

1 COMPETITION AND CONCEPT

1.1 THE PARTNERSHIP

To ensure that the UEFA Nations League concept will be successful, close cooperation between UNL broadcast partners, national associations and UEFA is vital.

UEFA manages and runs the competition and coordinates all stakeholders. Additionally, UEFA has appointed CAA Eleven to secure financial support from the UNL partners and to make sure that the commercial rights are successfully implemented.

To ensure the success of the competition, everyone must benefit. UNL broadcast partners cover the competition, generating worldwide exposure and substantial revenue, while the associations have the opportunity to be financially rewarded for their contribution, benefitting from their association with an outstanding competition.

UEFA has centralised the media rights to the UEFA Nations League and created a marketing approach which ensures that the funds raised directly benefit football. It is this centralised marketing strategy that also produces clear benefits for UNL partners, national associations and spectators.

The UEFA Nations League offers UNL broadcast partners football of the highest quality, with the opportunity to screen up to 162 matches per league phase, providing security of programming within a known calendar.

1.2 THE COMPETITION

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The UEFA Nations League is a competition for national teams. The second edition will kick-off in September 2020. The aim of the UEFA Nations League is to ensure the continued success of national team football, as it will provide more competitive games.

The 55 UEFA member associations have been divided into four leagues based on the performance during the first edition of the UEFA Nations League in 2018/19. For all leagues the motto will be “every game counts”, because the teams will be playing to gain promotion to the next league up or to avoid relegation to the next league down, and in League A the group winners will be playing to be crowned the UEFA Nations League champions.