

UEFA will provide UNL broadcast partners with the option to use a pre-produced embeddable media player that the broadcast partner can easily implement on its designated website.

Users accessing the player via desktop web browsers and mobile devices (such as tablets and smartphones) will be able to view match streams on the relevant device – the aim being to bring the broadcast partner’s matches to the widest possible digital audience.

UNL broadcast partners choosing this service will be provided with the following:

- a ‘device agnostic’ video player with play, pause, stop, volume control and full-screen function that can be integrated into any website supporting HTML5 scripting and/or the latest generation mobile and tablet applications
- pre-produced streams generated from the multilateral feed with English commentary for the matches corresponding to the broadcast partners’ grant of live rights
- custom streaming URLs respecting the broadcast partner’s match picks in the given territory (according to the broadcast partner’s media rights agreements)
- a Content Distribution Network (CDN) solution with stream geo-blocking if required

This service will be delivered by Eurovision Services and a technical fee for the integration and traffic usage will apply.

7.3 ENRICHED NEAR-LIVE - FOR DIGITAL EXPLOITATION

updated

For the UNL 2020-21 season, UEFA is producing a variety of content, including video, data & statistics for near-live digital exploitation. More details on the content can be found below. This service will be delivered by NEP.

7.3.1 MATCH EVENT CLIPS

updated

For all matches UEFA will produce video clips for key match events, which can be used for near-live digital exploitation. Clips will be produced for approximately 30 events per match, with an average duration of 20 seconds, taken from the pre-match, in-match and post-match action. Clips will be available for multiple angles of certain match events, either taken from the multilateral feed, or created from replays taken from isolated cameras.

7.3.2 MATCH HIGHLIGHTS

updated

UEFA will also produce short and medium-form match highlights for all UNL matches. These clips will include:

- Medium format of 2-minutes duration
- Short-form of up to 1-minute duration
- Ambient sound only
- Competition-branded opening and closing sequences

Highlight clips will be published approximately 30 minutes (indicative timing) after the relevant match.

Content-specifics, including format, clips lengths, clip types and commentaries, are subject to UEFA’s production and editorial discretion and final products may vary.

7.3.3 DATA FEEDS PUSH MECHANISM AND NOTIFICATIONS

updated

The data feeds enable partners to integrate their digital media offering with a wide array of real-time results, statistics and standings. These feeds can be automatically delivered to the broadcast partner for exploitation.