

Minister for Culture
Culture, Media and Sports

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8 September 2026

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

The Ministry of Culture hereby submits a revised draft executive order on the use of TV rights to sport events of major importance to society for a new public consultation.

The purpose of the draft executive order is to introduce a list of sports 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 provided they meet the penetration requirement of 60 % monthly usage. The Danish Ministry of Culture is now launching a new 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.

A draft of the executive order has previously been submitted for public consultation between 1 December 2025 – 9 January 2026. In this connection, the Ministry of Culture has become aware that the previous executive order could appear ambiguous.

The Ministry of Culture hereby submits a revised draft executive order on the use of TV rights to sport events of major importance to society for a new public consultation. The amendments consist primarily of linguistic clarifications.

The executive order determines that broadcasters tv-channels s that meet the requirements have a legal entitlement to the broadcasting rights on the listed sport events. Audio-visual media services are prohibited this legal entitlement. 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.

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

The executive order is expected to enter into force 1 January 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 7 October 2026.**

Best regards

Asta Marie Kristensen
Head of Section