CH		17	Poland				CW	RU	N3		
		CH		18	Russia				CW	RU	N3		
		CH		19	Serbia and Montenegro				CW	RU	N3		
		CH		20	Norway				CW	RU	N3		
		CH		21	Bulgaria				CW	RU	N3		
		CH		22	Croatia				CW	RU			
		CH		23	Sweden				CW	RU			
		CH		24	Denmark				CW	RU			
		CH		25	Slovakia						CW	RU	
		CH		26	Romania						CW	RU	
		CH		27	Hungary						CW	RU	
		CH		28	Cyprus						CW	RU	
		CH		29	Slovenia						CW	RU	
		CH		30	Finland						CW	RU	
		CH		31	Latvia						CW	RU	
		CH		32	Moldova						CW	RU	
		CH		33	Georgia						CW	RU	
		CH		34	Bosnia-Herzegovina						CW	RU	
		CH		35	Lithuania						CW	RU	
		CH		36	Iceland						CW	RU	
		CH		37	F.Y.R. Macedonia						CW	RU	
		CH		38	Belarus						CW	RU	
		CH		39	Republic of Ireland						CW	RU	
		CH		40	Malta						CW	RU	
		CH		41	Armenia						CW	RU	
		CH		42	Wales						CW	RU	
				43	Liechtenstein						CW		
		CH		44	Albania						CW	RU	
		CH		45	Estonia						CW	RU	
		CH		46	Northern Ireland						CW	RU	
		CH		47	Luxembourg						CW	RU	
		CH		48	Faroe Islands						CW	RU	
		CH		49	Azerbaijan						CW	RU	
		CH		50	Kazakhstan						CW	RU	
				51	Andorra							CH	
				52	San Marino							CH	

TH = title-holder / tenant du titre / Titelhalter

CH = domestic champion club / champion national / Landesmeister

RU = domestic league runner-up / vice-champion national / Vizelandesmeister

N3 = domestic league 3rd-placed club / 3e du championnat national / 3. der nationalen Meisterschaft

N4 = domestic league 4th-placed club / 4e du championnat national / 4. der nationalen Meisterschaft

N5 = domestic league 5th-placed club / 5e du championnat national / 5. der nationalen Meisterschaft

N6 = domestic league 6th-placed club / 6e du championnat national / 6. der nationalen Meisterschaft

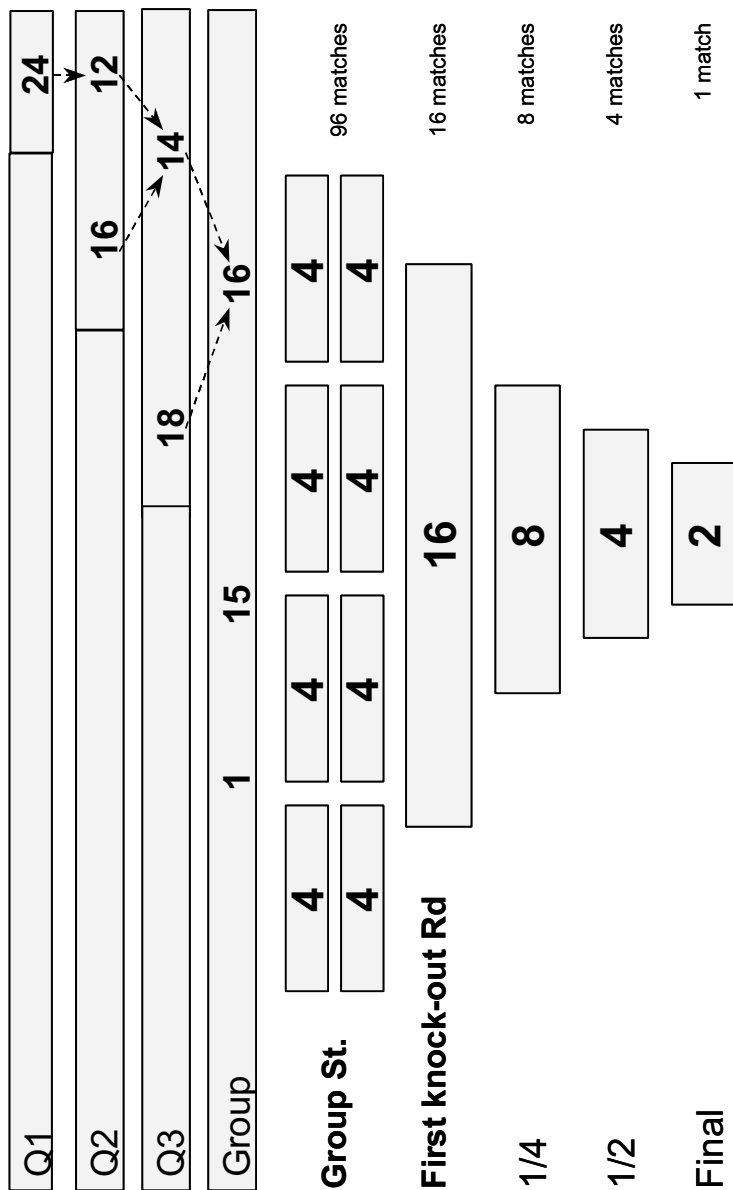
CW = domestic cup-winner / vainqueur de coupe national / nationaler Pokalsieger

UIC = club qualified via UEFA Intertoto Cup / qualifié via UEFA Intertoto Cup / Vereine aus UEFA Intertoto Cup

FP = club qualified via Fair Play rankings / qualifié via classement du fair-play / Vereine aus Fairplay-Wertung

Q = qualifying rounds / tours de qualification / Qualifikationsrunden

ANNEXE Ib: UEFA Champions League Competition System



ANNEXE Ic: UEFA Match Calendar 2004/05

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
June																																
July																																
August																																
September																																
October																																
November																																
December																																
January																																
February																																
March																																
April																																
May																																
June																																



START OF WEEK: SAT (SUN)/MON
UEFA CHAMPIONS LEAGUE MATCHES ON TUESDAYS AND WEDNESDAYS
UEFA CUP MATCHES ON WEDNESDAYS OR THURSDAYS
SOCCER (JULY 27) & EURO (DEC 12)
INTERNATIONAL MATCHES OF NATIONAL TEAMS
EURO 2004
DATES FOR FRIENDLY MATCHES OF NATIONAL TEAMS
UEFA FINAL OLYMPIC QUALIF.

ANNEXE II: Coefficient Rankings Calculation System

1. Places in the UEFA Champions League are allocated as follows:
 - a) 3 associations with 4 participants each,
 - b) 3 associations with 3 participants each,
 - c) 9 associations with 2 participants each,
 - d) remaining associations with 1 participant each,plus
 - e) the title-holders, if they do not qualify for the UEFA Champions League via their top domestic league championship, and if the UEFA Administration admits the club in question to the UEFA Champions League at the request of its national association (see Article 1 of the UEFA Champions League regulations).
2. Places in the UEFA Cup are allocated as follows:
 - a) 2 associations with 4 participants each,
 - b) 12 associations with 3 participants each,
 - c) 3 associations with 1 participant each,
 - d) remaining associations with 2 participants each,plus
 - e) the title-holders, if they do not qualify for either of the 2004/05 UEFA club competitions via their domestic club competitions, and if the UEFA Administration admits the club to the UEFA Cup at the request of the respective national association (see Article 1 of the UEFA Cup regulations);
 - f) three clubs on the basis of UEFA's Fair Play assessment (see Annexe V), as well as three clubs from the UEFA Intertoto Cup;
 - g) the 16 clubs eliminated in the third qualifying round of the UEFA Champions League, which join the UEFA Cup in the first round (see Article 1 of the UEFA Cup regulations);
 - h) the eight clubs which finish the group stage of the UEFA Champions League in third place in their group, which join the UEFA Cup in the round of 32 (see Article 1 of the UEFA Cup regulations).
3. In both the UEFA Champions League and UEFA Cup, clubs representing the associations with the lowest coefficients in the rankings have to take part in the qualifying round(s) (see Annexe Ia).
4. Subject to Article 1 of the UEFA Champions League regulations, any places that remain vacant after the entry deadline will be allocated to national associations that are entitled to enter a total of four participants in the UEFA

Champions League and UEFA Cup combined, in accordance with the current table of performances (see Annexe Ia).

5. The allocation of places per association for both the UEFA Champions League and UEFA Cup will be made in accordance with a table of performances covering five UEFA club competition seasons (i.e. UEFA Champions League and UEFA Cup). This table (UEFA association coefficient rankings) is compiled annually, with the oldest season dropped each time for the purpose of the calculation.
6. The table is compiled as follows:
 - a win to be worth 2 points (1 point for qualifying-round matches)
 - a draw 1 point (½ point for qualifying-round matches)
 - a defeat 0 points

Qualifying-round results are taken into account only for the calculation of the association's coefficient.

Until the 2003/04 season, clubs which reached the quarter-finals, semi-finals or final of the UEFA Champions League or the quarter-finals, semi-finals or final of the UEFA Cup were awarded an extra point for each such round. In addition, one point was awarded for participation in the UEFA Champions League.

