



Special 301 Subcommittee of the Trade Policy Staff Committee  
Washington, D.C.

**Via Online Submission only**

Your reference	Your correspondence of	Our reference	Date
		LCOM/DDAB/HSE	3 March 2022

**Response to Questions Union des Associations Européennes de Football (“UEFA”)**

**(Docket No. USTR-2021-0021)**

Dear Sir or Madam,

UEFA is pleased to provide the following answers to the two written questions from the Special 301 Subcommittee of the Trade Policy Staff Committee (reproduced below for ease of reference):

**1. Your submission states that “Ukraine has very weak laws in relation to copyright protection.”  
What actions would UEFA like Ukraine to take to address this issue?**

UEFA has operated an extensive audio visual anti-piracy programme for over 18 years based upon a constantly evolving range of technical monitoring, detection and enforcement activities.

A particular challenge is that, while the sophistication of monitoring and detection activities increase, there are no increasingly effective means of enforcement available to bring the pirate activity to a timely stop. The single largest issue faced by UEFA in relation to fighting audio visual piracy is that the most damaging activity is the live illegal streaming of live coverage of our events.

As far as we are aware, there is no legal or practical tool which is available to us in Ukraine to actually stop the illegal streaming within a relevant time frame (from kick-off to final whistle, a football match takes approximately 105 minutes to complete). Therefore, unless pirated content can be stopped at an early stage of that 105 minute period of a football match, the damage is fully inflicted.

In view of the above, UEFA would like Ukraine to provide rightsholders with effective remedies that would enable us to effect the immediate real-time removal of illegal pirate content as soon as that content can be detected by our monitoring programmes. In this regard, it is worth mentioning that European policy makers are moving in this direction, particularly in the live environment<sup>1</sup>.

<sup>1</sup> The European Parliament adopted a resolution (dated 19 May 2021) on the “Challenges of sport events organizers in the digital environment”, available at: [https://www.europarl.europa.eu/doceo/document/TA-9-2021-0236\\_EN.pdf](https://www.europarl.europa.eu/doceo/document/TA-9-2021-0236_EN.pdf)

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Notwithstanding the above, we are obviously aware of the current situation in Ukraine and so our foregoing requests are, of course, subject to what we hope will be a prompt resolution of the conflict and a return to a peaceful and stable Ukraine.

- 2. Your submission notes that your exclusive licensee in Jordan has “raised several complaints about piracy in Jordan via the National Library (i.e., a subsidiary body of Jordan’s Ministry of Culture with which copyrights are registered) but has found that this organization is too poorly resourced, and lacking in the necessary support, to take effective action against piracy.” Has UEFA or your licensee pursued any other enforcement actions against piracy in Jordan?**

UEFA has not directly attempted to enforce its intellectual property rights in Jordan.

As explained in our submission, this issue has been brought to UEFA’s attention by our broadcast partner in the territory, namely, beIN Media Group LLC (“**beIN**”). So far as we are aware, our understanding is that beIN raised these complaints about piracy via the National Library, but that these efforts have not been successful. UEFA is not aware of any other enforcement actions pursued by beIN against piracy in Jordan.

Please do not hesitate to contact us should you require any further information.

Yours faithfully,

**U E F A**