



R E P U B L I C O F A L B A N I A
COMPETITION AUTHORITY

PRESS RELEASE

The Competition Authority informs that:

Today on 21.09.2020, the Administrative Court of First Instance in Tirana decided:

To uphold the Competition's Commission Decision no. 693, dated 14.05.2020 "To ascertain the abuse of the dominant position of the Albanian Football Federation, regarding the economic activity, and the provision of creation and obligations" as a decision based in proof and law.

Through this decision, the Competition Commission decided:

1. Determining the abuse of the dominant position of the AFF as the only entity to which the state has delegated the right to organize and develop sports, national and international activities in the sport of football, in relation to the economic activity it conducts, in terms of sales of television broadcasting rights; selling match tickets to national teams; sponsorships and advertising.
2. Giving conditions and obligations to stop the abuse of the dominant position of the AFF:
 - a. The obligation of the AFF that the joint sale of television rights, as an exclusive right in the future be reduced to the scope and duration of the franchise, in a period of not more than 3 (three) years, where the rights are separate and to be sold to various operators.
 - b. The obligation of the AFF in the future to divide the procurement of the two categories "Superior Category" and "Albanian Cup", with the difference in the offer with package A (main, important matches) and B (other matches), so that they do not belong to a single operator, ensuring the largest possible participation of audiovisual operators.
 - c. Removing the exclusivity in the future in the contracts for the sale of audiovisual rights "Highlighte" and creating the opportunity for wider participation for audiovisual operators.
3. Involvement of the Professional League by giving it an active role in any decision-making, which has to do with the "joint sale of television rights", as well as other rights arising from it.
4. The obligation of the AFF to distribute the funds received with destination determined by UEFA, FIFA, etc., in a transparent and correct procedure, in the presence of the Professional League, in order to maintain fair and effective competition in the market. This procedure should be made public on the official website of the AFF - www.fshf.org.
5. The obligation to implement a transparent procedure for the selection of the main sponsor and other sponsors, enabling wider participation of enterprises in the market. This procedure should be

made public on the official website of the AFF - www.fshf.org.

6. The obligation of the AFF to avoid any kind of direct or indirect property connection between its sponsors and property representation in the company DIGITALB, links which affect the restriction or distortion of competition, created due to its dominant position.

7. The obligation of the AFF to avoid any kind of direct or indirect property connection, between its legal representatives and property representation at the company DIGITALB, links which affect the restriction or distortion of competition, created due to its dominant position .

8. The obligation of FSHF in the future to enter into any contract that establishes exclusive rights or special rights in the territory of the Republic of Albania, for certain enterprises or products, to carry out transparent, non-discriminatory procurement procedures without setting restrictive criteria and exclusion in the relevant market. These contracts should be brought for preliminary evaluation to the Competition Authority.

9. The obligation of the AFF to draft a methodology for determining ticket prices, in order to orient to the cost of service and ticket price. Behavior for preliminary evaluation of the methodology at the Competition Authority.

10. The obligations set out in points 3, 4, 5, 6, 7, 9 must be met within 120 days from the day this decision is notified.

11. In case of non-fulfillment of the conditions and obligations defined in the enacting clause of this decision, the AFF is punished with a fine of up to 5% of the average daily turnover for serious violation of competition pursuant to Article 76, point 1, letter (a) of law no. 9121/2003.

12. Monitoring the implementation of this decision, for a period of 2 years.