

7. GAME OF THE WEEK

7.1. Introduction

The Game of the Week consists of a weekly EuroLeague game with special dedicated features and TV production

EV will be offering, from the Regular Season until the Final Four, a minimum of 37 to a maximum of 39 games full of drama, passion and excitement, branded as the Game of the Week, primarily targeting an important growth overseas, a constant increase in EuroLeague global TV audiences and in EuroLeague commercial values and assets.

The clubs hosting a Game of the Week at their arenas will designate a person responsible for the Game of the Week to assist the travelling staff appointed by EV in the organisation of the necessities for this event, including all related marketing, audiovisual and communication initiatives. This person will be able to communicate fluently in English.

The Game of the Week formula will continue as in the past season with a reduced number of videos and more involvement by each IFPC in order to launch all the video playlists, as well as the special Game of the Week graphics, from each OB van.

7.2. Enhanced Production

Game Day:

- a) Some cameras can be added, including but not limited to the officials' cam, rail cam or spider cam
- b) Officials' microphone to be broadcast live
- c) On-site commentary
- d) Specific graphics for the Game of the Week production

7.3. Game of the Week Schedule

The Company will inform the clubs as to the game selected as Game of the Week within the following deadlines: