

## PRESS RELEASE

**The UEC proposes new Domestic Media Rights Protection policy to safeguard competitive balance across European football**

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The Union of European Clubs (UEC) has unveiled a new strategic proposal during the **UEC Football Forum 2025: the Domestic Media Rights Protection (DMRP) policy**.

This initiative calls for UEFA to reinvest a portion of its Club Competition media revenues back into domestic leagues whenever UEFA Club Competition (UCC) media rights exceed the domestic league media rights value within a given National Association.

At the UEC, we believe that strengthening European football requires more than identifying imbalances—it demands forward-looking, practical solutions that preserve the long-term health of the sport. The Domestic Media Rights Protection policy reflects that approach: a structured and transparent mechanism designed to protect the foundations of European football by reinforcing the competitive balance that domestic leagues rely upon.

Developed over recent months in close collaboration with UEC members and supported by internal research and data modelling, the policy was introduced at our latest General Assembly and circulated widely for feedback among clubs in an open and democratic process.

The proposal has already been shared with key institutional and football stakeholders. Early reactions have been constructive, reflecting a shared understanding that domestic competitions remain essential to the sport's identity and long-term sustainability.

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## What is the Domestic Media Rights Protection policy?

Under the proposal:

- Each season, whenever UCC media rights revenues exceed the value of domestic league media rights within a specific UEFA National Association, **35% of that surplus would be redistributed to the domestic league.**
- These redistributed funds would support the competitive balance of domestic competitions, ensuring they are not overshadowed by the growing commercial weight of European competitions.
- The mechanism would apply only in National Associations where UCC revenues exceed domestic league values, making it targeted, proportional, and fair.
- The policy is financial-neutral for leagues whose domestic rights remain stronger than UCC rights, focusing support precisely where structural pressures are most acute.

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## Why is it needed?

Domestic leagues form the backbone of European football, yet the financial landscape is shifting rapidly:

- UEFA Club Competitions are capturing a growing share of media revenues, increasingly competing with—and in many cases overtaking—the value of domestic league rights.
- In **more than 30 out of 55 UEFA National Associations**, UCC media rights already exceed domestic league media rights.
- This trend risks weakening local competitions, widening the gap between frequent UCC participants and the rest, and eroding the sustainability of national football ecosystems.

The Domestic Media Rights Protection policy provides:

- **Balance** – ensuring domestic leagues remain competitive and attractive to fans and broadcasters.
- **Stability** – offering a predictable mechanism to protect domestic football revenues from being crowded out.
- **Responsibility** – recognising that European competitions should complement—not undermine—the health of national competitions.

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## What would the impact be?

Modelling based on the 2024–25 season shows:

- **Over €200 million** would have been redistributed to domestic leagues across Europe.
- **More than 30 leagues** would have benefited directly from the mechanism.

The Domestic Media Rights Protection policy represents a proactive, data-driven effort to preserve the integrity and sustainability of domestic football across the continent. As the commercial and competitive landscape evolves, the UEC remains committed to advocating for a system where football at every level—local, national, and European—can thrive together.

[Download the presentation](#)