

- i) Live simultaneous game coverage across the broadcaster services.
- j) All rights holders must provide, at no cost to EV, the following research information:
- A complete audience report weekly to EV. Audience figures for the broadcast of each game that is broadcast (quarter hour averages, peak audience levels) in absolute (thousands) terms, ratings and share points.
 - The universe (potential total audience) for the broadcast of each game, including current subscriber counts and the calculation of those subscriber counts as a percentage of all TV households in the territory.
 - All this data will be first class independent industry standard research data at the same level of quality as that supplied to and used by advertisers, sponsors and the media buying industry generally.
 - A USB pen drive/FTP upload of the domestic broadcast with the local language commentary and the advertising breaks when required.
- k) The rights holders will not authorise or permit any sponsor, advertiser or third party to broadcast or use any game footage, or any of the competition trademarks, in any medium.

2.3. Competition Format

The Turkish Airlines EuroLeague competition consists of three phases. It starts with a Regular Season, in which 16 teams will play in a round-robin format where each team will play against all the others both home and away.

At the end of the 2017-18 Regular Season, the top eight teams will move on to the Playoffs phase, featuring four best-of-five Playoffs series.

Finally, the four teams remaining in the competition will play the Final Four (Semifinals, Third Place Game and Championship Game). This event will be held in a venue to be determined by EV.