**Companies May Pony Up $2B-Plus For Champions League**

Media companies are expected to pay more than $2 billion for the US rights to soccer's Champions League, twice their present value, for games starting in 2023. The Union of European Football Associations has reportedly talked with nine companies for the rights now held by Univision and Paramount.

***Axios 7/11/22***

[*https://www.axios.com/2022/07/11/champions-league-tv-rights-soccer*](https://www.axios.com/2022/07/11/champions-league-tv-rights-soccer)

*Image credit:*

[*https://www.isportconnect.com/wp-content/uploads/2017/11/champions-league.jpg*](https://www.isportconnect.com/wp-content/uploads/2017/11/champions-league.jpg)