6. TV GRAPHICS

6.1. Introduction

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

EV will supply the IFPC 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, EV has implemented the graphic design for the 2018-19 EuroCup season, which will focus on increasing the personalisation of the teams and players.

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

All graphics will be produced and distributed as a part of the main feed by the IFPC. The insertion of all graphics that include official EuroCup statistics will be coordinated directly with the official unified scorers and will be directly linked to the official Euroleague Basketball statistical software in an effort to provide "real time" and accurate statistical information to the TV viewers.

All graphics must be inserted in the 4:3 safety area, since some TV broadcasters use this format on their domestic broadcasts.

In addition, EV recommends that its IFPCs insert graphics on players when they are at the free-throw line, to provide their viewers with interesting information about individual players. To the extent that the IFPC shows close-up footage of people in the seating area, such as celebrities and VIPs, they are required to insert a graphic with the person's name and affiliation, which will allow the TV viewers, especially in other countries, to know who is being shown on camera.

For purposes of providing an international feed, the IFPC is required to insert all graphics in English. All rights holders interested in having the graphics in their native language (different from English) will necessarily be producing a secondary feed, including graphics, to their home market.