As of the 2004/05 season, clubs which reach the first knock-out round, quarter-finals, semi-finals or final of the UEFA Champions League or the quarter-finals, semi-finals or final of the UEFA Cup are awarded an extra point for each such round. In addition, three points are awarded for participation in the UEFA Champions League.

Results obtained in the UEFA Intertoto Cup do not count for the coefficient rankings determining the number of places in the UEFA Champions League and UEFA Cup.

7. The points obtained each season by the clubs representing a national association are added, then divided by the combined number of clubs from the said association having taken part in the two UEFA club competitions in question, to produce the coefficient value of the national association concerned. Points obtained in the UEFA Intertoto Cup are exempt from this stipulation, in accordance with point 6 above.
8. Coefficients are calculated to the thousandth, and not rounded up.
9. In the case of equal coefficients, the UEFA Administration will take a final decision, taking into consideration the individual coefficient of the most recent season.
10. Points are awarded only for matches which have actually been played, in accordance with the results ratified by UEFA. Kicks from the penalty mark to determine which club qualifies, or the winners, do not affect the result used to calculate the coefficient.

11. Member associations are informed of the general classification after each UEFA club competition season, and this classification determines the number of participants from each association for the following season's UEFA Champions League and UEFA Cup.
12. The UEFA Administration will take final decisions on any matters not provided for by these provisions.

ANNEXE III: Media Matters

1. General

UEFA is entitled to control media access into the stadium and may deny access to the stadium to any unauthorised TV, radio or Internet reporter, any unauthorised TV or radio broadcaster or any other unauthorised member of the media.

2. Media Requirements

Each club must appoint a press officer to coordinate cooperation between the club and the media in accordance with UEFA's regulations and guidelines, as well as the UEFA Champions League *Club Manual*. Where possible, the press officer will aim to assist UEFA in compiling editorial features in text or electronic format before and during the season, to help promote the competition. The press officer must travel with the team to away fixtures in order to coordinate all media arrangements and to cooperate with the UEFA Media Officer at the venue.

The visiting team's press officer must send (by fax or by email) a full list of accreditation requests by the Friday before the match at the latest. The press officer shall also ensure that all accreditation requests come from bona fide football reporters.

In principle, both clubs must hold a pre-match press conference no later than 14.00 on the day before the match. The two press conferences must be arranged so that a media reporter can attend both. Ideally, the press conferences will be staged in the stadium but, in any case, they must take place in the city where the match is to be played. Visiting teams arriving later in the day must, in principle, arrange to hold their press conferences upon arrival at the airport. Each press conference must be attended by at least the head coach of the team plus one or, preferably, two players. Unless alternative arrangements have been agreed beforehand by the two clubs, the home club is responsible for providing a qualified interpreter at pre-match and post-match press conferences. Wherever possible, simultaneous translation interpreting facilities should be offered (see *UEFA Guidelines for Media Facilities in New Stadiums*, 1 July 2003).

During the two days preceding the match, the home team must make one training session open to the media. Visiting teams must make at least 15 minutes of their training session in the stadium on the day prior to the match open to photographers and television crews.

Both clubs must make two players available on the day prior to each match, for an interview of up to 20 minutes to be recorded by the main TV rights-holding broadcaster in the territory, for the purpose of worldwide news-exchange distribution to all UEFA rights-holders.

An adequate number of seats – under cover – must be made available for the written press in a separate and secure area with desks big enough to accommodate a laptop computer and a note pad. There must be power supply and phone/modem connections at all seats with desks.

Non-rights-holding TV and radio reporters may, if space permits, be allocated ‘observer seats’ (without desks) in the press box. Applications for such seats should be addressed to the home club. Cameras and any other recording or broadcasting equipment must be deposited in the location indicated by the UEFA Media Officer on entering the stadium and will only be released after the final whistle.

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. “Upon arrival” interviews are allowed with coaches and players upon their arrival at the stadium, at a pre-determined location where a fixed camera can be positioned. “Super flash” interviews can be conducted after the match in a designated pitch-side area located between the substitutes’ benches and the players’ tunnel. “Flash” interviews take place after the match has finished in an area between the substitutes’ benches and the dressing rooms. For post-match interviews, both teams must make their team manager/coach and one key player available for at least the host broadcaster and the main visiting broadcaster. A “half-time” interview may only be conducted in the designated area (either “super flash” or “flash” interview), and the clubs are obliged to make one of their listed team officials available for this purpose. All interview locations must be pre-determined by the UEFA Media Officer and the home club.

The post-match press conference at the venue must start no later than 20 minutes after the final whistle. The home club is responsible for providing the necessary infrastructure (interpreting and technical equipment). Both clubs are obliged to make their team manager/coach and at least one key player 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 additional opportunities to conduct interviews – must be divided into three areas: one for TV crews, one for radio reporters and one for journalists from the written press. The home club must ensure that the area is safe for players and coaches to walk through. Players of both teams are obliged to pass through the Mixed Zone but they are not obliged to give interviews if they do not wish to do so.

The team dressing rooms are off limits to representatives of the media before, during and after the match.

No media representatives (including TV, radio, ENG crews, photographers or reporters) 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 a wireless host broadcaster camera filming after the final whistle. The same applies to the tunnel and dressing-room area, with the exception of UEFA-approved “flash” interviews, pre- and post-match presentations and a host-broadcaster camera filming the teams’ arrival as far as the dressing room area and stud control. In terms of the mass media, only a limited number of photographers, TV cameramen and the personnel required for the television production of the rights-holding broadcasters – all equipped with special permits for the event – are allowed in the area between the boundaries of the field and the spectators, where they will carry out their work in the specific locations assigned to them (see Annexe IV).

3. Television

Clubs involved in the UEFA Champions League have certain obligations towards the host broadcaster and other rights-holding broadcasters for all matches. In these regulations, the term “rights-holding broadcaster” means a broadcaster licensed by UEFA to broadcast matches of the UEFA Champions League.

The clubs undertake to provide the rights-holding broadcasters with the necessary technical assistance, facilities and access for technical personnel.

Broadcaster requirements include, but are not limited to, the facilities defined below. Clubs may not charge the rights-holding broadcasters and/or their affiliated radio stations for any general installation costs relating to their production requirements.

Clubs 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 positions, will be confirmed to clubs at the latest five days before each match day.

Broadcaster facilities to be provided by the club are defined below.

- a) Camera positions: in order to guarantee a consistently high standard of TV coverage for all matches, there should be a minimum number of camera positions for use by the host broadcaster, plus additional positions available to the rights-holding broadcasters, to supplement their coverage. Clubs 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 Annexe IVb.

- i) 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.
- ii) Pitch-side halfway camera:
Fixed camera on the halfway line at pitch level, near the touchline, for player close-ups. If it is necessary for this camera 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 UEFA fourth official, and a clear view of the field of play for the club representatives seated on the substitutes' benches.
- iii) 16-metre cameras:
Two cameras installed in the main stand facing each of the 16-metre lines.
- iv) Low cameras behind the goal:
Two cameras at pitch level in fixed positions behind the goal-line, on the side closest to the main TV camera. Furthermore, where space permits, an area ten metres long and two metres wide behind each goal should be made available for unilateral broadcasters and ENG crews.
- v) Portable camera:
One portable camera (fixed, unless agreed otherwise) may be positioned to cover the substitutes' benches for close-ups of players. This camera must respect the minimum distance of five metres from the substitutes' benches, and ensure that the players, coaches and referees are not disturbed and have a clear view of all corners of the field of play. Between the substitutes' benches, the camera must therefore remain behind the line of the substitutes' benches and the fourth official's table. Outside the substitutes' benches, the camera must remain behind a line drawn from the substitutes' benches to the corner flags. The field of play must be marked to indicate these zones. Only one portable camera of the host broadcaster may operate between the substitutes' benches. Unilateral cameras may operate only outside the substitutes' benches. This camera, hand-held, can also be used on the field for player close-ups during the UEFA Champions League line-up.
- vi) Beauty-shot camera:
Fixed camera mounted high in the stadium to give a panoramic static shot of the stadium.

vii) 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.

viii) Reverse-angle cameras:

One camera located in the stands and up to three pitch-side cameras on the opposite side of the stadium to the main camera, for reverse-angle coverage. These cameras are used particularly for replays when the action is obscured from the normal camera angles.

ix) 20-metre cameras:

Two fixed pitch-side cameras facing the imaginary 20-metre line in each half on the same side as the main camera. These cameras must ensure that the players, coaches and referees 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 field of play must be marked to indicate these zones

x) Tunnel cameras:

A camera in a fixed position, approved by the UEFA Media Officer, in the area between the field and the dressing-room area (or the players' tunnel) may only be used prior to kick-off.

xi) 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.

xii) Steadicams:

Up to two steadicams along the touch line, one covering each half of the pitch located on the same side as main camera. These cameras can only operate in a zone extending from the goal line to the 16-metre line and must remain at least four metres from the touch line. Subject to space permitting and as long as these cameras do not cause any view obstruction.

