



Alibaba Group Partners with UEFA Men's Club Competitions from 2027/28 to 2032/33 and UEFA EURO 2028™

Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

BUDAPEST, HUNGARY - Media OutReach Newswire - 29 May 2026- Alibaba Group today announced a multi-year partnership with the Union of European Football Associations (UEFA) and UC3, the joint venture between UEFA and European Football Clubs (EFC) that controls and manages the strategic marketing, sales and delivery of commercial rights for UEFA club competitions. Alibaba Group becomes the official and exclusive AI, Cloud Computing Services, and E-commerce partner of the UEFA Champions League, UEFA Europa League and UEFA Conference League from 2027/2028 to 2032/2033 and of UEFA EURO 2028

TM

The partnership will see the deployment of Alibaba's advanced AI capabilities in supporting fan engagement and media and content management via its Qwen Large Language Model (LLM). Together with its cloud computing infrastructure and global e-commerce platform, Alibaba will power an immersive fan and content experience worldwide across UEFA's flagship competitions.

UEFA President Aleksander Åkerin said: "We are delighted to welcome Alibaba as a global partner for UEFA EURO 2028 and as a future partner of our men's club competitions. Their expertise in artificial intelligence, cloud computing technology, and e-commerce will support UEFA's commitment to thoughtful innovation and to enhancing the experience of supporters around the world. Together, we can bring fans closer to the game in new and meaningful ways - making our competitions feel even

more captivating, engaging and accessible, while preserving the traditions, emotions and spirit that define European football.â?•

â??We believe that football is a shared language around the world, and the unifying power of the game at all levels for all fans is the mission that brings Alibaba and UEFA together,â?• said Joe Tsai, Chairman of Alibaba Group. â??I am excited to work with UEFA to realize the vision of this multi-year partnership, where we will commit our cloud computing, full-stack AI, and global e-commerce capabilities to support UEFA and UC3 to deliver these iconic competitions to global fans.â?•

Alibabaâ??s cloud infrastructure and Qwen LLM will support UEFA in building its own next-generation AI capabilities. Fans will benefit from personalized, AI-powered experiences that deepen their engagement with the sport. Through Alibabaâ??s global e-commerce network, fans around the world may soon enjoy seamless access to a wide range of official merchandise from the UEFA menâ??s club competitions from 2027/2028 and UEFA EURO 2028TM.

This partnership is a new global benchmark in sports innovation. It combines UEFAâ??s unmatched sporting legacy and global fan base with Alibabaâ??s expertise in AI, cloud computing, and e-commerce, creating a scalable model for sports federations, leagues and teams to engage fans worldwide.

The development and execution of the partnership between UEFA, UC3, and Alibaba was facilitated by Relevant, a world-leading commercial rights partner dedicated to international football. The UEFA EURO 2028 partnership will be managed by CAA11.

About UEFA

UEFA is the governing body of European football and a not-for-profit organisation which supports and ensures the worldâ??s most popular sport continues to thrive at all levels across its 55 member associations. As part of its commitment, UEFA invests 97.5% of its revenue in football-related activities, projects and initiatives that ensure the continued development of the menâ??s and womenâ??s professional game as well as youth, grassroots and futsal.

About UC3

UC3 unites European footballâ??s governing body UEFA and European Football Clubs (EFC), representing more than 800 top European clubs, around a new vision for managing commercial rights to UEFA club competitions (the â??UCCsâ?•). It is the commercial entity responsible for generating

revenues from the UCCs and creating value for our partners. UC3 oversees the management, sales and delivery of all commercial rights (including media, sponsorship and licensing rights) for UEFA's elite men's and women's club competitions.

About Alibaba Group

Alibaba Group is a global technology company focused on AI + Cloud and consumption. We provide the technology infrastructure and marketing reach to help merchants, brands, retailers and other businesses to engage with their users and customers and operate efficiently. We empower consumers and enterprises with our full-stack AI capabilities and services. Our AI technology based on Qwen (Chinese: Qianwen), a family of large language and multimodal models, powers the intelligence behind our services across enterprise solutions, e-commerce and other Internet platforms.

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