



UEFA
EURO2016
FRANCE



UEFA Euro 2016 Public Screening
Frequently Asked Questions



This document serves as a practical guide to the public screening licensing programme for UEFA EURO 2016. New questions may be added from time to time.

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1. The programme

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

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

Is the programme applicable in all countries?

Yes. UEFA controls the programme on a worldwide basis but CAA11, UEFA's dedicated commercial agent for National Team Football, will implement the UEFA EURO 2016 Public Screening Licensing Programme. In addition, in certain countries other third parties may be appointed by UEFA to operate the programme, either directly or on UEFA's behalf. If this is the case, it will be clearly communicated in the application process. Meanwhile, in case of any question, please contact CAA11 via email on: publicscreeningEURO2016@caa11.com.

Is the programme applicable to all public screenings?

Yes. All public screenings are subject to the general terms and conditions issued by, or on behalf of, UEFA. However, UEFA will exempt from the licence application requirement public screenings that meet all of the following conditions:

1. The capacity of the screening location does not exceed 300 visitors.
2. There is no sponsorship or admission fee involved.

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

No. A public screening licence, if granted, is valid for all 51 UEFA EURO 2016 matches. There will be no need to reapply if a team progresses. This, however, also means that it will not be possible to apply for a licence to show only one match.



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

Yes. Public screening licences are granted on a location by location basis. You must make a separate application for each location.

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

Public screenings taking place in bars, restaurants or hotels may not be subject to a licence from UEFA. If these premises have the relevant 'commercial premises' TV subscription, as well as the necessary relevant local authorisations, to normally operate screens in their premises and in addition do not commercially activate the screening of UEFA EURO 2016 matches through sponsoring of the event and/or charging of admission fees, no additional UEFA licence is needed.

Can I organise a public screening event in one of the UEFA EURO 2016 host cities?

Each host city will have an official UEFA EURO 2016 fan zone. Visitors of these fan zones will be able to watch the matches on big screens and enjoy the additional facilities and entertainment offered. As a result, UEFA will only issue public screening licences for events in the UEFA EURO 2016 host cities on an exceptional basis and after consultation with the relevant city authorities. Please note that the area considered 'host city' may incorporate the so-called 'métropole' and include multiple municipalities. Furthermore, in no event may a public screening be hosted within a two (2) kilometre radius of any match stadium.

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

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

What are the fees? Is there a rate card?

No licence fees are charged for non-commercial public screenings. Licence fees are charged for commercial public screenings. The rate card is published on www.uefa.com.



As an indication, for territories where public screening licences are issued directly by UEFA, fees start at €500 for events with a spectator capacity of less than 1000. The prices will increase gradually based on the spectator capacity of the event.

In those countries where UEFA appoints third parties to operate the public screening licensing programme, additional licensing conditions and fees may apply. Further details will be provided in due course.

2. Terms and conditions (T&Cs)

All public screenings are subject to UEFA's public screening terms and conditions.

2.1 General

Are the public screening terms and conditions always applicable?

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

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

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

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

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

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

Yes. UEFA's public screening licence only relates to the use of the relevant live television signal transmitted by the relevant UEFA EURO 2016 broadcast partner in your territory on screens in public places (see paragraph 1.3 of the terms and conditions). No other authorisations (e.g. permits, clearances and licences) are granted by UEFA and must instead be obtained through the relevant authorities in your territory. Sections 1 and 2 of the terms and conditions deal with this in more detail.



2.2 Organisation of public screenings

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

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

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

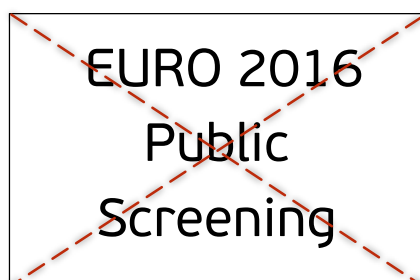
Yes. You must not involve any companies/brands (whether as organiser, supplier or financial partner) at your public screening if they are a (direct or indirect) competitor of any official UEFA EURO 2016 sponsor and/or broadcast partner. Sections 2 and 4 of the terms and conditions, specifically paragraphs 2.3, 4.1c, 4.5 and 4.6, deal with this matter in further detail.

