

Certain Broadcasting Agreements may contain additional provisions that restrict the commercial content that can be included in the game broadcasts, including identification of third-party companies and brands. In addition, the standard EuroLeague Licence and Broadcasting Agreement provides certain rights to EV to insert sponsor identification into the opening and closing sequences and at other times.

### **8.5. Mandatory Copyright Notification**

Prior to the start of each season, EV will provide all rights holders with a package of pre-produced elements, including opening and closing sequences, which will include EV copyright notification. In order to assure that EV's copyright is properly displayed for all viewers, all rights holders must ensure that the opening and closing sequences, which are provided by EV, are aired before and after every game broadcast. No additional station or carrier logo or identification may be included on the screen while these notices are being aired.

### **8.6. Opening/Closing and Period-Break Sequences**

EV will provide each IFPC with pre-recorded opening, closing and period-break sequences, which will include graphics depicting the official 7DAYS EuroCup logo, sponsor identification (at EV's option), music and other elements, which are designed to *brand* all broadcasts so the viewer will be able to easily identify the game as a *EuroCup game*. All IFPCs are required to utilise these sequences.

EV will provide each IFPC with pre-recorded period-break sequences, which will include graphics depicting the official EuroCup logo, sponsor identification (at EV's option), music and other elements, which are designed to *brand* all broadcasts so that the viewer will be able to easily identify the game as a *EuroCup game*. All IFPCs are required to utilise these sequences.

### **8.7. Promotional Spots**

EV will provide each IFPC and rights holders with a series of pre-recorded promotional spots, in durations of 10 seconds, 15 seconds and 30 seconds, which are designed to promote the EuroCup brand and tune-in (viewer ship) of the games on TV. The IFPC's obligation to run these spots is specified in each individual agreement.

### **8.8. EuroLeague Microphone Cubes**

Before the start of each season, the Company will provide each IFPC with four microphone cubes, which will be four-sided and branded with the EuroCup logos. All IFPCs must utilise these microphone cubes for all commentary hand-held microphones.