



TM

EUROPEAN QUALIFIERS

Broadcast and Media Facilities

(18 July 2013)

1. GENERAL PRINCIPLES

1.1. Stadium categories and UEFA regulations

For European Qualifiers, national associations should in principle propose stadiums that meet the category 4 requirements as defined in the UEFA Stadium Infrastructure Regulations. As far as broadcast and media facilities are concerned, UEFA's basic requirements are defined in the UEFA Commercial Regulations for the European qualifying matches for UEFA EURO 2016 and the 2018 FIFA World Cup. Furthermore, any other relevant UEFA regulations (e.g. the 2014–16 UEFA European Football Championship Regulations to be published in December 2013) apply.

Should the land/facilities needed to fulfil the requirements, for example the requested space to accommodate the broadcast compound, parking, space for hospitality or the media working area, not be owned by the stadium owner, the host association is responsible for securing the use of the land/facilities, making the required adaptations and returning the land/facilities in their original state.

Should facilities within the confines of the stadium be owned by or subject to an existing contract with a third party, for example, production room/equipment for giant screens, the host association is responsible for securing the use and operation of such facilities for matches.

Should proposed stadiums not meet the requirements, or in case additional facilities need to be secured, the national associations will need to upgrade the facilities accordingly and secure the necessary facilities, at their own cost.

1.2. Match profiles

For low-profile matches, some broadcast and media requirements may be eased. However, high-profile matches may have higher or other additional requirements, for example in case of “double production”, placed on them.

Three different match profiles with corresponding service levels have been defined: level A, level B and level C. Level A corresponds to a very high-profile match (enhanced standard), level B to a medium-profile match and level C to a low-profile match (minimum standard). This classification is intended to assist the national associations by imposing only those requirements that are needed for any given match. Concrete requirements for the different levels will be specified later in this document.

After the corresponding qualifying draw, UEFA will inform the national associations of the match profiles of each match, as well as of the matches with double production. The actual requirements (eased or stricter) to be applied to each match will be confirmed at the time of the site visit.

UEFA may conduct site surveys to some stadiums between September and November 2013 in order to identify possible issues or alternative solutions.

2. BROADCAST FACILITIES

In order to guarantee a consistently high standard of coverage for all matches, a minimum number of 11 camera positions has to be made available to the host broadcaster, plus additional positions (unilateral facilities) for visiting broadcasters, to supplement their coverage.

National associations must ensure that the camera positions and broadcast facilities described below can be accommodated, including, where necessary, the removal of seats and the non-sale of tickets. The host association is also responsible for the construction of camera platforms where required, as defined by UEFA. These should be sturdy, safe, non-vibrating and built to the specifications laid down by UEFA. Any temporary camera platform constructions must also be checked and approved by the relevant safety authorities.

In this section, the broadcast requirements have been grouped into host broadcast facilities, unilateral broadcast facilities, double production facilities and general broadcast facilities. Concrete requirements have been defined for very high-profile matches (Level A = enhanced standard) and low-profile matches (Level C = minimum standard).

2.1. Host broadcast facilities

The host broadcaster is contractually obliged to produce the multilateral TV signal, covering at least the minimum standard positions. Some host broadcasters may customarily have a higher level of production requiring more than the minimum standard positions. If these additional positions have been specified in the UEFA Commercial Regulations for the European qualifying matches, the host association is obliged to provide them. If these facilities have not been specified in the regulations but the match profile or other circumstances justify the need for them, the host association is requested to use its best efforts to provide these facilities.

2.1.1. Overview

The table below lists the minimum standard facilities (“must-haves”) and the facilities associated with an enhanced level of production. The national associations are requested to identify all these positions on the stadium questionnaire for each stadium.