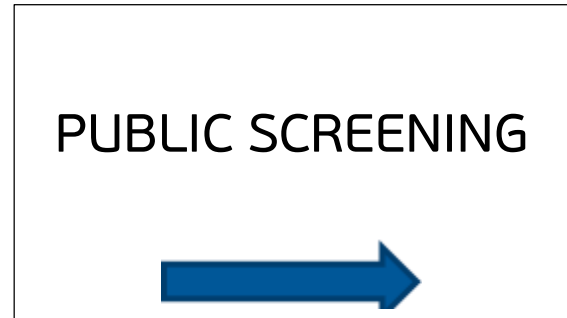
2.3 No rights of association and no right to use any UEFA EURO 2016 marks or materials.

What does that mean in practice?

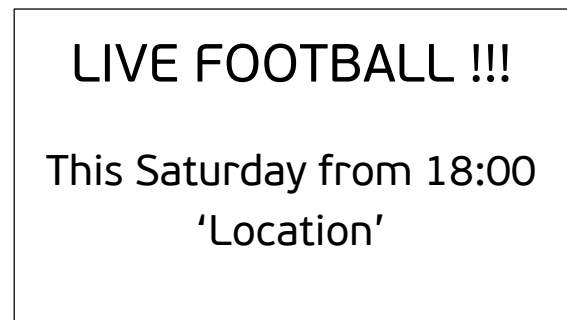
You must avoid creating the impression that your event is (officially) linked to, or associated with, UEFA EURO 2016. Some practical (non-exhaustive) examples, for reference only, are set out below.

Branding elements (including signage): These may not create, or create the impression of, any direct or indirect association with UEFA, the UEFA European Championship, UEFA EURO 2016 or any related marks:





Promotion material: No use of UEFA and/or tournament marks and official name, no direct/indirect link between UEFA or UEFA EURO 2016 and any third party is permitted and no involvement of a commercial party (except official UEFA EURO 2016 partners) is permitted in the promotion of a public screening event.



As the examples show, 'association' extends to the creation of the impression of an association with UEFA, the UEFA European Football Championship, UEFA EURO 2016 or any related marks. In any event, you must not use official tournament names or references to UEFA. Generic statements help avoid confusion.



2.4 Third party involvement in public screenings

Is any third party involvement considered a commercial activity?

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

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

Yes. You can offer sponsorship/advertising opportunities to third parties provided that they are not considered to be a competitor of official UEFA EURO 2016 partners. In addition, you must always have offered the relevant opportunity to UEFA EURO 2016 official partners before offering it to any such third party. Section 4 of the public screening terms and conditions provides specific details in respect of the offer procedure and limitations.

Since I will have to first offer opportunities to UEFA's official partners (paragraph 4.1 of the public screening terms and conditions), how will I know who the official UEFA EURO 2016 sponsors and broadcast partners are?

Full details (including contact details) are available on www.uefa.com

What will the official partners expect from me?

When contacting an official partner, please provide a concise overview of your proposal, outlining the location of your event, the size, the commercial opportunity you are offering and your financial proposal. Your proposal should be financially viable and easy to implement.

What about the sale of food and beverages?

This is considered to be a commercial activity and is only allowed under a commercial public screening licence. Paragraph 4.5 of the public screening terms and conditions explains this in further detail.



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

Yes. You are allowed to organise pre- and post-match activities and entertainment, for example, by cooperating with any local radio station that is not a competitor (or part of a competing media group) of any official UEFA EURO 2016 broadcaster.

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

Yes. This is considered a commercial activity and is only allowed under a commercial public screening licence. You must also respect the relevant provisions of the public screening terms and conditions. Please note that any brand exposure for companies that are not official UEFA EURO 2016 sponsor or broadcaster is restricted to the venue of the screening and may not be included on any promotional material for the event (e.g. flyers)

Will UEFA help me in securing sponsorship deals?

No. This is a matter between the licensee and the third parties it wishes to involve. UEFA will, however, provide contact details of the official UEFA EURO 2016 sponsors and broadcasters.

