

The CNMC Calls on La Liga to Limit Its Discretion in the Marketing of Audiovisual Rights

- This concerns the awarding of audiovisual rights in Spain for the First Division of the National Football League Championship (LNFP) starting from the 2027/2028 season.
- La Liga must adhere to the joint marketing powers granted by Royal Decree-Law 5/2015 and avoid assuming rights that do not belong to it.
- Some of the conditions set out in the tender do not comply with the requirements established in that regulation.

Madrid, 13 November 2025. In a recent report ([INF/CNMC/238/25](#)), the CNMC (Spanish National Markets and Competition Commission) outlines a series of improvements affecting the conditions proposed by the National Professional Football League (LNFP) for the marketing of certain audiovisual rights.

Specifically, this refers to several packages of First Division matches from the 2027/28 season through the 2031/32 season. These packages include exclusive live broadcasting rights for residential customers in Spain and Andorra.

Among other recommendations, the CNMC points out that the LNFP should:

- Adhere strictly to the powers granted by the Royal Decree-Law, that is, the joint marketing of audiovisual rights covered by the regulation, and adjust the content of its offer accordingly, especially regarding the status of producer.
- Avoid suggesting ownership or free disposal of rights not granted by Royal Decree-Law 5/2015, such as broadcasting rights it does not hold.
- Limit the collaboration obligations imposed on the successful bidder to only those strictly necessary for marketing purposes, avoiding disproportionate or unjustified burdens.
- Ensure a transparent and competitive process, particularly concerning the award procedure and the evaluation of technical and professional criteria.
- Avoid, in accordance with section (g) of Article 4.4 of Royal Decree-Law 5/2015, structuring options and packages in a way that could lead to the concentration of rights in a single bidder.

These reports are issued pursuant to Article 4 of [Royal Decree-Law 5/2015](#) of 30 April on urgent measures in relation to the marketing of the rights to broadcast content of professional football competitions. This decree requires marketing entities to request a prior report from the CNMC on the proposed marketing conditions.

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