

# 6 CONTENT SERVICES

## 6.1 CYCLE CONTENT

UEFA will provide all broadcast partners with comprehensive support services and broadcast materials to assist in the production of their programming. All content will be produced in HD (1080i/50).

All content made available by UEFA must be used in line with the applicable UEFA Media Rights Agreement.

### 6.1.1 BROADCAST TOOLKIT

Before the start of the UNL league phase, broadcast partners will be provided with access to the FAME Brand Assets (for more information, [see section 9.1.6](#)).

This portal will contain all animated graphic elements including branded title sequences, studio loops, replay animations, promotional kit and other looped graphic elements.

The title sequences will be updated and made available to broadcast partners before the Finals.



## 6.2 ADDITIONAL PROGRAMMING

### 6.2.1 PROMOTIONAL TRAILERS

A series of 30-second ready-to-air promotional trailers will be produced to support broadcast partners in their promotion of the UEFA Nations League. updated

Generic and selected match specific promotional trailers for League A and group specific promotional trailers for League B will be produced for each matchday. Generic matchday promotional trailers will be produced for League C and League D. 5 promotional trailers will be produced for the Finals; 1 generic and 4 match specific. 2 generic UEFA Nations League promo trailers will also be produced and delivered 1 month ahead of MD1.

The promotional trailers for MD1, MD3 and MD 5 will be distributed to the broadcast partners ten days before the relevant matchday. For League A and League B, promotional trailers for MD2, MD4 and MD6 will be distributed on MD-2 ahead of the relevant match.

A total of 81 30-second promotional trailers will be produced per UEFA Nations League cycle. The content will be 25 seconds of promo plus five seconds of end card to which broadcast partners can add their transmission details. All graphic elements will comply with the brand and only UEFA-owned or pre-cleared production music will be used.

For leagues A and B, generic and team-related graphic elements will also be provided in order to allow broadcast partners to customize their own promotional trailers.

In summary, promotional trailers will be produced as follows:

- pre-competition: 2 generic
- matchday 1: 5 match specific, 4 generic and 4 group specific

