

#### **10.4. Use of Broadcasting Enhancements and Sponsor Identification**

No sponsor or TV broadcaster name, logo or other identification may be used or displayed during a game broadcast in any way that, in EV's opinion, would degrade the quality or integrity of the game broadcast. With respect to the "game action" portions of game broadcasts, the name, logo or other identification of a sponsor (i) may appear on-screen only as part of a broadcasting enhancement specifically related to a game or broadcasting element (e.g., shot clock or lower-third scoreboard), (ii) may appear on-screen for no more than five consecutive seconds, and (iii) may not appear on-screen more prominently than the game or broadcasting element to which it relates (e.g., the on-screen display of a sponsor's logo in connection with a shot clock enhancement may not be larger than the on-screen display of the shot clock itself).

Certain Broadcasting Agreements may contain additional provisions that restrict the commercial content that can be included in the game broadcasts, including identification of third-party companies and brands. In addition, the standard EuroLeague Licence and Broadcasting Agreement provides certain rights to EV to insert sponsor identification into the opening and closing sequences and at other times.

#### **10.5. Mandatory Copyright Notification**

Prior to the start of each season, EV will provide all rights holders with a package of pre-produced elements, including opening and closing sequences, which will include EV copyright notification. In order to assure that EV's copyright is properly displayed for all viewers, all rights holders must ensure that the opening and closing sequences, which are provided by EV, are aired before and after every game broadcast. No additional station or carrier logo or identification may be included on the screen while these notices are being aired.

#### **10.6. Opening/Closing and Period-Break Sequences**

EV will provide each IFPC with pre-recorded opening, closing and period-break sequences, of a duration no longer than 40 seconds each, which will include graphics depicting the official Turkish Airlines EuroLeague logo, sponsor identification (at EV's option), music and other elements, which are designed to *brand* all broadcasts so the viewer will be able to easily identify the game as a *Turkish Airlines EuroLeague game*. All IFPCs are required to utilise these sequences.

EV will provide each IFPC with pre-recorded period-break sequences, of a duration no longer than 20 seconds each, which will include graphics depicting the official Turkish Airlines EuroLeague logo, sponsor identification (at EV's option), music and other