- b) Commentary positions for the use of UEFA Champions League rights-holding TV broadcasters: these must be located on the same side as the main cameras. Up to 30 positions are required for group-stage-matches and up to 40 for the first knock-out round, quarter-finals and semi-finals. Commentary positions should have three seats each and must be equipped with the necessary power, lighting and phone/modem connections. Access to the commentary positions must be secure and not accessible for general public.
- c) Television studios: clubs must provide enclosed space for two television studios, each measuring 5 x 5 x 2.3 metres.

- d) Pitch-view television studios – Wherever possible, clubs should provide one studio with a view of the field of play e.g. an executive box.
- e) “Flash” interview positions: clubs 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 be 3 x 4 metres in size.
- f) “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.
- g) Pitch-side presentations: up to two areas, totalling 15 x 3 metres, must be available for pre- and post-match presentations.
- h) Power supply – Technical power and back-up power must be provided to all television areas, including, but not limited to, camera positions, commentary positions, interview positions, studios and the OB van area.
- i) OB van parking – Parking space of at least 1000m² must be provided for group-stage matches and of up to 2000m² must be provided for matches in the first knock-out round, quarter-finals and semi-finals. The parking area should be on the same side as the main cameras and secure from the public.
- j) Security – All security measures that may be reasonably required to safeguard and control the television areas are the responsibility of the club. The security of all television areas is the responsibility of the club. These areas should be restricted to the public and should have 24-hour security from the start of installations to the departure of all broadcaster personnel and equipment.

4. Radio

The rules relating to the exploitation of the radio rights (including Internet audio) are set out in Annexe VIII, paragraph 4.

Radio reporters are not allowed to enter the field of play nor shall 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 radio accreditation and technical installations must be sent to the home club at least ten days before a match, and a list of radio stations who have requested accreditation must be submitted to the UEFA Media Officer.

5. Internet

In principle, the Internet has to be considered as a technological communication tool and, consequently, treated in the same way as TV and radio. Clubs should therefore accept accreditation applications from websites, on condition that they do not cover the game (for the sake of

clarity, this includes press conferences and the mixed zone) live in sound and/or pictures. They may cover the game in text only. Therefore, subject to places being available in the press box, they should be accredited as written press, with access to the post-match press conference and mixed zone. Photographs taken by officially accredited photographers may be published for editorial purposes only, on websites as long as they appear as stills and not as moving pictures or quasi-video streaming. Should such photographs be published on the Internet, they are to be limited to no more than ten photographs per half of normal playing time, and five per extra time period, if applicable. There must be an interval of at least one minute between the posting of each photograph on the website.

6. Photographers

A limited number of photographers may work in the areas behind the advertising boards behind the goals unless, in exceptional circumstances, special dispensation to work in other areas is given by the UEFA Media Officer. Photographers may only change ends at half-time or, if appropriate, during the interval before the start of extra time.

Each photographer must obtain – and sign for – the appropriate UEFA Champions League 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.

UEFA is responsible for the production of photographers’ bibs (as well as bibs for TV personnel and ENG crews). The host club is responsible for assigning sufficient personnel for the distribution of photographers’ bibs prior to the match and collection of the bibs when photographers leave the stadium (during or after the match).

The visiting team’s press officer must provide the home club with a full list of photographers’ accreditation requests by the Friday before the match at the latest.

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 referees. Generally, cameras should be four metres from touchlines and behind advertising boards on goal-lines. The field of play itself must always be kept free of cameras, cables and media personnel.

b) Respect of officials:

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

c) Respect of spectators:

TV and photo camera equipment and personnel should not obstruct the spectators' view of the field of play. TV and photo 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 zone, in areas defined and approved by UEFA. Reporters must not approach players or coaches for interviews or comments during play.

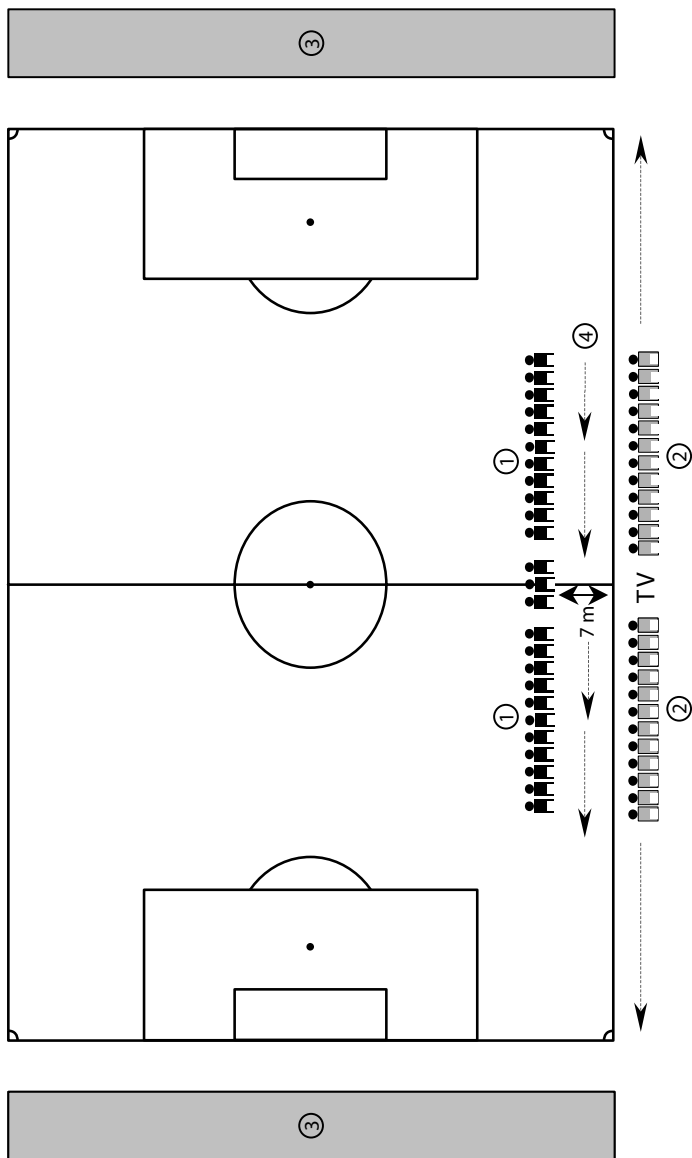
e) Respect of other media:

All media representatives must respect the needs of other media colleagues. For example, adequate positions for photographers must be available alongside TV cameras behind the advertising boards, in principle behind each goal, and press working areas must not be disturbed during the match by broadcaster technical personnel or photographers.

8. Club Manual

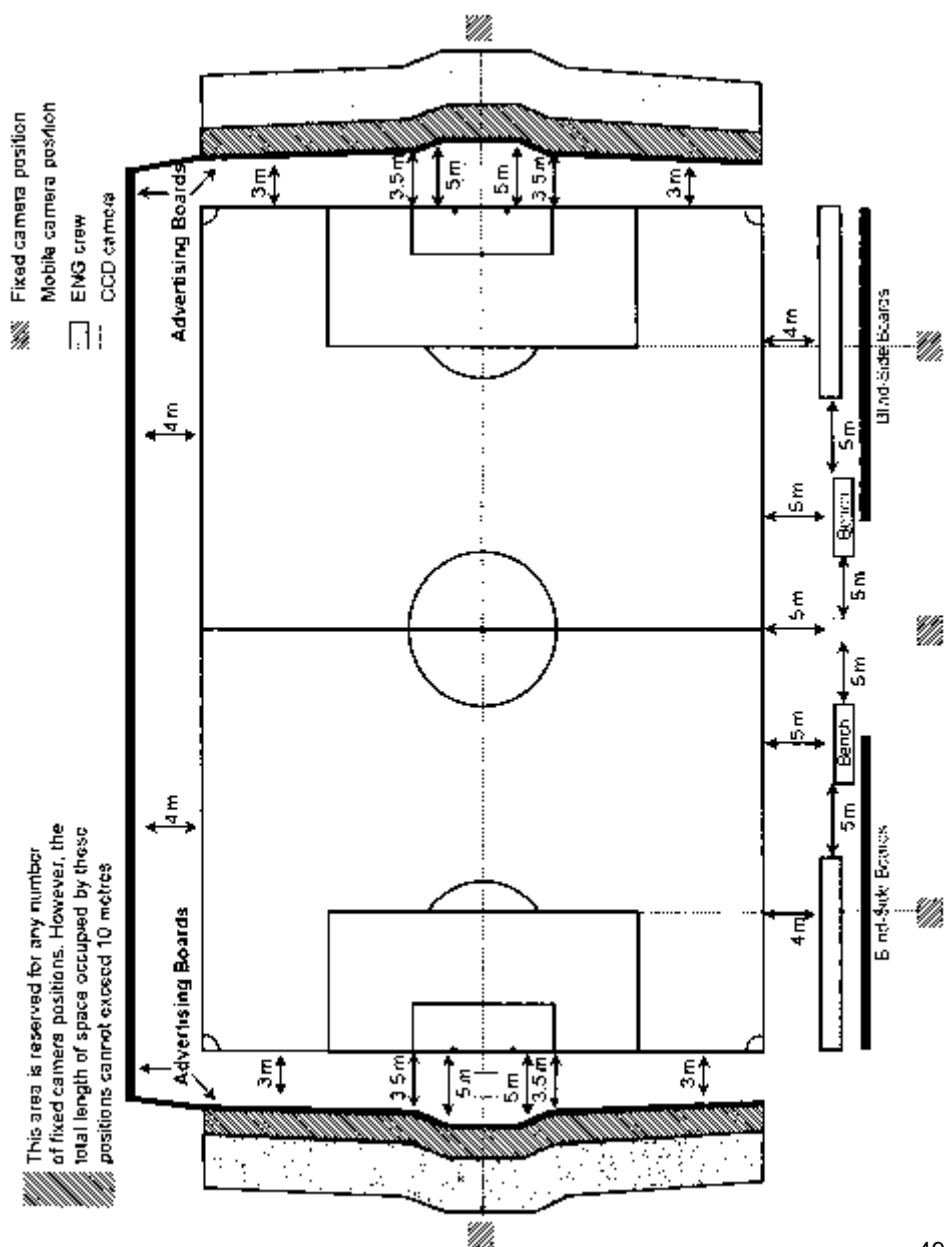
Please note also the relevant provisions in the UEFA Champions League *Club Manual*.

