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**FOOTBALL LEAGUE AGREES HISTORIC DEAL WITH
SKY SPORTS AND BBC**

- League secures new £264m three-year deal -

The Football League has secured new broadcasting agreements with Sky Sports and BBC Sport, worth a total of £264m, to run for three seasons from 2009/10.

The new agreements will see Sky Sports continue their unrivalled coverage of Coca-Cola Football League, Carling Cup and Johnstone's Paint Trophy matches. Also, for the first time in recent memory, live Coca-Cola Championship and Carling Cup matches – including the Carling Cup Final – will be shown on BBC terrestrial television.

The new agreements, which represent a 135% increase on The League's existing broadcasting arrangements, are worth £88m per season to Football League clubs and encompass terrestrial and pay television, broadband internet, video-on-demand and mobile services.

Under the new agreement Sky Sports will broadcast:

- 65 matches from the Coca-Cola Football League, exclusively live.
- The Coca-Cola Football League Play-Offs – including all three Finals - exclusively live.
- Exclusive live matches from Rounds 1 to 5 of the Carling Cup – two matches per round – and two legs of the Carling Cup semi-finals exclusively live, plus live coverage of the Carling Cup Final.
- Live matches from the Johnstone's Paint Trophy.
- Highlights and clips of the Coca-Cola Football League, Carling Cup & Johnstone's Paint Trophy.

BBC Sport will broadcast:

- 10 matches from the Coca-Cola Championship, exclusively live.
- Two legs of the Carling Cup semi-finals exclusively live, plus live coverage of the Carling Cup Final.
- Highlights and clips of the Coca-Cola Football League and the Carling Cup.



In announcing the new agreement Football League Chairman Lord Mawhinney said:

"We are delighted to be continuing our strong partnership with Sky Sports and are excited by the prospect of working closely with the BBC. I am grateful to them both for their recognition of the value that The Football League brings to the football marketplace.

"Over the last few years The League's standing has been enhanced, both commercially and competitively, as we have delivered real football for real fans. This deal recognises that fact.

"£88m a year coupled with unparalleled coverage on Sky and the BBC will provide a fantastic boost to Football League clubs and their supporters."

Vic Wakeling, Managing Director of Sky Sports said:

"We shall be covering at least 95 live matches each season from all Football League competitions – including all the Play Off semis and Finals - under this new agreement, and are delighted to be so deeply involved yet again in a competition which continues to attract a growing audience at every level.

"The fans love what they see, and so do we."

Roger Mosey, Director of BBC Sport added:

"We're delighted to be entering a partnership with The Football League. This adds to our football portfolio of Match Of The Day, Euro 2008 and the World Cups of 2010 and 2014.

"The agreement is a terrific development in the way we work with Football League clubs across England and Wales - bringing fans the best action across our range of services."