

Any changes in production outside those described in this manual must be authorised by EV.

3.2.2. International Feed Production Principles

The key principle for all the EuroLeague editorial producers and all the game directors is to remember that they are providing coverage for an international feed. Therefore, it should be unbiased and objective in order to satisfy the viewing preferences of a global audience and not a specific domestic market.

The EuroLeague editorial producer should consider the following guidelines for the international feed:

- a) Continuous coverage of scenes from the arena, with the exception of replays/additional angles shown at half-time and full time, must be provided prior to the game, during half-time, during any prolonged interruption of the game and after the conclusion of the game.
- b) Each international feed Running Order must be accurately followed.
- c) Political or social banners will not be shown on the international feed as they may compromise impartiality and could be damaging to the Turkish Airlines EuroLeague, and the sport of basketball in general.
- d) Any public disorder or abusive behaviour will not be featured on the international feed, i.e. crowd disturbances. For example, if any such incidents occur and have an impact on the playing court, they may possibly need not to be covered live but certainly not to be replayed. However, general principles of taste, neutrality and decency will prevail. For instance, a wide shot used purely to establish what is happening avoids giving any incident undue prominence. The overriding principle remains – ‘if in doubt, leave it out’.
- e) Coverage must be totally impartial, with equal emphasis on both teams, i.e. balanced coverage throughout the game. For example, it is important to show post-game reactions from both teams.
- f) The EuroLeague editorial producer and the game director are encouraged to not only alternate a shot of one team for another but to also follow the storyline of the game.
- g) Live action (when the ball is in play) is always the priority.
- h) The guiding rule for coverage is “Keep things simple”.