ANNEXE IVa: Media Positioning at UEFA Matches



- ① Teams before the game
 - ② Photographers and TV crews before the game
 - ③ Photographers and TV crews during the game
- Important: Photographers and TV representatives must keep off the field of play at all times
- ④ Hand-held TV camera of host broadcaster (for individual close-ups during line-up)

ANNEXE IVb: TV Camera Positions



ANNEXE V: Fair Play



Fair Play Definition

The idea of playing a game fairly and treating an opponent in a sporting manner is one of the finest elements to be found in any sport. In fact, it was sport that gave birth to the now widely used expression and concept of fair play. It remains as vital an ingredient of our sport today as it ever did, and most spectators would agree that only a fair match can be an entertaining one.

The concept of fair play can be broken down into the following principles, which apply as much to the players as to other individuals connected with the game:

- a) The *Laws of the Game* and the regulations of the various competitions must be respected.
- b) Every effort should be made to behave in a sporting manner towards opponents, referees and any other persons involved in matches, such as spectators, officials of other clubs and associations, and representatives of the media.
- c) Anyone else involved in matches should be encouraged to behave in the manner outlined above before, during and after a match, irrespective of the result of the match and the decisions taken by the match officials.

Fair Play Assessment

Introduction

1. Conduct according to the spirit of fair play is essential for the successful promotion and development of and involvement in sport. The objective of activities in favour of fair play is to foster a sporting spirit, as well as the sporting behaviour of players, team officials and spectators, thereby increasing the enjoyment of all those involved in the game.

2. In its efforts to promote fair play, UEFA establishes association fair play rankings for each season, based on all matches played in all UEFA competitions (national representative and club teams) between 1 June and 31 May. In establishing these rankings, only those associations whose teams have played at least the required number of matches (total number of matches assessed divided by the number of associations) are taken into account. For this purpose, fair play conduct is assessed by the appointed UEFA match delegate. In reward for the fair play example they set, a maximum of three associations which attain a previously-defined standard (average of 8.0 points or more in the rankings) each receive one additional place in the UEFA Cup of the next season. These additional places are reserved for the winners of the respective domestic top-division fair play competition. If the winners of the domestic top-division fair play competition in question have already qualified for a UEFA club competition, the UEFA Cup fair play place goes to the highest team in the domestic top-division fair play rankings which has not already qualified for a UEFA competition.
3. After the match, the match delegate is expected to complete a fair play assessment form in consultation with the referee and, where applicable, the referee observer. The referee confirms that fair play aspects have been duly discussed by signing the fair play assessment form.

Methods of Assessment

4. The assessment form identifies six criteria (components) for the evaluation of the fair play performance of the teams. Assessment should be based on positive rather than negative aspects. As a general rule, maximum assessment marks should not be awarded unless the respective teams have displayed positive attitudes.

a) The individual items on the assessment form

5. **Red and yellow cards.** Deduction from a maximum of 10 points:

- yellow card 1 point
- red card 3 points

If a player who has been cautioned with a yellow card commits another offence which would normally be punishable with a yellow card, but who must be sent off for this second offence (combined yellow and red card), only the red card counts, i.e. total of 3 points to be deducted.

If, however, a player who has been cautioned with a yellow card commits another offence for which the punishment is dismissal, a total of 4 points (1+3) must be deducted.

Red and yellow cards is the only item which may take a negative value.

6. **Positive play**

- maximum 10 points
- minimum 1 point

The aim of this item is to reward positive play which is attractive for the spectators. In assessing positive play, the following aspects should be taken into consideration:

Positive aspects:

- attacking rather than defensive tactics
- acceleration of the game
- efforts to gain time, e.g. bringing the ball quickly back into play, even when in a winning position
- continued pursuit of goals, even if the desired result (e.g. qualification or an away draw) has already been achieved

Negative aspects:

- deceleration of the game
- time-wasting
- tactics based on foul play
- play-acting, etc.

In general terms, positive play correlates with the number of goal-scoring chances created and the number of goals scored.

7. **Respect of the opponent**

- maximum 5 points
- minimum 1 point

Players are expected to respect the *Laws of the Game*, the competition regulations, opponents, etc. They are also expected to ensure that fellow team members and everyone else involved in the team abide by the spirit of fair play as well.

In assessing the players' behaviour vis-à-vis the opposition, double counting against the item 'red and yellow cards' should be avoided. However, the delegate may take into account the seriousness of the offences punished by cards, as well as offences overlooked by the referee.

Assessment should be based on positive attitudes (e.g. helping an injured opponent) rather than infringements. Blameless behaviour, but without any particularly positive attitude or gestures towards opponents, should be assessed with a mark of 4 rather than 5.

8. **Respect of the referee**

- maximum 5 points
- minimum 1 point

Players are expected to respect the referees (including assistant referees and fourth officials) as people, as well as for the decisions they take. Double counting against the item 'red and yellow cards' should be avoided. However, the delegate may take into account the seriousness of the offences punished by cards.

A positive attitude towards the referee should be rewarded by high marks, including the acceptance of doubtful decisions without protest. Normal behaviour, but without any particularly positive attitude or gestures with respect to the match officials, should be assessed with a mark of 4 rather than 5.

9. **Behaviour of team officials**

- maximum 5 points
- minimum 1 point

Team officials, including coaches, are expected to make every effort to develop the sporting, technical, tactical and moral level of their team through all permitted means. They are also expected to instruct their players to behave in a manner which is in accordance with the fair play principles.

Positive and negative aspects of the behaviour of team officials should be assessed; e.g. whether they calm or provoke angry players or fans, how they accept the referee's decisions, etc. Cooperation with the media should also be considered as a factor in the assessment. Blameless behaviour, but without any particularly positive attitude or gestures, should be assessed with a mark of 4 rather than 5.

10. **Behaviour of the crowd**

- maximum 5 points
- minimum 1 point

The crowd is considered to be a natural component of a football game. The support of the fans may contribute to the success of their team. The crowd is not expected to watch the game in silence. Encouragement of teams by shouting, singing, etc. may have a positive influence on the atmosphere, in accordance with the spirit of fair play.

The spectators are, however, expected to respect the opposing team and the referee. They should appreciate the performance of the opposition, even if they emerge as the winners. They must in no way intimidate or frighten the opposing team, the referee or opposing supporters.

A maximum number of points (5) should not be awarded unless all these requirements are satisfied, especially with respect to the creation of a positive atmosphere.

This item is applicable only if a substantial number of fans of the team concerned are present. If the number of fans is negligible, 'N/A' (not applicable) should be recorded under this entry.

b) Overall assessment

11. The overall assessment of a team is obtained by adding up the points given for the individual components, dividing this total by the maximum number of points and multiplying the result by 10.
12. The maximum number of points per game generally equals 40. If, however, a given team is being supported by a negligible amount of fans, and the item "Behaviour of the crowd" is not being assessed as a result ('N/A' – see paragraph 10 above), the maximum number of points obtainable will be 35.

Example:

The various items for team 1 are assessed as 8+7+3+4+5+4, giving a total of 31. The general assessment will therefore be:

$$(31/40) \times 10 = \mathbf{7.75}$$

If team 2 had only a small number of fans, and the assessment for the other items was 7+8+2+5+2, with 24 as the total, the general assessment would be:

$$(24/35) \times 10 = \mathbf{6.857}$$

The general assessment should be calculated to three decimal points and not rounded up.

13. In addition to this assessment, the delegate should also give brief written comments on the fair play performance of the teams, to explain the positive and negative aspects which formed the basis for his assessment. This written explanation may also include outstanding individual gestures of fair play by players, officials, referees or any other persons.

**ANNEXE VI: Regulations concerning the Integrity
of the UEFA Club Competitions
– Independence of Clubs**

A. General principle

It is of fundamental importance that the sporting integrity of the UEFA club competitions be protected. To that end, UEFA reserves the right to intervene and to take appropriate action in any situation in which it transpires that the same individual or legal entity is in a position to influence the management, administration and/or sporting performance of more than one club participating in the same UEFA club competition. Admission criteria are set by the UEFA Administration and are issued with the entry form.

