

## 2. GENERAL INFORMATION

### 2.1. 7DAYS EuroCup Identity

The 7DAYS EuroCup broadcasting identity represents a unique and valuable platform, bringing the brand to life and devotion in this European basketball competition.

The official name of the competition is: 7DAYS EuroCup.



The EuroCup identity only accepts the official logo structures represented in the EuroCup Style Guide.

### 2.2. General Obligations

#### 2.2.1. IFPC Obligations

The IFPC will assume the following minimum broadcasting obligations:

- a) The IFPC will never interrupt a live broadcast of a game (except during intervals of play between periods or time-outs) including the official EuroCup live graphic package.
- b) All games of the competition, with the participation of teams from the territory throughout the Regular Season, Top16, Quarterfinals, Semifinals and Finals.
- c) The EuroCup Finals, including the potential official parallel events.
- d) IFPCs must provide a 16:9 HD international feed following the international feed Running Order for all games produced.
- e) Each IFPC will be requested to shoot and edit both the home team's arrival and the visiting team's arrival at the arena, their walk from the bus or private vehicles to the locker rooms and inside the locker rooms before the start of the game. Once all footage has been recorded, every IFPC will edit a video clip including 10 seconds from the outside of the arena, and a 60-second playlist with footage of the arrival of both teams at the arena and their walk from the bus or private vehicles to their