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

If an official sponsor has not responded to your initial proposal within 30 days of receipt, you can – but only after 1 March 2016 – offer the commercial opportunity to third parties (for example to a local business) in accordance with the public screening terms and conditions (T&Cs paragraphs 4.1–4.4).

2.5 Screening requirements

What is the difference between the protected window and an uninterrupted broadcast?

During the protected window (paragraph 5.1), the only content that may be shown on-screen at the public screening is the official live match programme of the relevant UEFA EURO 2016 broadcaster and/or content provided by official sponsors.



You must show live the signal as broadcast by the official UEFA EURO 2016 broadcast partner in the territory without any interruption during the (live broadcast) periods described below.

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

KO- 25 mins	KO- 10 mins	Match			FW + 5 mins	FW + 10 mins
UEFA EURO 2016 sponsors only	Join live signal	First Half	Half-time	Second half (and ET/Pen, if applicable)	Live signal	UEFA EURO 2016 sponsors only
		Uninterrupted live screening				
Protected window						

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

Ceremony - 15 mins	Ceremony -10 mins	Ceremony + Match + Trophy lift			Trophy lift* + 5 mins	Trophy lift* + 10 mins
UEFA EURO 2016 sponsors only	Join live signal	Ceremony	Half - time	Second half (and ET/Pen, if applicable)	Live signal	UEFA EURO 2016 sponsors only
		Uninterrupted live screening				
Protected window						

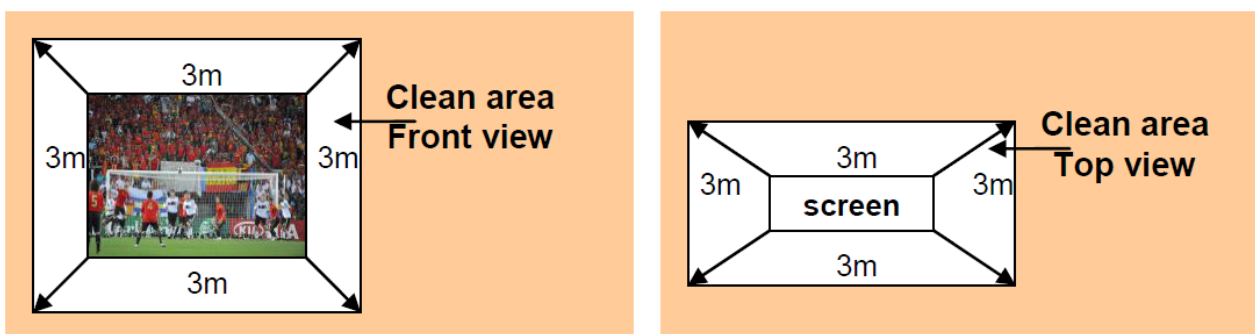
Abbreviations: KO = Kick-off, FW = Final whistle, ET = Extra time, Pen = Penalty shoot-out.

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

**Only for the final*

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

You must ensure there is a clean area of three metres around each screen in all directions which is free from any (commercial) identification of any party other than official UEFA EURO 2016 sponsors and/or broadcasters. The city in which the public screening is held may be referred to in a standard text font (no logos). The clean area principle extends to any identification of (technical) providers or equipment.



What does an “unobstructed view” mean?

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

3. Application process

How and when can I apply?

The application process will be managed through an online portal which will be accessible via www.uefa.com.

Is there a deadline for applications?

The application process closes on 6 May 2016. After that date it will no longer be possible to apply for a licence.

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

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



How do I pay the fees for commercial public screenings?

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

Is VAT included?

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

Do I get an invoice/receipt following payment?

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

How do I keep track of my application?

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

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

All changes must be communicated via email to publicscreeningEURO2016@caa11.com; this includes changes after a licence has been granted. UEFA may accept or reject any such changes at its absolute discretion.

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

Yes. This will be considered as a new request.



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

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

4. Final remarks

If I have further questions, who do I contact?

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

However, if necessary, you can always send an email to publicscreeningEURO2016@caa11.com. Please allow our staff time to answer your question.

Related documents:

- [Licence fees](#)
- [Terms and conditions](#)
- [Application manual](#)
- [Sponsor contact details](#)