B. Independence of clubs

Regarding admission to the UEFA Champions League (including the qualifying rounds), the following criteria apply:

1. No club participating in a UEFA club competition may, either directly or indirectly:
 - a) hold or deal in the securities or shares of any other club, or
 - b) be a member of any other club, or
 - c) be involved in any capacity whatsoever in the management, administration and/or sporting performance of any other club, or
 - d) have any power whatsoever in the management, administration and/or sporting performance of any other club participating in the same UEFA club competition.
2. No person may simultaneously be involved, either directly or indirectly, in any capacity whatsoever in the management, administration and/or sporting performance of more than one club participating in the same UEFA club competition.
3. In the case of two or more clubs under common control, only one may participate in the same UEFA club competition. In this connection, an individual or legal entity has control of a club where he/she/it:
 - a) holds a majority of the shareholders' voting rights, or
 - b) has the right to appoint or remove a majority of the members of the administrative, management or supervisory body, or
 - c) is a shareholder and alone controls a majority of the shareholders' voting rights pursuant to an agreement entered into with other shareholders of the club in question.
4. The UEFA Administration takes a final decision regarding the admission of clubs to this competition. It also reserves the right to take action against any

clubs which cease to meet the above criteria in the course of an ongoing competition.

5. Especially in the case of paragraphs 4.02 and 4.06 of the UEFA Champions League regulations, when a club participates in either the qualifying rounds or group stage of the UEFA Champions League but then moves into the UEFA Cup of the same season on account of its sporting results, the UEFA Administration reserves the right to deny such a club admission to the UEFA Cup on the basis of the aforementioned provisions.

C. Admission criteria

If two or more clubs are affected by the regulations to safeguard the integrity of the UEFA club competitions, the UEFA Administration will apply the following criteria in sequence, to determine which club is admitted to the competition in question:

For the start of the UEFA Champions League (qualifying rounds and group stage)

Determining which club will participate

1. The club with the highest UEFA club coefficient (cumulative coefficient of the last five seasons) is admitted.
2. If two or more clubs have the same club coefficient, the current UEFA coefficient (cumulative coefficient of the last five seasons) of the respective national associations will be taken into consideration. The club whose association has the highest coefficient will be admitted.
3. If two or more clubs have the same club and national association coefficient, the club with the highest previous season's (annual) coefficient will be admitted. If this procedure still does not produce a result, the clubs' coefficients for the last season but one will count, and so on.

Determining the replacement club

4. A club which is not admitted to the qualifying rounds or group stage of UEFA Champions League under the above criteria will be replaced by a club nominated by the national association on the basis of the rankings in the top domestic league championship, provided the club fulfils the aforementioned regulations of integrity. No comparison of coefficients will be made.

Further provisions

5. A club which is not admitted to the UEFA Champions League (qualifying rounds or group stage) under the above criteria goes into the UEFA Cup in place of the club from the same national association which has replaced it in the UEFA Champions League (qualifying rounds or group stage), provided all the necessary conditions of the UEFA Cup regulations are fulfilled. Should

this not be the case, the club which is not admitted to the UEFA Champions League (qualifying rounds or group stage) will not be admitted to any UEFA club competition in the season in question.

6. The UEFA Administration confirms the admission of the replacement club.

For continuing in the UEFA Cup

7. If a club participates in either the qualifying rounds or group stage of the UEFA Champions League but then moves into the current UEFA Cup competition after the third qualifying round (see paragraph 4.02 of the UEFA Champions League regulations) or after the group stage of the UEFA Champions League (see paragraph 4.06 of the UEFA Champions League regulations), such a club must fulfil all the necessary conditions of the UEFA Cup regulations, including those concerning the integrity of the UEFA club competitions, in order to be admitted.
8. A club eliminated after the third qualifying round of the UEFA Champions League will not be admitted to the UEFA Cup if it is in breach of the aforementioned *Regulations concerning the integrity of the UEFA club competitions*.
9. Such a club will be replaced by a club from among those eliminated in the second qualifying round of the current UEFA Champions League, provided it fulfils all the admission criteria, including the aforementioned *Regulations concerning the integrity of the UEFA club competitions*. The following criteria will be applied to determine the replacement club:
 - a) Higher number of points obtained in the second qualifying round.
 - b) Superior goal difference from the matches in the second qualifying round.
 - c) Higher number of goals scored away from home in the second qualifying round.
 - d) Higher number of goals scored in the second qualifying round.
 - e) Higher number of coefficient points accumulated by the club's association over the previous five seasons.
 - f) Higher number of coefficient points accumulated by the club over the previous five seasons.
10. A club eliminated after the group stage of the UEFA Champions League (third place) will not be admitted to the UEFA Cup if it is in breach of the aforementioned *Regulations concerning the integrity of the UEFA club competitions*.

11. Such a club will be replaced by a club from among those eliminated in the group stage of the current UEFA Champions League, provided it fulfils all the admission criteria, including the aforementioned *Regulations concerning the integrity of the UEFA club competitions*. The following criteria will be applied to determine the replacement club:
- a) Higher number of points obtained in the group stage.
 - b) Superior goal difference from the matches in the group stage.
 - c) Higher number of goals scored away from home in the matches in the group stage.
 - d) Higher number of goals scored in the group stage.
 - e) Higher number of coefficient points accumulated by the club's association over the previous five seasons.
 - f) Higher number of coefficient points accumulated by the club over the previous five seasons.

Any other cases

12. The CEO shall be responsible for resolving any other issues relating to the admission of clubs in accordance with the principles of sporting fairness. Any decision by the CEO shall be final.

ANNEXE VII: Commercial Matters

1. Introduction

1.1. Intention

In marketing the UEFA Champions League Commercial Rights (as defined in paragraph 25.01), it is UEFA's duty to fulfil, within a market economy-oriented environment, its cultural and sporting mandate to protect and foster the interest of football, thereby endowing the game with a position which is stable in value. Furthermore, the financial prospects stemming from sensible marketing are used to guarantee European football's long-term existence, and to create new scope for the development of football in Europe, while taking into account the rules of the market economy.

For the implementation of the UEFA Champions League, UEFA may appoint third parties to act as broker or agent on its behalf and/or as services provider.

1.2. Objectives

a) Healthy growth of football

- In the stadium, the football fan should be able to experience, at close hand, the fascination of a football match.
- Football should have an appropriate presence on television.
- Football's interests should be supported and fostered in the area of the marketing of the commercial rights of the UEFA Champions League.

b) Fostering of the image and enhancement of the status and social acceptance of football

- UEFA's previous endeavours to promote high-quality football should be extended to include the Fair Play campaign.
- Fostering and integration of youth football (boys and girls).
- Fostering and integration of women's football.

c) Priority of sport over financial interests

- Future-oriented financial stability for UEFA, its member associations and clubs, as well as the safeguarding of their independence.
- Fostering of solidarity within the European footballing community, through the sustained support of financially weaker clubs and national associations.

2. Definitions

2.1. “Commercial Rights” has the meaning set out in Article 25 of these Regulations.

2.2. “Partner”:

Means any party accepted by UEFA under contract to exercise the Commercial Rights (or any of them) of UEFA Champions League matches, and thereby participating directly or indirectly in the financing of the UEFA Champions League.

2.3. “LOC” (local organising committee):

Means the group of individuals who help organise home matches at the behest of the club participating in the UEFA Champions League (or a national association appointed by UEFA), and in close cooperation with UEFA, the minimum composition of which required by UEFA embraces representatives of the club’s board or representatives of the national association, the stadium authorities, the safety/security services, and the press officer.

2.4. “Stadium”:

Means the venue for a UEFA Champions League match, comprising the stadium itself (including all seating, hospitality and VIP areas), all areas in the vicinity of the stadium owned, controlled, managed or operated by the club, as well as the area around it, up to and including the fencing surrounding it or roads which naturally demarcate the area of the stadium, the air space immediately above the stadium (if the LOC holds or controls such rights – or is reasonably able to do so), and the television, press and VIP areas.

2.5. “Non-commercial promotional purposes”:

Means promotional activities required to promote and/or advertise UEFA Champions League matches, internal archive and library purposes, but excluding the Commercial Rights and any other activity UEFA considers commercial in nature.

3. Media

3.1. Responsibility

The Media Rights (as defined in Article 25) for the UEFA Champions League shall be exploited by UEFA and the clubs in accordance with the *Club Media Rights Guidelines*.

As specified on the official entry form, the *Club Media Rights Guidelines* are contractually binding upon the clubs.

3.2. Tasks of the clubs

The clubs shall comply with their obligations with regards to television and media matters set out in Annexe III (Media Matters).

4. Advertising

4.1. Responsibility

With respect to UEFA Champions League matches, UEFA holds the sole right to nominate “Partners”. In principle, the “Partners” nominated by UEFA, as well as their products, enjoy the exclusive right to commercially exploit UEFA Champions League matches.

All current or future names, terms, symbols, logos or mascots, or other artistic, orthographic and musical forms concerning the UEFA Champions League, may be used only by the “Partners” in connection with their commercial rights. In every case, the prior written approval of UEFA is required.

