

Minister for Culture
Culture, Media and Sports

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Public consultation on draft executive order on use of TV rights to sport events of major importance to society

On June 14, 2023 a media agreement was concluded between the Danish Government and the following parties *Socialistisk Folkeparti, Enhedslisten, Radikale Venstre* and *Dansk Folkeparti*.

The media agreement sets out to reintroduce a list of sport events that is of significant interest and relevance to society. The draft executive order preserves the rights for transmission of the listed events to main channels and streaming services provided they meet the penetration requirement of 60 % monthly usage. The Danish Ministry of Culture is now launching a public consultation on the draft executive order in accordance with the provisions of § 90 of the Danish Radio and Television Broadcasting Act that brings Article 14 of Directive 2010/13/EU (AVMSD) into force.

The draft order includes the following sport events of major importance to society:

- Summer and Winter Olympic Games including opening and closing ceremonies.
- Paralympic Games
- Final rounds of the FIFA World Cup and UEFA European Championship (men and women): Finals and semi-finals as well as all matches of the Danish national team.
- Qualifying tournaments of the FIFA World Cup and the UEFA European Championship (men and women): All matches of the Danish national team.
- Final rounds of the World Cup and European Championship in handball (men and women): Finals and semi-finals as well as all matches of the Danish national team.
- Qualifying tournaments of the World Cup and European Championship in handball (men and women): All matches of the Danish national team.
- Tour de France

The executive order determines that channels and streaming services that meet the requirements have a legal entitlement to the broadcasting rights on the listed sport events. The right holders of the events are obligated to offer the exclusive rights to broadcasters that meet the requirements at least 12 months prior to the sporting event.

Disputes regarding the conditions of agreements, including disputes regarding price, are to be resolved by arbitration.

The draft executive order (in Danish) is enclosed in the attachments.

The executive order is expected to enter into force 2026.

For further information or questions please contact Asta Marie Kristensen on askr@kum.dk. Comments on the draft executive order should be sent to Asta Marie Kristensen on askr@kum.dk **no later than 29th of December, 2025.**

Best regards