

INVITATION TO TENDER

**SERIE A CHAMPIONSHIP AUDIOVISUAL
RIGHTS**

**LIVE BROADCAST PACKAGES
BY WAY OF PAY BROADCAST
FOR THE ITALIAN TERRITORY**

**PROCEDURE RESERVED TO
BROADCASTERS**

FOOTBALL SEASONS

**2024/25, 2025/26, 2026/27, 2027/28,
2028/29**

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1. DEFINITIONS

The terms below with capital letters, whether in the corresponding singular or plural versions, have the following meanings in this document:

Archive Footage	the footage of the Event after midnight of the eighth day from the day in which such Event was played. To the purposes of this ITT, the rights to broadcast, communicate and make available the Archive Footage of the Events comprised in each assigned Main Package or in the Optional Packages if awarded, limited to the Football Season in progress at that specific time and to the Football Season immediately preceding that one. Any archive footage not related to the Football Season in progress at that specific time and to the Football Season immediately preceding that one is excluded from this definition and is therefore excluded from the Audiovisual Rights object of this ITT.
Audiovisual Platforms	unless otherwise indicated, the Platforms for the broadcasting and/or reception of images and sounds of the Audiovisual Products set out by this ITT and namely the Digital Terrestrial Platform, the Internet Platform, the IPTV Platform, the Satellite Platform and the Wireless Platform for mobile networks.
Audiovisual Products	editorial products concerning the Events according to the definition of letter v) of article 2 of the Decree.
Audiovisual Rights	the rights listed in letter o) of article 2 of the Decree for the communication and provision to the public of the Events of the Competitions, as identified in more detail in the Packages, until midnight of the eighth day following the conclusion of each Match in accordance with the terms and conditions set out herein.
Bid	the bid submitted, possibly also in private negotiation, by a Bidder to Lega Serie A for the individual Package by means of a letter drafted using the Bid Letter, together with the additional information and documentation requested by this ITT.
Bid Form	the pro-forma documents set out in Annexes 10, 11 and 12 requesting, inter alia, specific information on a Bidder which must be completed as part of a Bid.
Bidder	the Broadcaster submitting one or more Bids for one or more Packages.
Broadcast on a delayed basis	the broadcast of the Event after its conclusion.
Broadcast on a repeat basis	the full broadcast of the Event after the first airing.
Broadcaster	the entity identified in letter z) of article 2 of the Decree.
Closed Circuit	the modality of distribution of Audiovisual Products in a closed system, including inside the stadia where the Events are played, of transmission and reception in encrypted form and restricted to users authorised for that reception.
Club	each of the clubs that participate in each of the Football Seasons in the Serie A Championship.

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Clubs' Official Digital Channels	the official digital services and/or products of the Clubs, current or created in future, identified by their official marks, which currently include the website, web TV and mobile application, referring to the sport and/or corporate and/or institutional activity of the latter Clubs.
Commercial Users	entities running Public Premises which, through access to a distribution platform, access Audiovisual Products in the context of the Public Premises that they manage. It is understood that such access shall not be made for private purposes and/or on devices that can be used in mobility (e.g. tablet, PC etc.) or at private residences but exclusively in Public Premises - as herein defined - holding the license required for running the commercial premises. Ancillary or clone subscriptions of those for Public Premises for any purpose are expressly excluded.
Competition	the Serie A Championship, or any other future name.
Competition logo	the logo of the Competition as developed by Lega Serie A, including the so-called "Title sponsor", determined at the discretion of Lega Serie A.
Condensed Match	the broadcasting of the Event for a duration not exceeding 10 minutes for each half of the Match.
Correlated Images	images filmed inside the stadium and the respective reserved areas before and after the Event, including images of sporting events and Interviews, as well as interviews with fans and images of the stands filmed also during the Event, which the Licensee may obtain and use within the limits and under the conditions established in this ITT.
Decree	The Italian Legislative Decree no. 9 of 9 January 2008, as subsequently amended and effective as of the relevant date; definitions not contained in this Clause 1 shall have the meaning given to them by article 2 of the Decree.
Device	each end-device of the audio-video stream used by the User for viewing and listening to the Audiovisual Products.
Digital Terrestrial Platform	the system for the broadcasting of audiovisual images for their reception on television sets by means of digital terrestrial frequencies in DVB-T standard and its specific evolutions (such as DVB-T2 standard).
Editorial Guidelines	the regulations approved and published by Lega Serie A on its institutional website, establishing the editorial production criteria relating to the audiovisual production of the Event and the use of the relevant images.
Event	the event consisting of Pre-Match, first-half of the Match, half-time, second-half of the Match and Post-Match.
Football Season	the period, according to sporting regulations, that normally runs between 1 July and 30 June of the next calendar year.
Free Broadcast	an unencrypted communication system of Audiovisual Rights that is accessible by all users free of charge.
Guidelines	the Guidelines for the commercialization of Audiovisual Rights approved by the Italian Communications Authority by Resolution no. 90/23/CONS of 4 April 2023 and by the Italian Competition Authority with its resolution dated 28 March 2023.