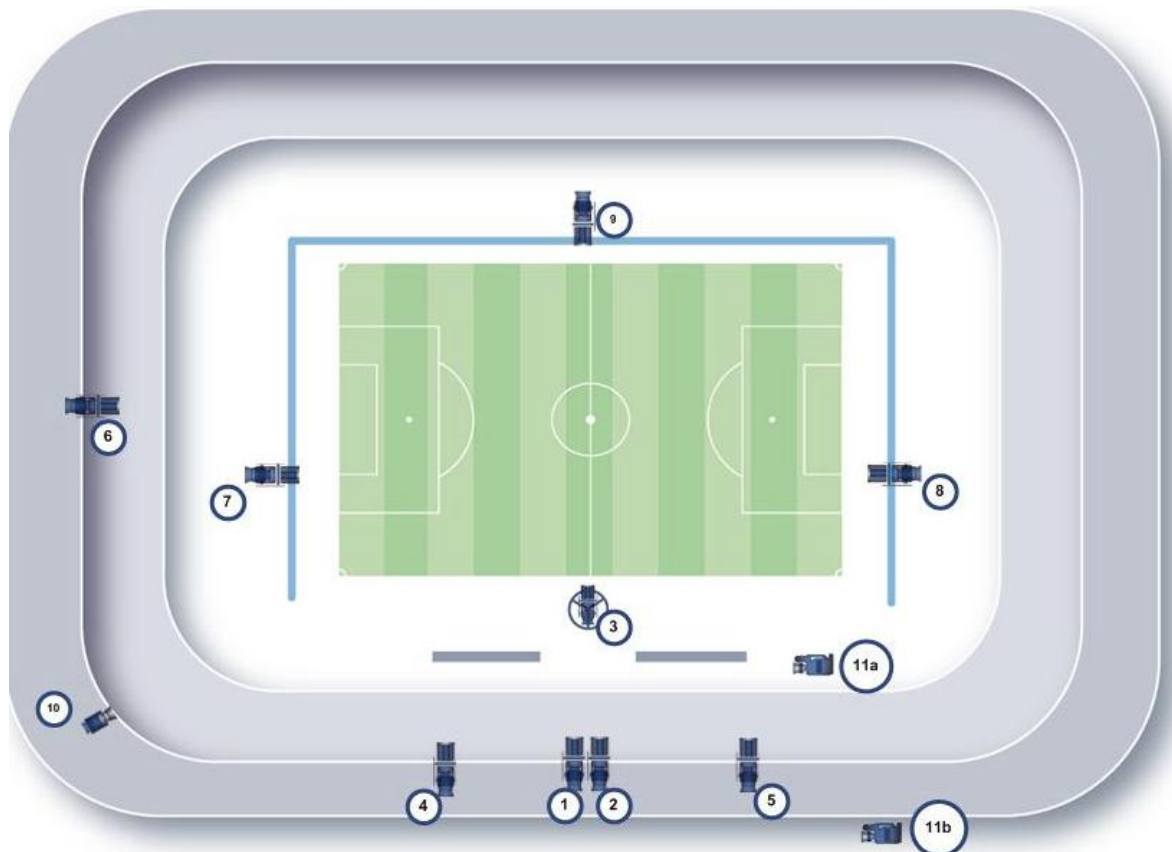
Host broadcast facilities	Minimum standard	Enhanced standard
Camera Positions	<ol style="list-style-type: none">1. Main camera2. Main close-up camera3. Pitchside halfway camera4. 16m camera left5. 16m camera right6. High behind goal7. Low behind goal camera left8. Low behind goal camera right9. Reverse angle camera10. Beauty shot camera11. Handheld camera	Minimum standard 1-11, plus: <ul style="list-style-type: none">- 2nd high behind goal camera- 6m camera left- 6m camera right- Bench camera- 20m camera left- 20m camera right- Tunnel camera- Up to 2 steadicams- Mini-cams



2.1.2. Minimum standard

By way of example, the diagram below features the camera positions for a minimum-standard production.

Minimum standard camera plan



Main platform – cameras (1) and (2)

This accommodates the main camera and the main close-up camera, 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 (including a unilateral camera) on a platform at least 6m long and 2m deep. The height of the platform and its angle in relation to the field of play will be approved by UEFA.

To avoid any potential view obstructions, a minimum clearance of 2.6m is required from the lens height to the height of the base of the seats in the first row of seating in front of these positions, and also potentially to the seats to the side of the platform.



Pitchside halfway camera (3)

Fixed camera on the halfway line at pitch level, near the touchline, for close-up player coverage. If, as is normally the case, this camera is placed between the substitutes' benches, a solution must be found to enable an unimpeded view of the field of play and substitutes' benches for the fourth official, and a clear view of the field of play for the team representatives seated on the substitutes' benches.



16m left and right platforms – cameras (4) & (5)

These cameras should be on platforms installed in the main stand at the same level as or higher than the main camera, facing each of the 16m lines.



High behind-goal platform – camera (6)

One camera installed on a platform in the stand behind the goal at a height which permits the penalty spot to be seen above the goal crossbar.



If there are no stands at either end, a scaffold tower will need to be built to accommodate this position.



Low behind-goal cameras left (7) and right (8)

One camera either end, located behind each goal line on the side closest to the main camera.

Associations must make available two areas behind each goal, one on the side closest to the main camera and one on the far side of the goal, not only for these low cameras but also for cameras of visiting broadcasters. (See “Unilateral broadcast facilities” below.)



