

Madrid / Santiago de Chile – October 31st, 2025

MatchVision Defends its Rights, Upheld by the Truth

After multiple formal attempts without receiving a response, we have initiated legal action in Europe against UEFA.

I am Leandro Shara, creator of mathematical algorithms applied in various industries, especially in sports competition formats, all registered as intellectual property since 2006. One of these algorithms —unprecedented for its flexibility and competitiveness— was first presented to UEFA in 2013 and UEFA finally implemented it in the Champions League and other tournaments starting with the 2024 season. Its commercial exploitation belongs exclusively to MatchVision.

Our work has been recognized by international media across five continents. The current UEFA Champions League —recording the highest number of goals in its history— demonstrates the positive impact of our format, the result of more than twenty years of research and development.

Since 1895, with Dr. Julius Müller's Swiss System, no comparable disruption had occurred in global sport. For decades, UEFA relied on traditional structures such as knockout rounds and group stages. The new format, created by Leandro Shara, has no precedent in football or in any other sport. There is no one, inside or outside UEFA, who has developed a model with this level of originality and scope.

The attempt to disconnect this system from its creator—renaming it from “Swiss format” to “league-style format” or, recently, as “European format”—does not change the facts: the public, journalists, the law, and the truth all recognize Leandro Shara's authorship.

UEFA has infringed our rights as holders of the algorithm by applying our format, without authorization or consent, in its tournaments starting with the 2024/25 season. This misappropriation of intellectual property, made public during the official draw in August 2024, compels us to take legal action. We also warn that we will not hesitate to expand proceedings to other jurisdictions and against any natural or legal person who, knowingly, has facilitated this infringement—whether by action or omission—thereby incurring liability under international law.

We possess technical studies, registrations and testimonies that support our position. We demand official recognition of our authorship by UEFA and the payment of the corresponding damages.

“At MatchVision, we will defend our rights to the fullest extent against UEFA and against any individual or entity—within or outside UEFA—that is found responsible”.