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Highlights	the most significant images of the Event, up to a maximum length of 3 minutes, unless otherwise indicated, which may include, <i>inter alia</i> , freeze-frames, slow motion frames, instant replays and any other frames or animated match actions, which the Licensee may use within the limits and under the conditions of this ITT.
Home Users	consumers who access the transmission of Audiovisual Products within their homes or other private places where only the family members are allowed to, or on mobility.
Independent Intermediary	the entity identified under letter aa) of article 2 of the Decree.
Internet Platform	the system for transmitting audiovisual images via the public Internet (open IP network) for reception on personal computers, mobile devices or TVs, with or without the need for reception equipment or software other than those generally available and technologically established.
Interviews	interviews with football players, coaches and managers of the Clubs, to be made in the spaces and in accordance with the provisions of each Package and the Regulations on Interviews and Access to Stadia.
IPTV Platform	the system for the broadcasting of audiovisual images through broadband connection on closed IP networks, for reception on television sets appropriate to the reception thereof, by way of example through set-top boxes or decoders connected with the distribution system managed by the Broadcaster (usually, but not necessarily, based on a subscription model) or distribution through app.
ITT	this invitation to tender.
Lega Serie A Radio Channel	the radio-TV channel referring mainly to the sport, institutional and/or corporate activity of Lega Serie A and its competitions, with underlying digital <i>DAB - Digital Audio Broadcasting</i> technology, used on <i>DAB Radio</i> , <i>Web-Radio</i> , <i>Web-TV</i> , <i>App</i> , the official Lega Serie A website and on radio-television through retransmission on Digital Terrestrial Platform and Satellite Platform.
Lega Serie A Thematic Channel	the set of original audiovisual programmes lasting no less than eight hours weekly referring mainly to the sport, institutional and/or corporate activity of Lega Serie A and, in the hypothesis envisaged by Clause 8.6, also containing Live Broadcast, broadcast of Matches on a delayed basis or a repeat basis, Condensed Matches, as well as Highlights and Correlated Images of all the Competition Events and any other productions, identified by its own mark, distributed in the Territory on any distribution platform, even of third parties, and transmitted by way of Free Broadcast or by way of Pay Broadcast.
Lega Serie A's Official Digital Channels	the official digital services and/or products of Lega Serie A, current or created in future, identified by its official marks, referring to the activity of Lega Serie A and/or its Clubs, which currently include the website, web TV, mobile application, a video player distributed on third party platforms and on Connected TV and the Lega Serie A Radio Channel.