Reverse-angle camera (9) (and platform, if in stand)

One camera position located centrally on the reverse side for reverse-angle coverage. Depending on what the host broadcaster requests, this position will be located either in the stand or pitchside.



Beauty-shot camera (10)

A high fixed camera, either mounted or on a platform, to give a panoramic shot of the whole stadium.



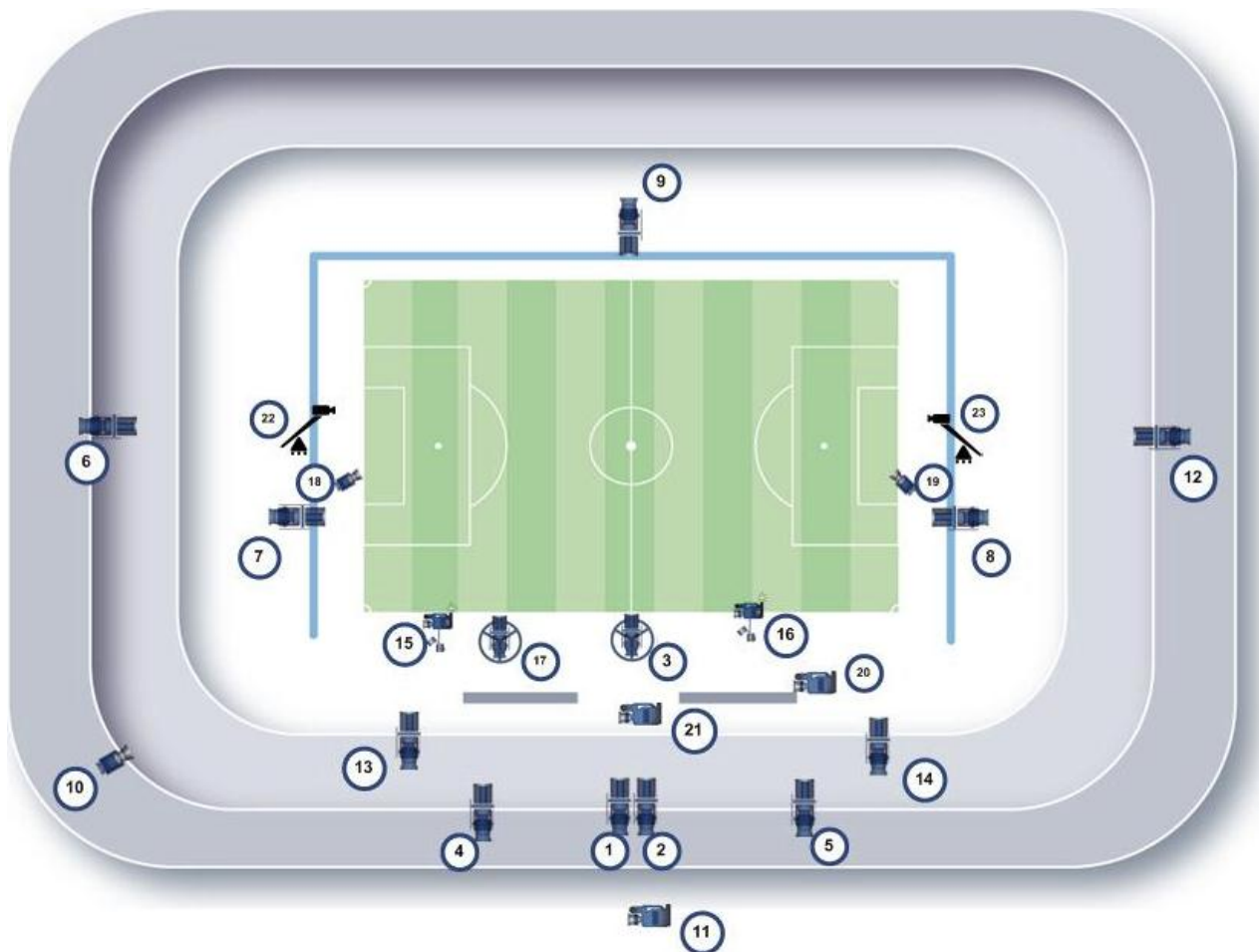
Handheld (11 a and 11b)

An additional handheld camera will be used to cover team arrivals and team line-ups and an additional ENG crew (including sound assistant) will be used to cover pre- and post-match activities.

2.1.3. Enhanced standard

By way of example, the diagram below features the camera positions for an enhanced-standard production.

Enhanced standard camera plan



Additional high behind-goal camera and platform (12)

A second camera platform, at the opposite end to the position defined in the minimum camera plan, installed in the stand behind the opposite goal, at a height which permits the penalty spot to be seen above the goal crossbar.

