



PRESS RELEASE

Cairo October 13, 2021

CAF launches Tender process for comprehensive Sub-Saharan media rights package including TotalEnergies CAF African Cup of Nations Cameroon 2021

CAF has opened an invitation to tender (ITT) for the media rights in the Sub-Saharan Africa region on a Pay/Pay-per-View basis to a large number of CAF events in 2022 and 2023, including its flagship event, the TotalEnergies CAF African Cup of Nations Cameroon 2021. The TotalEnergies CAF African Cup of Nations Cameroon 2021 is scheduled for 9 January 2022 until 6 February 2022, and will be an eagerly anticipated return for African football's biggest prize. The opening match will be played on Sunday 9 January 2022 at the newly-built Olembe Stadium in Yaoundé at 17h00 local time (16h00 GMT). A total of 52 matches will be played across the five cities (Douala, Yaoundé, Bafoussam, Garoua and Limbe) who will host the tournament. The final will be also be played in Olembe Stadium at 20h00 local time (19h00 GMT).

The media rights available are on a Pay/Pay-per-view basis across the Sub-Saharan region including South Africa. The rights are available for exploitation across most languages across the region including English and local language, albeit with broad exclusions for the French language.

The tender process will allow CAF to select the media companies that are best placed to achieve CAF's objectives of providing maximum exposure for the tournament and offering fans in Sub-Saharan Africa a high-quality viewing experience.

CONFEDERATION AFRICAINE DE FOOTBALL

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The events being offered in the tender are:

- TotalEnergies CAF Africa Cup of Nations Cameroon 2021 (final tournament),
- TotalEnergies CAF African Nations Championship 2022 (final tournament)
- TotalEnergies Africa Women Cup of Nations 2022 (final tournament)
- TotalEnergies Africa Beach Soccer Cup of Nations 2022 (final tournament)
- TotalEnergies Africa U-17 Cup of Nations 2023
- TotalEnergies Africa U-20 Cup of Nations 2023
- TotalEnergies CAF Champions League 2021-22
- TotalEnergies CAF Champions League 2022-23
- TotalEnergies CAF Confederation Cup 2021-22
- TotalEnergies CAF Confederation Cup 2022-23
- TotalEnergies CAF Super Cup 2022
- TotalEnergies CAF Super Cup 2023
- TotalEnergies CAF Women's Champions League 2022 (final tournament)

Media companies or organisations wishing to participate in the tender processes can request the ITT by email. Interested parties should contact: mediasales@cafonline.com. Submissions to CAF must be received by 12h00 Egyptian Standard Time (EGY) on Tuesday, 2 November 2021.

Through the sale of media rights for its football tournaments, CAF generates income which is essential to support and develop football across the continent.

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