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Licence Agreement	the Audiovisual Rights licence agreement, governing the terms and conditions of this ITT, including the Annexes which form an integral and essential part thereof, and concluded in the forms indicated in Clause 7.
Licensee	each Broadcaster awarded with one or more Packages.
Live Broadcast	the real-time broadcast of the Event.
Main Package	the Package including the Live Broadcast rights of Events within the limits set out in this ITT.
Match	the part of the Event which runs from the whistle that starts the match to the final whistle of the same.
Match Slot (or Window)	the time slot - the starting time of which is predetermined by Lega Serie A - in which one or more Matches may be played.
Media Production Regulations	the Regulations set out by Lega Serie A and published on its institutional website, which Lega Serie A may amend Football Season by Football Season or, subject to prior notice, during the course of a Football Season, establishing rules and procedures on the production and audiovisual transmission of the Events and any other production, organisational and technical matter concerning the Competition and the ITT.
Minimum Price	the minimum amount indicated for each Package in Clause 3.3.1 below.
Official Digital Accounts	any official section/account of Lega Serie A and/or Clubs identified by their respective official marks on any digital platform, current or invented in future, including: i) any online interactive digital platforms owned by third parties (by way of example: <i>Facebook, Instagram, Twitter, Tik Tok and Snapchat</i>) allowing users to create, publish, share, exchange and/or display information, communications and contents, including audiovisual content, in virtual communities and networks, ii) any other similar digital platforms owned by third parties including any platforms for sharing user-generated contents, any video-sharing platforms (e.g. <i>YouTube</i>) and any <i>live video streaming</i> platform (e.g: <i>Facebook</i>).
Official Sponsors	the sponsors of the Competition that acquire “official” status of Lega Serie A, currently the Title sponsor, the Time Keeper sponsor, the Data sponsor, the Official Ball Supplier, the Technology partners and the Official Awards partners (Man of the Match, Player of the Month, Coach of the Month).
Official Thematic Channel For Free Broadcast	the set of original audiovisual programmes lasting no less than eight hours weekly referring mainly to the sport and/or institutional and/or corporate activity of Clubs, identified by their own mark, transmitted by way of free broadcast on the Digital Terrestrial Platform limited to the regional catchment area of each Club.
Official Thematic Channel For Pay Broadcast	the set of original audiovisual programmes lasting no less than eight hours weekly referring mainly to the sport and/or institutional and/or corporate activity of Clubs, identified by their own mark, distributed over any platform, even of third parties, and transmitted on any means of communication by way of a pay broadcast.
Optional Packages	the Packages that can be acquired on licence by Licensees of the Main Packages according to the rules set out in Clause 3.5 of this ITT.

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OTT ("Over The Top")	a broadcast system by which audiovisual content is delivered via open IP networks, both linear and on demand, by way of Pay Broadcast or Free Broadcast, without requiring viewers to subscribe to a cable or satellite subscription service, whose operator controls the content distribution.
Package	the set of Audiovisual Rights related to the Competition Events under this ITT.
Pay Broadcast	the mode of broadcasting of Audiovisual Rights through a conditional access system against payment of a fee for viewing by the User, even on individual demand (such as, for instance, <i>pay-TV</i> , <i>pay-per-view</i> and <i>video-on-demand</i> systems or any future evolutions of the same).
Platform	as applicable from time to time, any of the broadcasting and/or reception systems of the Audiovisual Products contemplated by this ITT.
Portability	the right of the Licensee to provide the Home User duly subscribed to at least one of the Licensee's Platforms with simultaneous access to the same Audiovisual Product on a second Device in addition to the master device ("Master Device"). Separate commercial offers are strictly excluded. Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users' media) only on the condition that the recording file is encrypted and protected, precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with <i>geoblocking</i> (systems for protecting images from reception abroad).
Post-Match	the phase of the Event that runs from the final whistle of the Match until the last occurrence between the exit of the players from the stadium and the 75th minute after the final whistle of the Match.
Pre-Match	the phase of the Event that runs from the first of the occurrences between the moment when the players arrive at the stadium and the 90th minute before the Match, until the whistle blowing the kick-off of the Match.
Private Negotiation Notice	the communication by which Lega Serie A, if it intends to proceed to private negotiation, invites Bidders to participate in it.
Programming schedule	the organised set of audiovisual productions that constitutes the Broadcaster's programming schedule.
Public Premises	for the purposes of this ITT, only public premises or other public or private locations open to the public, regardless of the means of transmission, which fall into the following categories of commercial businesses: bars, restaurants, recreational clubs, offices, shops, gymnasiums, hospitals, criminal institutions, boarding schools and colleges, care homes, nursing homes, hotels, residences, betting shops and gaming rooms, airports and stations in the Territory, Italian military bases abroad, as well as ships/airplanes flying the flag of the Territory wherever they may be, ships/airplanes flying a flag different from that of the Territory when navigating in the Territory itself, trains circulating in the Territory. Such premises shall not place screens on the public street or in a way that they can be watched from a public area. Any public premise or any other public or private location open to the public other