6m Cameras left (13) and right (14)

Two cameras on platforms between pitch level and 5m above the pitch, located on the same side as the main camera, one to either side and in line with the 6m line.

Steadicams (15) and (16)

If space permits, up to two steadicams along the touchline, one covering each half of the pitch and located on the same side as the main camera.



20m cameras (17)

One or two (one either side) fixed pitchside cameras installed on the same side as the main camera in line with the imaginary 20m lines.

These cameras must remain behind an imaginary line drawn from the substitutes' benches to the corner flags in order to maintain an unobstructed view of the field of play for the team representatives seated on the benches.



Mini-cams (18) and (19)

A mini-camera may be placed directly behind the goal net as long as it does not touch the net. A mini-camera may also be attached to the poles which support the net or the cable connecting the back of the net to the vertical stanchions directly behind the goal. The camera may not, however, be attached to the net or to the actual goalposts or crossbar.



Bench camera (20)

One or two (one either side) portable cameras, located outside the technical areas and in a fixed position unless agreed otherwise, positioned to cover the substitutes' benches.

Alternatively this could be one or two cameras located in the reverse stand on platforms.

Tunnel camera (21)

A camera in a fixed position, approved by UEFA, in the area between the field of play and the dressing-room area (or the players' tunnel), used before the teams exit the tunnel at the start of the first and second halves.

Behind-goal jib cameras (22) and (23)

These cameras require operating space behind the goal, and are permitted if they do not cause safety or security issues for players, spectators or any other person operating in this area. The camera itself may not move closer to the pitch than the line of the advertising boards unless the ball is in the other half of the pitch.

2.2. Unilateral broadcast facilities

The unilateral facilities will depend on the match profile, and the media and overall interest in the match. The facilities identified under minimum standard must be available to offer to the unilateral broadcasters, however they do not need to be made available if they are not requested. The table below also lists facilities that may be requested for a high-interest match.

2.2.1. Overview

Unilateral facilities	Minimum standard	Enhanced standard
Commentary positions	Up to 12	Up to 30
Unilateral camera positions	<ul style="list-style-type: none">- Main unilateral camera platform (2m x 2m)- Space behind both goals (minimum 10m x 2m)- High behind-goal platform (2m x 2m)- High camera platform in reverse stand (2m x 2m)	<ul style="list-style-type: none">- Main unilateral camera platform (6m x 2m)- Space behind both goals (minimum 10m x 2m)- High behind-goal platform (both ends 2m x 2 m)- High camera platform in reverse stand (6m x 2m)- Space for up to 3 reverse pitchside positions
Observer seats	Up to 10	Up to 30
Pitchside presentation positions	2 areas	2 areas
Pitch reporter positions	2 positions (1–2 seats each)	2 positions (1–2 seats each)
Pitch-view studios	1 studio, if requested	2 studios, if requested
Indoor TV studios	2 studios, if requested	2 studios, if requested
VIP interview positions	2	2
Flash interview positions	4	6
Super flash interview positions	2	2

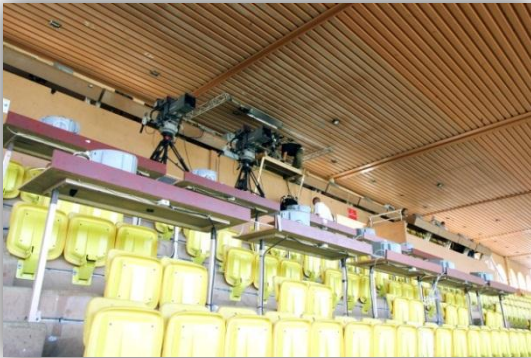
2.2.2. Detailed requirements for unilateral facilities

Commentary positions

Commentary positions must be located on the same side as the main camera platform and must provide an unobstructed view of the entire pitch. The middle of the commentary area should be on the halfway line.



Each commentary position should consist of one desk (minimum 1.8m wide) with three seats and must be equipped by the association with the necessary power, cable pathways, lighting and phone/internet connections.



Commentary positions must be under cover and sheltered from inclement weather.

Access to commentary positions must be secure and the public must not be able to access this area.

Unilateral camera positions

Main unilateral camera platform

Either adjacent to the main host camera platform or behind/above it (with sufficient sight clearance over it to see the whole of the pitch).

Behind-goal positions

Space behind both goals is required (minimum 10m long x 2m deep) on either side of the goal, starting at the goal area line in the direction of the corner flag.

High behind-goal platform

High in the stand behind one or both goals (2m x 2m) above or adjacent to the host broadcast camera platform.

