

## 6. TV GRAPHICS

### 6.1. Introduction

Due to the change in the competition format, the entire EuroLeague branding has been modified, as well as the entire graphics package.

The graphics IT infrastructure will be provided at all venues by MST.

EV will deliver on Chyron-based character generators with the backing of a competition-wide IT infrastructure, enabling each production to access historical statistics and live scores from concurrent games.

The OB facilities providers will deliver all rigging and cabling to the Chyron character generators. MST will then provide the user interface that “sits” on the Chyron and all remote support and cloud-based infrastructure.

MST will have a representative on-site for the first weeks of the season, who will support and oversee the smooth integration of the new system.

MST will supply the OB van to provide engaging graphic content, not only with lower third statistics-based graphics, but with dynamic full page editorials, focusing not only on the game day but on the wider competition narrative too.

The graphic presentation of the games will be instrumental in driving the look and feel of the competition as a whole. Furthermore, MST will implement a new graphic design for the 2017-18 Turkish Airlines EuroLeague season, which will focus on increasing the personalisation of the teams and players.

The game coverage will need to mesh in with our global view of the Turkish Airlines EuroLeague, and game directors will need to be in tune with wider decisions of the EuroLeague editorial producers. This attention to detail will represent an uplift in production quality.

As in previous seasons, it will be compulsory to use the official graphic package, including the Turkish Airlines EuroLeague replay effect, opening and closing sequences or studio graphics and no possible variation or inclusion will be accepted.

Moreover, in order to guarantee the good application of the new graphics system, the clubs must provide in all the Turkish Airlines EuroLeague venues a dedicated high bandwidth internet connection (DSL or cable) with download and upload speeds of at least 10Mbps.