

7.6. Commercial Obligations

EV is authorised to manipulate, and to authorise any other person to manipulate, the materials produced in connection with the licensed rights or any other recordings, by means of any technology (including but not limited to those digital technologies inserting virtual advertising). In all cases, virtual advertising or other similar forms of electronic insertions or manipulations will respect the law in the territory and any relevant broadcasting regulations applicable to the broadcasts of the rights holder (or the TV broadcaster that it may designate) in the territory. In particular:

- a) Virtual advertising must not be inserted in a way that changes the quality of the programme or obscures, even in part, the TV audience's view of the action.
- b) Virtual advertising may be inserted on the playing court only outside play times.
- c) No virtual advertising will appear on persons or on their equipment.
- d) Virtual advertising must not be used for products or services for which TV advertising is prohibited in the territory.

The rights holder or the TV broadcaster that it may designate will not manipulate the materials referred to above or any other recordings by any of the means mentioned above, unless it is required by local laws and any relevant broadcasting regulations applicable to the broadcasts of the rights holder (or the TV broadcaster that it may designate) in the territory and only with the prior written consent of EV. In all cases, virtual advertising will not be made in favour of products or services directly or indirectly in competition with, or linked to, other EuroLeague sponsors.

Moreover, all the rights holders broadcasting the Game of the Week are required to show the complete sequence of the international Game of the Week feed, starting from 15 minutes prior to tip-off and finishing five minutes after the game, with all the possible pre-produced video material sponsored by the different main sponsors of the competition, including but not limited to:

- Opening/closing sequences
- City images + arena view
- Teams' arrivals + locker rooms
- Team rosters
- Starting Five tactical graphic with the teams' sponsors
- Self-presentations of players
- Game analysis
- Focus On sponsored by Turkish Airlines
- Top 10 sponsored by Turkish Airlines