Reverse platform

High in the reverse stand (6m x 2m) above or adjacent to the host broadcast camera platform.

Reverse pitchside

Up to three pitchside camera positions on the opposite side of the stadium to the main camera.



Observer seats

Observer seats must be located in or adjacent to the media tribune and between the 16m lines.

Pitchside presentation positions

Two areas pitchside of 15m x 3m each, located on the nearside touchline outside the technical area for presentations pre-match, during half-time and post-match.



Pitch reporter positions

Two positions on the nearside touchline, along from the benches (one either side), at least 5m from each bench. The host association should provide one or two seats at each position, subject to UEFA approval.



Pitch-view studios

At least 5m x 5m (minimum ceiling height 2.3m) of usable space per studio, with an unrestricted view of the field of play, (e.g. an executive box). If no such space is available, then space for the installation of such a studio should be provided.



Indoor TV studios

At least 5m x 5m of usable space per studio (minimum ceiling height 2.3m). The studios must be as close to the dressing rooms as possible.



VIP interview positions

Space for two camera positions located within or close to the VIP hospitality area where broadcasters can conduct interviews with VIPs.

Flash interview positions

Space of 3m x 4m (minimum ceiling height 2.3m) for each position, located inside on the player pathway between the pitch and the dressing rooms.



Super flash

Two positions located pitchside between the touchline and the tunnel entrance.

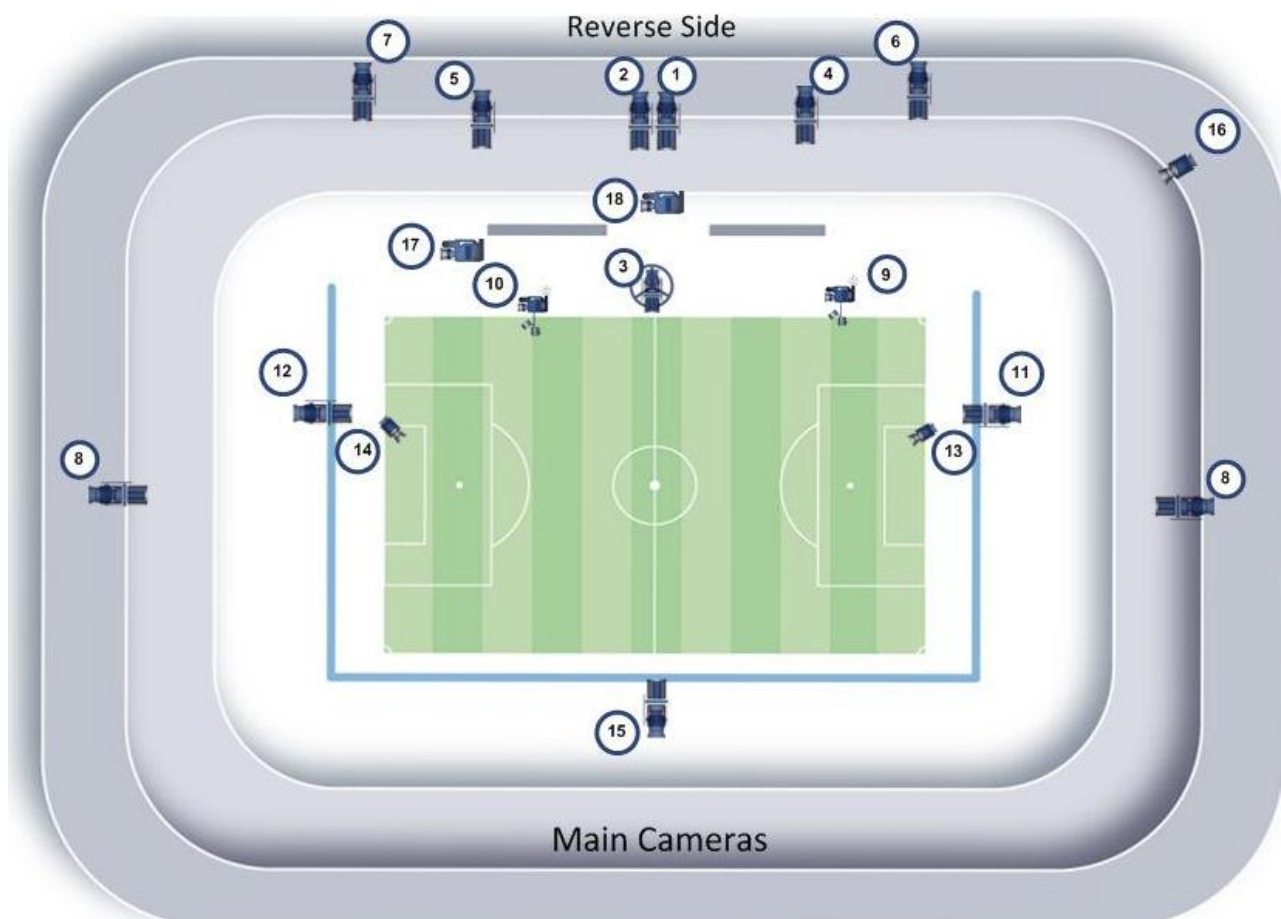


2.3. Double production facilities

For matches where double production rights will be exploited, a TV production plan will be implemented on both sides of the stadium in order to meet the commercial obligations. UEFA will assume the role of host broadcaster and be responsible for the double production signal. The requirements for double production would mirror those for single production at an enhanced standard. The double production would normally be implemented on the reverse side of the stadium.

2.3.1. Overview

Double production enhanced camera plan



Note: this camera plan only shows the double production cameras on the reverse side. The main production cameras are not indicated for the sake of clarity.

2.3.2. Detailed requirements for double production

Main cameras (1) and (2)

Positioned in the main reverse stand and situated exactly on the halfway line. A 6m x 2m platform must be provided. The height of the platform and its angle in relation to the field of play will be approved by UEFA. To avoid any potential view obstructions, a minimum clearance of 2.6m is

required from the lens height to the height of the base of the seats in the first row of seating in front of these positions, and potentially also to seats to the side of the platform.

Pitchside halfway camera (3)

Fixed camera on the halfway line on the reverse side at pitch level, near the touchline, for close-up player coverage.

16m left and right cameras (4) and (5)

These cameras should be on platforms installed in the reverse stand at the same level as or higher than the main camera, in line with each of the 16m lines.

Goal line left and right cameras (6) and (7)

These cameras should be installed high in the reverse stand (either on platforms or mounted, as required).

High behind-goal left and right cameras (8)

One camera installed on a platform in the stands behind both goals, at a height which permits the penalty spot to be seen above the goal crossbar.

Steadicams (9) and (10)

If space permits, up to two steadicams along the touchline on the reverse side.

Low behind-goal cameras left and right (11) and (12)

One camera either end, located behind each goal line, on the reverse side.

Mini-cams (13) and (14)

A mini-camera behind each goal net.

Reverse (15)

One camera position located centrally in the main stand or pitchside, depending on what the broadcaster request, for reverse-angle coverage.

Beauty camera position (16)

A high fixed camera, either mounted or on a platform, to give a panoramic shot of the whole stadium from one of the reverse corners.

Additional hand-held cameras (17) and (18)

One or two portable cameras for coverage before, during and after the match.

It should be noted that the possibility of sharing some of these cameras (eg. beauty, high behind-goal) would be looked at, but not guaranteed.

2.3.3. Unilateral requirements – enhanced double-production plan

One or two commentary positions, located in the reverse stand, centrally, on the same side as the main double production camera platform and providing an unobstructed view of the pitch. Each position should consist of one desk (minimum 1.8m wide) with three seats, and must be equipped by the host association with the necessary power, cable pathways, lighting and phone/internet connections. The positions must be under cover and sheltered from inclement weather.

2.4. General broadcast facilities

Broadcast compound

For matches with minimum level of production, a minimum usable space of up to 1000m² should be made available for broadcast production and facilities.

For matches with enhanced or double production, a total space of up to 2000m² may be required.



This area should meet the following requirements:

- Be as close as possible to the stadium and certainly no more than 400m away.
- Be on the same side as the main camera platform for single productions – an alternative location may be required for double productions.
- Have a clear and unobstructed view of the southern horizon (if the southern horizon is not visible from the main broadcast compound, then a separate satellite uplink area must be made available, no more than 50m from the broadcast compound).
- Consist of a level hardstand surface, preferably tarmac, with sufficient drainage to cope with severe and heavy rainfall.
- Be fully fenced and secure, with working light of a minimum of 50 lux.
- Be available with its associated facilities, including security and power, from the day and time of arrival of the first broadcast vehicles and personnel until 12.00 on the day after the match.

- Depending on the location of the compound, a cable bridge may be required, to provide a safe and secure cable pathway between the compound and the stadium.



Field of play lighting

A minimum horizontal and vertical illuminance level of 1400 lux is required and lighting has to be uniform.

Access and security

All security measures that may be reasonably required to safeguard and control the broadcast areas (including fencing of the broadcast compound) are the responsibility of the host association. These areas must not be accessible to the public and should have 24-hour manned security from the start of installations and arrival of the first broadcast broadcast vehicle until the departure of all broadcast personnel and equipment.

