

8. COMMERCIAL OBLIGATIONS

8.1. Commercial Protocols

EV has the exclusive worldwide right to license for commercial, promotional and programming purposes the use of the names, logos, uniforms, game action photos, EuroCup footage and other intellectual property of EV and each club (“EV Intellectual Property”). There may be no use of EV Intellectual Property by a rights holder or the TV broadcaster that it may designate unless authorised by EV or within the context of a EuroCup Licence and Broadcasting Agreement between a rights holder and EV. A club wishing to use (or to authorise a club’s licensee or authorised sublicensee to use) EV Intellectual Property must obtain the prior written consent of EV.

In the context of EuroCup Licence and Broadcasting Agreements, EV would like to remind its partners that the integrity of the competition trademarks is of critical importance to EV’s efforts to increase brand penetration. Therefore, all EV partners must follow the Turkish Airlines EuroLeague branding guidelines established by EV.

8.2. Use of Technology to Modify Advertising

EV may edit the signal to insert any advertising and/or to ensure that the broadcast is in compliance with all laws of the territory and any other relevant broadcasting regulations.

8.3. Scrambling

Except as expressly authorised by EV, all game broadcasting backhaul feeds and satellite feeds to cable, satellite and or terrestrial carriers must be secure (i.e., scrambled, digitally compressed or transmitted via private fibre). The cost of securing backhaul feeds and satellite feeds to stations authorised to receive the signal, as a part of a EuroCup Licence and Broadcasting Agreement, will remain the responsibility of the IFPC. EV has the right to require that all IFPCs provide evidence to EV, upon reasonable demand, that all backhaul and satellite feeds have been secured.

8.4. Use of Broadcasting Enhancements and Sponsor Identification

No sponsor or TV broadcaster name, logo or other identification may be used or displayed during a game broadcast in any way that, in EV’s opinion, would degrade the quality or integrity of the game broadcast. With respect to the “game action” portions of game broadcasts, the name, logo or other identification of a sponsor (i) may appear on-screen only as part of a broadcasting enhancement specifically related to a game or broadcasting element (e.g., shot clock or lower-third scoreboard), (ii) may appear on-screen for no more than five consecutive seconds, and (iii) may not appear on-screen more prominently than the game or broadcasting element to which it relates (e.g., the on-screen display of a sponsor’s logo in connection with a shot clock enhancement may not be larger than the on-screen display of the shot clock itself).