

locker rooms, as well as footage inside the locker rooms. The complete playlist will last no longer than 2:10 minutes.

2.2.2. Rights Holders Obligations

Regarding the broadcast of games, every rights holder of the competition agrees to broadcast and promote the EuroCup in the following manner:

- a) They will never interrupt a live or delayed broadcast of a game (except during intervals of play between periods or time-outs).
- b) Broadcast all games of the competition, with the participation of teams from the territory (home and away) throughout the Regular Season to the EuroCup Finals.
- c) Informing spectators regarding the evolution of the competition during news and sports programmes, using the official 7DAYS EuroCup identity.
- d) Producing, at its expense, and airing, in order to promote the competition, broadcasting advertisements and trailers with a minimum of 20 promotions per week through all its TV channels and online platforms.
- e) Inserting a minimum of 20 promotions of the EuroCup Finals into the transmission of its TV channels and online platforms.
- f) Broadcasting the ancillary materials in its different programmes and channels delivered by EV.
- g) Cross-promotion on all its platforms (including TV, internet, mobile, press and highlights programmes).
- h) Live studio programmes, in the case, using the official 7DAYS EuroCup identity.
- i) Live simultaneous game coverage across the broadcaster services.
- j) All rights holders must provide, at no cost to EV, the following research information:
 - A complete audience report weekly to EV. Audience figures for the broadcast of each game that is broadcast (quarter hour averages, peak audience levels) in absolute (thousands) terms, ratings and share points.
 - The universe (potential total audience) for the broadcast of each game, including current subscriber counts and the calculation of those subscriber counts as a percentage of all TV households in the territory.
 - All this data will be first class independent industry standard research data at the same level of quality as that supplied to and used by advertisers, sponsors and the media buying industry generally.