

UEFA Euro 2016 Host Country Announcement

Geneva, Switzerland May 28, 2010

Maximizing Eurovision's Expertise to Deliver More

CONTEXT

The ultra-modern Espace Hippomène building in Geneva, Switzerland, was the setting for the much-anticipated announcement by the Union of European Football Associations (UEFA) of the host nation for the 2016 European Championships, Euro 2016.

The bidding process officially kicked off in December 2008. Four bids were received before the deadline of March 10, 2009: France, Italy and Turkey as single bids, and Norway and Sweden as a combined bid. Norway and Sweden eventually withdrew their proposal in December 2009. The three candidate countries gave their final presentations after a draw to define the order. Turkey led off, followed by Italy and then France. Each presentation lasted a maximum of 30 minutes.

And the winner is ... FRANCE!

UEFA announced that France was chosen as host for the European Championships in 2016. The event will take place in 12 stadia around the country, including eight existing stadia (seven of which will be renovated) and four new stadia: Lyon, Villeneuve d'Ascq, Bordeaux and Nice. On hand to help boost the French bid and then to celebrate their country's success were three stars of the French 1998 World Cup team and international football superstars, Zinedine Zidane, Christian Karembeu and Youri Djorkaeff.

The event will be the 15th European Championship for national football teams sanctioned by UEFA, and will feature an expanded number of national teams, growing from 16 to 24 teams for the 2016 event.

EUROVISION

The event saw several Eurovision teams working together - Special Events, Programme Coordination, World Feeds and EBU Radio all worked closely with UEFA to provide a full range of broadcast services from multilateral distribution, unilateral transmissions and production facilities, to Eurovision World Feeds and EBU Radio clips for the event.

Eurovision enjoys a close working relationship with UEFA. During the event, we transmitted the live programme and offered three standup positions. In addition, UEFA offered us a flash interview position, bringing the total simultaneous transmission capacity to five. In total, Eurovision completed 10 hours' worth of transmission time, including 22 transmissions for broadcasters from France, Turkey and the Middle East.

"It was a great experience for all of us, especially working with other departments and putting it all together, sharing this experience. I think this is a good model for the future."

—Patrick Béard
 Eurovision Sport Services
 Programme Coordinator

"It was a real team effort to make sure that all aspects of the ceremony and announcement were delivered to our members and clients: live stand-ups, playouts, multilateral feeds, radio clips – whatever the clients needed."

— Maarja Kadajane
 Eurovision Producer



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