

PRESS RELEASE

MARKETING OF INTERNATIONAL BROADCASTING RIGHTS FOR FOOTBALL

The CNMC urges Spain's National Professional Football League to amend its proposal for the National League Championship

- The proposal violates certain requirements laid out in Royal Decree-Law 5/2015.
- It must limit the marketing to the legally established time frames and adhere to the “joint marketing” that is allowed by Law.
- It cannot include rights reserved or advertising or sponsorship requirements not covered by the Law.
- It must clarify the scope of the content of the lots and make the awarding criteria transparent.

Madrid, 21 February, 2020 - The CNMC has issued a report urging Spain's National Professional Football League (LNFP) to amend its international marketing proposal (within and beyond the European Economic Area) for the exploitation rights for the audiovisual content of the National League Championship. The proposal does not meet certain requirements laid out in [Royal Decree-Law 5/2015](#). ([INF/DC/003/20](#)).

In its most recent reports, prepared at the request of the League in 2019 ([INF/DC/047/19](#) and [INF/DC/085/19](#)), the CNMC made a series of observations that were not taken into account when preparing this proposal. These reports were prepared under articles 4.3 and 4.5 of [Royal Decree-Law 5/2015](#), on urgent measures involving the marketing of broadcasting rights for professional football competitions.

The CNMC once again urges the League to amend the following aspects of its proposal:

- Limit the audiovisual content subject to marketing to the times specified in Article 1.1 of [Royal Decree-Law 5/2015](#).
- Adhere to the powers granted to it in the Royal Decree-Law, namely “the joint marketing” of the audiovisual rights included in the scope of the Law, and adapt the content of the rights being marketed to said powers.
- Do not include unjustified reservations of rights or advertising and/or sponsorship requirements.
- Clarify the scope of the content of the lots and define the evaluation criteria that will be used to award the rights in order to ensure a transparent and competitive process.

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- Change those aspects indicated in the report that are contrary to the principles of publicity, transparency, competitiveness and non-discrimination in the procedure for submitting bids and awarding the rights.

The CNMC recalls that all those aspects of the marketing proposal presented by the Royal Spanish Football Federation (RFEF) that are beyond the scope of Royal Decree-Law 5/2015 will be subject to articles 1 and 2 of Law 15/2007, the Anti-Trust Law (LDC), and 101 and 102 of the Treaty on the Functioning of the European Union (TFEU).

[\(INF/DC/003/20\)](#).

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