Power

Existing technical power and back-up power must be provided to the broadcast compound. In addition, the host association must provide the required power to commentary positions, pitch view studios, pitchside presentation positions, indoor studios and interview areas. These power supplies must be provided free of charge and include uninterrupted back-up.

Cabling

The host association must provide the necessary cabling infrastructure (cable bridges, trenches, etc.) to enable the broadcasters to install all cables safely and securely, and out of reach of the public. Moreover, where requested, access to pre-cabled systems in stadiums should be made available free of charge to all broadcasters.

3. MEDIA FACILITIES

The following section outlines the facilities and service levels to be expected of the host associations for European Qualifiers. Some requirements are dependent on the size of the match (level of stadium facilities, anticipated level of media attendance) and are marked as such, in line with wider, pre-defined match profiles.

(Note: the term media includes written press, website reporters, photographers and non-rights-holding TV and radio personnel.)

3.1. Media working area

The host association is required to make a working area available to accommodate the following capacity:

- Level A match profile: 50 persons
- Level B match profile: 30 persons
- Level C match profile: 20 persons

This area should be located as close to the media tribune as possible. The working area must be equipped with tables, chairs, power sockets and cabled or Wi-Fi internet connections. The host association must ensure that the media working area is adequately heated or cooled according to the weather conditions.



An area should also be set aside for buffet-style catering. Ideally, at least two monitors should be installed to allow the media to follow the pre-match build-up, half-time analysis and post-match interviews on TV. Toilet facilities – separate for men and women – must also be close by.

In some stadiums, where available space is limited, the media working room may be combined with the press conference room and the overall space should be increased accordingly.

3.2. Media seating (Media tribune)

The following number of covered seats must be made available for media:

Level A match profile: min. 100 seats total with min. 50 with desks

Level B match profile: min. 50 seats total with min. 25 with desks

Level C match profile: min. 30 seats total with min. 15 with desks

Each seat with desk must be equipped with power sockets (Schuko) and internet connections.



Flexible seating should be considered to accommodate the different needs, depending on the type of match. The aim should be to maximise the use of top-quality seating areas and to make sure that media seats are not left unoccupied.

For the avoidance of doubt, the number of seats in the media tribune is in addition to the requirements for commentary positions.

Media seats must be centrally located in the main or opposite stand with a clear and unobstructed view of the whole pitch and easy access to other media areas. These positions should also be under the cover of the roof, and well lit.

For each home match, the host association must reserve three press seats with desks for UEFA's use until 48 hours before the match. UEFA will advise as early as possible when these desks can be released and re-assigned.

3.3. Press conference room

The host association must provide facilities for pre- and post-match press conferences with the following capacities:

Level A match profile: min. 75 seats

Level B match profile: min. 50 seats

Level C match profile: min. 30 seats

The press conference room can be a dedicated area of the media working area, or, preferably, a separate room. It should have easy access from both the dressing rooms and the media working area or media tribune, ideally with a separate door for coaches and players.

The following facilities must be provided:

- A podium with tables and chairs large enough to accommodate at least five people and the European Qualifiers backdrop
- A camera platform that will accommodate the following number of camera positions:
 - Level A match profile: at least 20 cameras
 - Level B match profile: at least 20 cameras
 - Level C match profile: at least 10 cameras

It is recommended that this platform be approximately 40cm high and at least 1.5m deep. The width must be adapted to the configuration of the room and the access/evacuation routes, but 5m should be considered a minimum. The platform can be multi-level if required, but each level should be at least 40cm above the one below

- Technical equipment such as microphones, loudspeakers and interpreters' booths and headsets (if simultaneous interpreting is being provided)
- An audio split box with the following number of audio outputs:
 - Level A match profile: at least 25 audio outputs
 - Level B match profile: at least 15 audio outputs
 - Level C match profile: at least 10 outputs
- Sufficient lighting for broadcasters



3.4. Mixed zone

After the match, a mixed zone should be set up between the team dressing rooms and the location from where the teams will depart from the stadium to offer broadcasters and other media opportunities to interview players from both teams as they leave the stadium after the match. The area should be easily accessible not only from the dressing rooms, but also from the media tribune and the media working area. It should be permanently under cover, or able to be covered for major matches.



Acoustics protection should be taken into account, and an efficient security/access control system is essential.

