

elements, which are designed to *brand* all broadcasts so that the viewer will be able to easily identify the game as a *Turkish Airlines EuroLeague game*. All IFPCs are required to utilise these sequences.

10.7. 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 Turkish Airlines EuroLeague 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. Moreover during the compulsory TV time-outs in each game, 30 seconds per TV time-out will be reserved for these promotional spots. Regardless of these obligations, EV requests the cooperation of the TV partners in assisting them in promoting viewership of the game broadcasts as aggressively as possible. These new spots will be produced in a manner that will allow each individual station to easily insert local information, including language, as well as a graphic specifying the date, time and channel for each game broadcast.

10.8. Official Names

Before the start of each season, the Company will provide to each IFPC the correct and complete list of the official name and logo of each EuroLeague and EuroCup club. Without exception, all graphics, verbal references by the commentators and other references to each club must utilise the official name and logo of the EuroLeague and EuroCup clubs

(Appendix E).

10.9. EuroLeague Microphone Cubes

Before the start of each season, the Company will provide each IFPC with four microphone cubes, which will be four-sided, two sides of which will be pre-applied with the Turkish Airlines EuroLeague logo and the other two sides of which will be pre-applied with the E-Ball logo. All IFPCs must utilise these microphone cubes for all commentary hand-held microphones.