

1. Definitions

“EuroCup Style Guide”: the set of rules regarding all 7DAYS EuroCup’s branding possible applications.

“Euroleague Properties S.A.”, or any of its relevant permitted successors, licensees or assignees (**hereinafter “EP”**): the limited liability company, controlled by Euroleague Commercial Assets S.A. (hereinafter “ECA”), responsible for managing and organising the Turkish Airlines EuroLeague, as well as for commercialising the properties of this competition. EP has assigned its responsibilities to EV.

“Company”: the company designated by EP as the body responsible for the management and administrative organisation of the 7DAYS EuroCup in accordance with what is established in the EuroCup Bylaws.

“Euroleague Ventures S.A.”, or any of its relevant permitted successors, licensees or assignees (**hereinafter “EV”**): the limited liability company created to establish a joint venture partnership between Euroleague Properties S.A. and IMG Media Limited (“IMG”) and in charge of the commercialisation of the 7DAYS EuroCup assets.

“7DAYS EuroCup Finals” (hereinafter “Finals”): the last phase of the competition, featuring two Semifinals, one Third Place Game and the Championship Game.

“International feed”: the broadcast feed going from 10 minutes before the tip-off time of each game until 10 minutes after the end of each EuroCup game distributed to the different rights holders worldwide.

“International feed camera plan”: the international feed standard camera distribution applicable to all venues in which EuroCup games are played.

“International feed production company” (hereinafter “IFPC”): any company in charge of the TV production of any EuroCup game or any other events organised by EV, being either an external production company hired by EV or any host broadcaster or rights holder.

“International feed Running Order”: the document with the full rundown of all on/off court activities starting 10 minutes before the tip-off time of each Turkish Airlines EuroLeague game and finishing 10 minutes after the end of each game.

“Personalisation”: the production plan and the consequent broadcast of a EuroCup game with integration of the international feed.

“Rights holder”: any broadcaster or agency that has acquired the audiovisual rights of the EuroCup.

“Non-rights holder”: the audiovisual media outlet covering the EuroCup for news reporting without any specific audiovisual rights.