The use, for Non-commercial promotional purposes, of the above-mentioned forms by the clubs that qualify for the UEFA Champions League is described in detail in the UEFA Champions League *Club Manual* and the *Brand Manual*.

4.2. Tasks of the clubs

The clubs undertake to guarantee UEFA optimum support in the implementation of the advertising rights, and to take no steps that would encroach upon the commercial rights of the “Partners”. For UEFA Champions League matches, the club must provide a “clean stadium” by at least the morning of two days before a match, meaning that no advertising except that officially authorised by UEFA may be located within normal camera range. UEFA, or a third party acting on its behalf, will provide the advertising boards (vertical height of 0.90 m) and be responsible for their installation and dismantling within two days of the match. The club is responsible for ensuring that the advertising boards are within the unimpaired range of view of the main camera. Each club shall support the “Partner” programme established by UEFA for the exploitation of the Commercial Rights.

Each club shall (where applicable) assist UEFA in combating activities that undermine UEFA’s commercial programme and the value of the Commercial Rights. Without limiting the generality of the above, each club shall not admit any person to a stadium who may reasonably be expected to act in a manner which undermines the commercial programme.

The club likewise undertakes to observe UEFA’s instructions regarding VIPs, hospitality areas for guests, press centres and stadium approaches, including the entrance area to the main stand. These areas must be free of advertising and/or products of an advertising nature. The club logo and the official team photo must be made available to UEFA for the Non-commercial purpose of promoting the UEFA Champions League.

The club must also provide all relevant information for UEFA’s official website(s), and for the compilation of competition-related UEFA publications

and, in particular, the *Statistics Handbook* which constitutes the first volume of the UEFA Champions League “Tournament Guide”.

4.3. Commercial exclusivity

During a site visit of each stadium (and as set out in the UEFA Champions League *Club Manual*), UEFA and the LOC shall define an exclusive area for the purposes of exploiting the Commercial Rights within each stadium. It is understood that such exclusive area shall include but not be limited to all advertising sites at each stadium and to the stadium scoreboard. Any branding of the stadium scoreboard shall therefore be covered by the host club. The exclusive area shall further include but not be limited to the stadium naming rights (stadium sponsorship) insofar as the stadium sponsor may not be visible in camera view, may not be announced over the stadium PA system and may not feature its logo on any UEFA Champions League printed matter, including, without limitation, match tickets).

Commercial exclusivity includes the right of UEFA to allow promotional activities by “Partners” such as, without limitation, commercial spots on the stadium scoreboard, promotions involving the ball boys, the centre circle carriers, the line-up children, man-of-the-match, half-time promotions and such other activities as designated and required by UEFA.

4.4. Press conferences, interviews

Only the logos of the “Partners” may be displayed at press conferences and “flash” interviews at UEFA Champions League matches. The club undertakes to make the team coach, as well as a player from his team, available for interviews immediately after each match. In accordance with Article 16 of these Regulations, the clothing of all players, coaches and team personnel participating in press conferences and/or interviews shall not feature any logos or branding other than those permitted during the match.

4.5. Posters, tickets, official printed matter

The clubs shall produce posters, tickets and official printed matter in connection with the UEFA Champions League, but only in a manner approved by UEFA, including, without limitation, in accordance with UEFA’s ticketing policy. When posters, tickets and official printed matter connected with a UEFA Champions League match are being designed, due attention must be paid to ensuring that any advertising overprint is solely that of the “Partners”. All printed matter must be produced in accordance with the guidelines laid down by UEFA. (See the UEFA Champions League *Club Manual* and the *Brand Manual*.)

4.6. Tickets for “Partners”

For every UEFA Champions League match, the clubs undertake to provide UEFA with 50 complimentary tickets to the VIP area, including hospitality, for “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 in the highest category. Likewise, a number of complimentary tickets in the highest category, stated below, in one block, in a section located between the two 16-metre lines, must be provided to UEFA for its own use, as well as for the use of “Partners”. The numbers of complimentary tickets shall be as follows:

- a) group matches: 280
- b) first knock-out round: 320
- c) quarter-finals: 350
- d) semi-finals: 400

In addition, “Partners” must be given the opportunity to acquire, at face value, an agreed number of retail tickets, whereby tickets in the next highest category shall also be situated in one block and in a central section (i.e. not behind the goal):

- Group matches: minimum of 255 top-category retail tickets, as well as 255 retail tickets in the next highest category;
- First knock-out round: minimum of 325 top-category retail tickets, as well as 325 retail tickets in the next highest category;
- Quarter-finals: minimum of 450 top-category retail tickets, as well as 450 retail tickets in the next highest category;
- Semi-finals: minimum of 600 top-category retail tickets, as well as 600 retail tickets in the next highest category;
- The final is exempt from these stipulations.

All tickets must be official UEFA Champions League tickets approved by UEFA prior to production.

4.7. Hospitality for “Partners”

For every match, the host club must provide UEFA, free of charge, with an exclusive hospitality area of 350 m² within the stadium. If the host club is not able to offer such space, it must find an alternative solution at its own expense. Such alternative solution shall be of a standard comparable to an indoor facility.

4.8. Accreditation

A number of accreditations for “Partners”, to be agreed upon, will be made available by UEFA, in conjunction with the host club. In every case, accreditation will ensure that all services can be proffered before, during and after the match. Detailed information on the accreditation system, as well as on the design of accreditation cards, is contained in the UEFA Champions League *Club Manual* and the *Brand Manual*.

4.9. Parking places

In principle, 150 parking places must be provided, free of charge, to UEFA for the use of "Partners". The number and category of parking places will be decided upon by UEFA and the host club. These parking spaces should be in a prime position and wherever possible within easy access of the Champions Club.

4.10. Cooperation

The clubs undertake to work in close cooperation with UEFA. Each club must appoint a liaison officer, who will be responsible for administrative matters, including all cooperation between the club and UEFA. It is understood that the clubs will provide UEFA, free of any charges, with the services, facilities and areas referred to in the present annexe, or that are necessary for the implementation of UEFA's requirements pursuant to these regulations. The clubs will endeavour to provide UEFA and its appointed agency, free of charge, with the necessary office and storage facilities within the stadium. The clubs undertake to give their full support in clearing any material imported and re-exported by UEFA or any of its "Partners" or agencies.

5. Licensing and merchandising

5.1. Tasks of the clubs

The clubs will ensure optimum support in the implementation of the UEFA Champions League licensing programme.

5.2. Club approval

Club involvement in specific licensing projects will always be subject to the prior approval of the respective club, and a contract drafted by UEFA will be submitted to the club for consideration and decision.

For licensing projects which encompass the whole competition, the participating clubs must make reasonable efforts to ensure their participation in such projects.

For UEFA branding purposes, including, without limitation, publishing projects (print and electronic), including the official programme, the clubs undertake to procure the players' permission to use their official portraits and names. No association will be made between individual players or clubs and any commercial partner.

Details and requirements of the UEFA Champions League licensing programme are laid down in the UEFA Champions League *Club Manual*.

6. Breaches of the provisions of the present annexe will be referred to the Control and Disciplinary Body.

ANNEXE VIII: Club Media Rights Guidelines

1. Introduction

- 1.1. Central marketing is essential for solidarity and for the branding of UEFA Champions League. Accordingly, the main television rights (live and highlights) will continue to be centrally marketed by UEFA. The net income will be redistributed to clubs and invested in solidarity.
- 1.2. There is also a framework to allow the clubs to enhance their brands, especially through the exploitation of new media rights.
- 1.3. Therefore, following consultation between UEFA and the European Club Forum, UEFA has issued these *Club Media Rights Guidelines* outlining the rules for the exploitation of certain UEFA Champions League rights by clubs. These *Club Media Rights Guidelines* came into force for the first time for the season 2003/04.
- 1.4. The compliance of all parties will be essential to the overall success of the commercial exploitation system. If a club (or one of its partners) does not comply with the *Club Media Rights Guidelines* then disciplinary and/or economic sanctions (including withholding of prize / participation payments) will be taken against the club by the relevant UEFA body (in addition to any ordinary legal remedies that may be available).
- 1.5. There are five areas where certain Media Rights may be exploited by clubs: TV, radio, Internet, wireless, magnetic storage devices. All other rights shall be exploited exclusively by UEFA. For the avoidance of doubt, any sponsorship, suppliership or merchandising rights relating to the UEFA Champions League shall be exploited exclusively by UEFA.
- 1.6. Clubs may (subject to availability, compliance with notification deadlines and payment of any additional technical costs) use or grant commentary positions for live broadcasters, access to the "mixed zone" and/or access to press conferences. In the event that availability or access is limited, first priority will be UEFA's media partners, second priority will be the clubs and third priority (only for access to the "mixed zone" and access to press conferences) will be non-rights holders. On-site decisions regarding these issues will be made by the UEFA Venue Director. Other production rights (e.g. OB vans, cameras, studios etc.) will not be available.
- 1.7. UEFA will create a "video archive library" from which clubs can obtain the footage for the exploitation of the rights (subject to payment of "technical costs").
- 1.8. In addition, clubs may have access via UEFA to the "raw" television feed at a location determined by UEFA following good faith discussions between UEFA and the clubs (such location to be convenient for the relevant host broadcaster). Any additional technical costs will be at the club's expense. Requests for such access to the feed need to be submitted to UEFA in accordance with notification deadlines. Technical video and audio specifications will be provided by UEFA at the start of the season.