The mixed zone should have sufficient space to accommodate the following:

- Level A match profile: 50 persons
- Level B match profile: 35 persons
- Level C match profile: 35 persons

It should have:

- sturdy barriers between the players and the media
- sufficient lighting for broadcast interviews
- a sectioned-off area nearest to the dressing rooms reserved for rights-holding broadcasters, UEFA.com and national association TV channels. The host association may also decide to provide separate sections for non-rights-holding broadcasters, audio reporters and the written press.

3.5. Photographer facilities

A working room must be made available for photographers with tables, chairs, power sockets and cabled or Wi-Fi internet connections. It should contain as a minimum:

- Level A match profile: 25 positions
- Level B match profile: 25 positions
- Level C match profile: 15 positions



The working area may be a dedicated section of the media working area (with overall space increased accordingly) or, preferably, a separate room. It should have easy access to the pitch.

It is recommended that lockers be provided that are large enough for the photographers to store their equipment securely and safely (roughly 1m x 50cm x 40cm).

Catering facilities must also be provided. If access to the media working room is easy, photographers may use the catering facilities there.

The host association must provide seating for photographers at pitchside positions and provide power as well as internet connections for these positions.

Individual seats or stools should be provided for photographers to ensure their comfort and, if the photographers present a view obstruction to the spectators in the first rows, to ensure that this is maintained at a uniform height.

In principle, photographers should work behind the advertising boards along the goal lines, unless special dispensation is given by UEFA and the host association to work in other areas, such as behind the advertising boards along the touchline opposite the team benches. They must wear photo bibs at all times when working at pitch level.



3.6. Internet connectivity

It is imperative that the host association provide internet connections that are appropriate for the number of media present at its matches, according to the minimum levels set out below. All internet connections for media must be provided free of charge. National associations are encouraged to seek specialist advice when installing internet connections.

Guideline internet capacities are:

- Written press: minimum 34 Mbit/s; can be shared between the media working area and the media tribune.
- Photographers: minimum 34 Mbit/s; can be shared between the photographers' working area and the pitch positions.

Cabled connections are always preferable to Wi-Fi as they are more secure, however Wi-Fi usage is increasing in line with tablet usage. Any Wi-Fi networks should be password-protected and reserved for media. National associations should note that photographers need greater bandwidth than representatives of the written press. Because of higher upload usage at matches, the upload:download ratio must be symmetrical.

3.7. Camera storage for non-rights-holding broadcasters

A secure room for cameras of non-rights-holding broadcasters must be provided by the host association. These cameras must be deposited by non-rights-holding broadcasters on entering the stadium and may only be retrieved at the end of the match.

4. SITE VISITS AND SITE SURVEYS

4.1. Site Surveys

Between September and November 2013, UEFA will conduct site surveys to several stadiums in order to:

- obtain information on stadium facilities (especially relating to broadcaster, media and signage) and general rights delivery operations;
- identify facilities that need to be upgraded

The host association is requested to ensure that:

- the following persons are available on site:
 - Match Manager
 - National association Press Officer
 - Stadium manager and/or operator
- all stadium facilities are open and accessible
- a meeting room is available for the site survey participants

The following UEFA representatives will be present:

- UEFA Venue Manager, who will lead the site survey
- UEFA TV specialists (as required)
- UEFA Stadiums Inspector (if stadium has not been visited yet)

4.2. Site Visits

Following the qualifying draw and the confirmation of the match venues, a one or two-day site visit (SV) will take place at all the stadiums. The objectives of these site visits are:

- to identify, based on the match profiles, any easing or enhancement of requirements applicable to specific matches;
- to identify and define specific match arrangements regarding sporting, commercial and media (broadcast, written press, photographers, etc.) matters;
- to take decisions on necessary organisational arrangements;
- to define the split of responsibilities, if necessary.

Site visits are scheduled to take place as follows:

- SV 1 (May – July 2014) Matchdays 1–4
- SV 2 (February 2015) Match days 5–6
- SV 3 (May – July 2015) Match days 7–10
- SV 4 (October 2015) tbc Play-offs

The host association is requested to ensure that:

- the following persons are available on site:
 - Match Manager
 - National association main contact, if applicable
 - National association Press Officer
 - Stadium manager and/or operator
- all stadium facilities are open and accessible
- a meeting room is available for the site visit participants

Site visit participants from UEFA, the broadcasters and suppliers will include:

- UEFA Venue Manager, who will lead the SV
- UEFA TV Specialists (as needed)
- UEFA Venue Director (as needed)
- Host broadcaster (the rights-holding broadcaster for the territory)
- Visiting broadcasters (for SV 1, the visiting broadcasters for the home matches on MDs 1–4; for SV 2, the visiting broadcasters for the homes matches on MDs 5–6, and so on)
- UEFA Signage Manager (where the national association in question has provided the whole commercial inventory)



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