2. General Conditions (valid for all rights exploited by clubs and UEFA)

- 2.1. All commercial contracts that a club (or any third party acting on behalf of the club) enters into with broadcasters, Internet service providers, mobile network operators or other partners providing for the exploitation of the specified UEFA Champions League rights must incorporate the *Club Media Rights Guidelines*, which must be binding on clubs and their partners. Clubs will be responsible and liable for compliance of their partners with the *Club Media Rights Guidelines*.
- 2.2. The maximum duration of the above contracts is three UEFA Champions League seasons (2003/04, 2004/05 and 2005/06), ending in any case at the latest on 30 June 2006.
- 2.3. Clubs may continue to exploit UEFA Champions League archive rights in perpetuity for their matches in previous UEFA Champions League seasons regardless of whether they are participating in the current UEFA Champions League season. In this case, the relevant club will complete a form undertaking to comply with the *Club Media Rights Guidelines*.
- 2.4. The clubs may not create a “competing product” to the UEFA Champions League product centrally marketed by UEFA. To this end the clubs may not “bundle” rights, nor shall they allow their agencies, broadcasters, Internet service providers, mobile network operators or other partners to “bundle” rights. Nor will UEFA, within the framework of the agreement with the European Commission, exploit rights dedicated to one single club (in order not to create a “competing product” to the club product).
- 2.5. All rights exploited by clubs must be club branded. All rights exploited by UEFA will be UEFA or UEFA Champions League branded.
Objective: two distinct products will be available to the public: one specific “club product” and another specific “UEFA – UEFA Champions League product”, for the benefit of everybody (fans, clubs, UEFA, broadcasters etc.).
Clubs may not use the UEFA Champions League logo, name, music, typography or trophy or any other UEFA Champions League designs or graphics. Exceptions: (i) any on-screen graphics and on-screen credits included by the host broadcaster in the signal (excluding any opening and closing sequences); (ii) use of the name "UEFA Champions League" in a standard typography (not the UEFA Champions League typography) in a descriptive context to inform the consumer of the inclusion of UEFA Champions League content; and (iii) use of the trophy image within a picture of the winning club.
- 2.6. A club partner (e.g. broadcaster, mobile network operator or Internet service provider) may not present itself as a partner of the UEFA Champions League or otherwise associate itself with the UEFA Champions League. There should be no use by club partners of the UEFA Champions League name, logo, trophy or branding (other than use of the name in a purely editorial / descriptive context).

- 2.7. The economic value of the “core rights” (in particular the live TV rights) – as it is today – to be centrally exploited and then redistributed to the participating clubs and used for solidarity purposes should not be undermined by the individual exploitation of the UEFA Champions League rights by the clubs. The global exploitation scheme must therefore constantly be monitored in accordance with this principle and, if needed, amended. In other words, if market conditions change in a way that has an important impact on the revenues generated through central marketing, then the global exploitation scheme would be reviewed in order to ensure a similar “revenue pool” from the centrally exploited right for the benefit of all clubs and solidarity (see also New Media Rights section below).
- 2.8. All intellectual property rights in UEFA Champions League images and footage and in the name, logo, music, branding and materials of the UEFA Champions League are and remain the exclusive property of UEFA.
- 2.9. There should be no interference with the signal produced by UEFA's host broadcaster for the match, for example by adding, removing, editing or modifying any graphics, on-screen credits, branding, commercialisation etc.
- 2.10. Club partners will be subject to the same UEFA broadcasting regulations and guidelines as those imposed on UEFA's broadcast Partners.
- 2.11. In order to have a global overview of the exploitation of UEFA Champions League rights, the clubs intending to exploit any rights shall provide reasonable information to UEFA relating to such exploitation. UEFA will provide reasonable information to the clubs relating to UEFA's own exploitation.

3. TV Rights

A. Live TV Rights

Clubs may exploit live TV rights (i.e. entire match live) of their home matches under the following conditions:

- 3.1. As from one week after the group stage draw in August of each year, and as from one week after each subsequent stage draw.
- 3.2. Only in the EU/EEA countries in which UEFA has not managed to sell the rights. These countries will be communicated by UEFA in due course.
- 3.3. Only once the “UEFA broadcasters” have made their picks 1 to 4 (which are always centrally marketed by UEFA on an exclusive basis and will in principle include, for any given market, all matches of clubs from that market). The live matches which may potentially become available for exploitation by the clubs are therefore picks 5 to 16 (per market per matchweek).
- 3.4. Only to Pay TV/PPV channels on a territorial basis.

- 3.5. No “bundling” of rights and no competing product to the UEFA Champions League product centrally marketed by UEFA.

Example:

Not allowed: individual matches are bundled together by or on behalf of two or more clubs to create a combined UEFA Champions League offering marketed to broadcasters.

Allowed: a Pay TV/PPV operator buys two 5-16 matches separately from two clubs and broadcasts both matches simultaneously live on different channels.

- 3.6. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League Partners).
- 3.7. Clubs choosing to exploit such rights are liable for the protection of the signal / broadcast against piracy, misuse of the signal, overspill etc.
- 3.8. Any satellite broadcasts, uplinks or downlinks must be encrypted on a conditional access basis and there must be no cable distribution outside the relevant market.
- 3.9. Clubs may decide not to exploit such rights and inform UEFA accordingly before the beginning of the season.

B. Delayed TV Rights and Archive Rights

Clubs may exploit certain delayed TV rights (i.e. footage and/or entire match) and archive rights (i.e. right to exploit magnetic storage devices) of their home and away matches (worldwide, non-exclusive) under the following conditions:

- 3.10. As from Thursday midnight CET for delayed TV rights.
- 3.11. As from 48 hours after the final for archive rights (magnetic storage devices, i.e. VHS, DVD, CD-rom).
- 3.12. The principles for delayed TV rights regarding "bundling" and maximum UEFA Champions League content vary depending on the nature of the programme:
- a) UEFA Champions League Programme on Club Channel
 - Club channel (club branded and dedicated to the club)
 - Programme can be dedicated to UEFA Champions League (100% UEFA Champions League content)
 - For example, delayed match in full plus interviews, analysis etc.
 - No third party sponsorship of or association with the programme (as that would automatically create a third party association with the UEFA Champions League)
 - b) Club Magazine Programme
 - Club branded and dedicated programme (e.g. "The Arsenal Hour")

- For a city/regional broadcaster, the programme could be jointly branded with another Club from the city/region (e.g. "The Arsenal and Chelsea Hour" broadcast by a regional broadcaster for the London area)
- The programme cannot contain only UEFA Champions League content (also national league or cup footage, friendly matches, training footage and/or interviews with players and coaches).
- Maximum UEFA Champions League content: 50% (e.g. 30 minutes out of a one hour programme)
- The programme may be sponsored by a third party (but not in a way that creates an association with the UEFA Champions League e.g. programme sponsorship around the UEFA Champions League part of the programme).

c) General Football / Sports Programme

- UEFA Champions League archive content used in a general football / sports programme that is not focused on a particular club or on the UEFA Champions League
- Neither club branded nor UEFA/UEFA Champions League branded
- Maximum UEFA Champions League content: 30% (to avoid any clash with UEFA Champions League magazine programme)
- Archive content: material from previous season backwards as of 48 hours after the UEFA Champions League Final
- For example, a one hour sports round-up programme could include 18 minutes of UEFA Champions League content (e.g. focusing on matches involving clubs from that territory)
- The programme may be sponsored by a third party (but not in a way that creates an association with the UEFA Champions League e.g. programme sponsorship around the UEFA Champions League part of the programme).

3.13. The principles for archive rights (i.e. magnetic storage devices) regarding "bundling" and maximum UEFA Champions League content are as follows:

- Club branded and dedicated programme (e.g. "Arsenal 2002/03")
- The VHS, DVD etc. cannot contain only UEFA Champions League content (also national league or cup footage, friendly matches, training footage and/or interviews with players and coaches). Exception: a VHS, DVD etc. of the Final released by the winning club.
- Maximum UEFA Champions League content: 50% (e.g. 30 minutes out of a one hour programme). Exception: a Final VHS, DVD etc. as described above (which may have 100% UEFA Champions League content)
- The magnetic storage devices shall be aimed at reproducing footage or full coverage (when authorised) of the UEFA Champions League matches associated with other editorial elements, e.g. video, text, etc to the exclusion of any non-editorial elements such as video games.

- The programme may be sponsored by a third party (but not in a way that creates an association with the UEFA Champions League e.g. programme sponsorship around the UEFA Champions League part of the programme). Exception: a Final VHS, DVD etc. as described above (which cannot have any sponsorship).
- 3.14. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League sponsors, broadcasters etc.).
- Example:
- Not allowed: “Manchester United in the UEFA Champions League is presented by Carlsberg”.
- Allowed: “Manchester United Weekly is presented by Carlsberg”.
- 3.15. Clubs choosing to exploit such rights are liable for the protection of the signal / broadcast / content against piracy, misuse of the signal, overspill etc.

4. Radio Rights (including internet audio)

- 4.1. UEFA may exploit non-exclusively the radio rights for UEFA Champions League (in respect of all matches) and clubs may exploit non-exclusively the radio rights for their respective home matches (except the final). No sub-licensing is allowed. UEFA has granted non-exclusive license to all radio stations owned by UEFA Champions League rights-holding broadcasters. Clubs will be given the names of these stations at the beginning of the season. They may not charge any fee to these radio stations.
- Clubs may elect to charge a fee to the radio stations to which they grant a licence. Such fee must not exceed CHF 1,500 (one thousand five hundred Swiss francs) per match. Clubs are also free to conclude reciprocity agreements with visiting teams.
- 4.2. In principle, no “bundling” of rights and no competing product to the UEFA Champions League.
- Example: in this case, a “competing product” is a programme or package consisting of more than one UEFA Champions League match.
- 4.3. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League sponsors, broadcasters etc.).

5. New Media Rights (internet and wireless)

A. General

- 5.1. Clubs will have the right to customise or edit the content made available and/or produced by UEFA.
- 5.2. UEFA has the sole right to market UEFA-Champions-League-specific new media products (which will be UEFA or UEFA Champions League branded).

- 5.3. Clubs have the sole right to market club-specific new media products (which will be club branded) for both home and away matches.
- 5.4. Clubs may not, either directly or indirectly, use content for the purpose of creating "competing" UEFA Champions League products. Club products may not feature UEFA Champions League matches in which the club is not participating.
- 5.5. Net income derived from new media rights sales by UEFA will be redistributed to clubs and invested in solidarity.
- 5.6. The exploitation of new media products by clubs, either through the use of content and/or devices provided by UEFA or the use of the "raw" television feed, should be subject to the solidarity principle for the benefit of all clubs competing in the UEFA Champions League and European football. The precise application of this principle will be subject to an agreement between the clubs and UEFA, based on the joint evaluation of the market development, or to settlement by arbitration in the case of dispute.
- 5.7. However, for the seasons 2003/04, 2004/05, 2005/06, the clubs will be exempted from the payment of the "solidarity fee". This exemption has the objective to help the clubs to build up a new range of services and to allow a fair evaluation of the market.
- 5.8. UEFA and the clubs agree to cooperate for two years and analyse the development of the exploitation of New Media Rights in order to ensure that the financial solidarity system of the UEFA Champions League is effectively safeguarded. Based on this analysis, UEFA and the clubs will establish the solidarity payment mechanism, if any, to be implemented as from the season 2006/2007.
- 5.9. Exploitation of New Media Rights shall be conducted in a manner which effectively maintains the financial solidarity structure and brand identity of the UEFA Champions League.

B. Internet Rights (i.e. video images of UEFA Champions League via internet, of club home and away matches in the UEFA Champions League)

Clubs and UEFA may exploit internet rights, either on their own website or by selling the rights to an internet service provider, under the following conditions:

- 5.10. As from midnight C.E.T. on matchday.
- 5.11. The 'product' that includes UEFA Champions League content must be a subscription service (i.e. not for free). A short promotional clip of not more than 30 secs can be used to promote the subscription service.
- 5.12. The product must be placed in a secure environment (subject to user registration) and be protected against piracy. Any club (or club internet service provider partner) failing to protect UEFA Champions League content will be required to remove the content.

5.13. With regard to "non-bundling rule" and "club branded" or "non-competing" product, a similar approach as for TV applies.

- a) on club website: clubs can do what they want (however only club branded products, ie. no other clubs)

Example:

Allowed: subscription to clips of all of Manchester United's domestic and European matches of the season (plus archive) on "manutd.com".

- b) if club sells to Internet Service Providers: club branded programme: max 50% UCL content
- c) if club sells to Internet Service Providers: non-club branded programme: max 30% UCL content

5.14. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League Partners).

Example:

Not allowed: Having sponsors or advertisers on the internet page where the UEFA Champions League product is offered or having sponsor/advertiser windows appearing before, during or after the screening of UEFA Champions League footage.

Example: Allowed: Sponsors or advertisers on the rest of the internet site (not in immediate proximity to UEFA Champions League material or content)

5.15. No quasi-video through the use of sequential still images until midnight after the match.

C. Wireless Rights (i.e. video images and still images (MMS) on mobile phones, of club home and away matches in the UEFA Champions League)

Clubs may exploit wireless rights by selling the rights to a mobile network operator under the following conditions:

5.16. Near live (e.g. a goal clip 30 seconds after it happened) (same for UEFA).

5.17. The product must be club branded and dedicated to that one club (e.g. only footage of matches involving that club).

5.18. The product cannot contain only UEFA Champions League content (but also national league or cup content, friendly matches, etc.). Maximum UEFA Champions League content: 30% over a season.

Example:

Allowed: subscription to clips of all of Manchester United's domestic and European matches of the season on your mobile phone.

- 5.19. No “bundling” (by clubs, agencies or mobile network operators).
Example: Not allowed: a product offering near live clips of more than one UEFA Champions League match per matchday or offering to subscribe to more than one club playing in the UEFA Champions League.
- 5.20. No “competing product” to the UEFA Champions League: in this case, a “competing product” is a product which creates a third party association between a mobile network operator and the UEFA Champions League by containing, of the total football in the product, more than 30% UEFA Champions League content.
Example:
Not allowed: a product offering only near live clips of clubs in the UEFA Champions League (to the exclusion of other competitions) during a season.
- 5.21. No third party association with UEFA Champions League programming / content (to preserve exclusivity of the official UEFA Champions League Partners).
Example:
Not allowed: any sponsorship or advertising connected to clips e.g. "Vodafone brings to you the UEFA Champions League matches of Manchester United".
Allowed: "Vodafone brings to you all of Manchester United's domestic and European matches of the season."
- 5.22. Wireless products definition:
- Near live video clips: a maximum of one 30 seconds video clip broadcast non-live (with a 30 seconds delay as a minimum) per 10 minutes of match. The 10 minutes delay between two video clips could be less if the event covered is a goal.
 - Still images based on photo slide shows on mobile phones (MMS). Still images or slide shows taken out of one minute of match per 10 minutes of the match. The 10 minute delay between two slide shows could be less if the event covered is a goal.

ANNEXE IX: Club Licensing System – Procedures of control

1. In accordance with the UEFA Club Licensing Manual (Version 1.0), UEFA may, at any time, carry out spot checks with the licensor and, in the presence of the latter, with the applicant club in order to ensure that its licence was correctly awarded at the time of the final and binding decision of the licensor.
2. If it emerges before the competition begins (including qualifying rounds) that the licence was awarded incorrectly, the club concerned will not be authorised to enter the competition. The club will be banned from this competition and, if appropriate, from one or more future UEFA club competitions for which it qualifies. In such cases, the club may be replaced.
3. If it emerges while the competition is in progress that the licence was awarded incorrectly, UEFA may immediately disqualify the club concerned for the current competition and/or ban the club from one or more future UEFA club competitions for which it qualifies. If the club is disqualified, it will not be replaced. However, it may be replaced in future competitions from which it is banned.
4. If a licensor withdraws a club's licence while the competition is in progress, the national association concerned must inform UEFA immediately. UEFA will decide, on the basis of the national association's decision and after hearing the club concerned, whether to disqualify the club immediately from the current UEFA competition and/or ban it from one or more future UEFA club competitions for which it qualifies. If the club is disqualified, it will not be replaced. However, it may be replaced in future competitions from which it is banned.
5. A club which is not authorised to enter a competition according to paragraph 2 and/or which is banned from future competitions according to paragraphs 2 to 4 will be replaced by a club nominated by the national association on the basis of the rankings in the top domestic championship and on condition that the club concerned is licensed for the corresponding season.
6. Decisions to disqualify and/or to ban a club from a current competition will be taken by the UEFA Chief Executive. In the case of immediate disqualification, he will also decide on the sporting consequences of the disqualification. Decisions to ban a club from one or more future club competitions will be taken by the UEFA disciplinary bodies.
7. Any decision made by the UEFA Chief Executive according to paragraph 6 may be contested exclusively by way of appeal to the Court of Arbitration for Sport (CAS) in Lausanne, Switzerland, which will resolve the dispute definitively in accordance with the Code of Sports-related Arbitration (Code). The statement of appeal must be submitted to CAS within ten days of receipt of the contested decision, together with the appeal brief.

8. Only the banned and/or disqualified club in question may submit an appeal to CAS in accordance with paragraph 7. Other clubs, national associations, leagues and/or any other third party shall have no right of appeal against UEFA concerning disqualification, exclusion or the sporting consequences of disqualification.
9. Other breaches of the provisions of the UEFA Club Licensing manual (Version 1.0) will be dealt with by the UEFA disciplinary bodies.

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UEFA
Route de Genève 46
CH-1260 Nyon 2
Switzerland
Telephone +41 22 994 44 44
Telefax +41 22 994 44 88
uefa.com

Union des associations
européennes de football