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	than those mentioned above are excluded from the list of Public Premises that may receive and transmit the Audiovisual Products, including, by way of example, cinemas or theatres and/or environments with similar characteristics or purposes, stadiums, arenas, sports halls or other sports facilities.
Radio Platform	the platform for broadcasting audio products via analogue and/or digital frequency modulated signals, via the public Internet (open network) or via the Satellite Platform, the Digital Terrestrial Platform, the IPTV Platform or the Wireless Platform for Mobile Networks over-the-air.
Regulations on Interviews and Access to Stadia	the regulations set out by Lega Serie A and published on its institutional website, as possibly amended Football Season by Football Season by Lega Serie A, establishing rules and procedures regarding Interviews and access to stadia by the rightsholders and any other editorial right regarding the Competition granted to the Licensees.
Retransmission	the right of the Licensee, only if so envisaged by the awarded Package, to enter into non-exclusive agreements directly concerning the full retransmission of the Programming Schedule, identified by its own mark, on one or more of the Audiovisual Platforms of third-party broadcasters permitted in the Package awarded to it. To this end, express authorisation is granted in accordance with article 11(7) of the Decree, the consideration for which is included in the price of the respective Package(s) and the Licensee is required to notify Lega Serie A in advance of the name(s) of the third party broadcaster(s), the fee due from it/them to the Licensee and the Audiovisual Platform used for the retransmission.
Round	the round of the Competition comprising all Events played on one or more calendar days, according to the schedule drawn up by the Competition organiser.
Satellite Platform	the system for broadcasting audiovisual images for reception on television sets and/or enabled <i>set top boxes</i> by means of satellite “ <i>direct-to-home</i> ” in DVB-S standard (and its specific evolutions, such as DVB-S2).
Signal	the audiovisual signal containing images of the video cameras filming the Events and the sound of the Events including the marks and/or logos of the Title sponsor, the Time Keeper sponsor, the Data sponsor and the Technology partners of Lega Serie A.
Technology Partners	the official Lega Serie A partners of specific formats such as, currently and by way of example, the VAR Partner, the GLT Partner and the Innovation & Technology Partner.
Term	the duration of the Licence Agreement, specified in Clause 12.1 below.
Territory	the territory that includes Italy, San Marino and the Vatican City.
Total Minimum Price	the minimum total amount as indicated, for each Football Season, in Clause 3.6.2 below.
Users	all persons accessing the transmission of Audiovisual Products. In the case of Pay Broadcast, where expressly envisaged in the licensed Package, this definition may include Home Users and Commercial Users.

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Wireless Platform for Mobile Networks	the system for broadcasting audiovisual images in <i>unicast</i> mode (PtoP) using 2G, 3G and 4G technologies and evolutions such as 5G, intended for reception on devices connected to mobile networks.
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2. INTRODUCTION

2.1 The tender process under the ITT

Lega Nazionale Professionisti Serie A, with registered office in Milan, Via Ippolito Rosellini 4, in the person of its acting legal representative ("Lega Serie A"), publishes this ITT for the acquisition on licence of Audiovisual Rights within the Territory and relating to the Competition of the 2024/2025, 2025/2026, 2026/2027, 2027/28, 2028/29 Football Seasons, in accordance with the provisions of the Decree and the Guidelines.

This procedure is reserved to Broadcasters, which are invited to submit their Bids to acquire the licence of one or more Packages, in accordance with the terms and conditions set out below.

The final deadline for submitting Bids is at 10.00 a.m. on 14 June 2023.

Lega Serie A reserves the right to postpone the aforementioned deadline by means of a communication to be published on its institutional website no later than 48 hours prior to the expiry of that deadline.

A separate invitation, published on the same date, regulates the different procedure aimed at identifying an Independent Intermediary that may acquire the license of all Live Audiovisual Rights, in accordance with article 7(4) and (6) of the Decree.

The procedure reserved to Independent Intermediaries will continue only if none of the Main Packages is awarded at the end of this procedure.

In the case that neither the Main Packages nor the Live Audiovisual Rights are awarded, respectively, to Broadcasters or to an Independent Intermediary, Lega Serie A will open the envelopes containing proposals for the commercialization and distribution of the Lega Serie A Thematic Channel, object of a new invitation to the market on the same date, within the initiatives for the realization of its own channel.

2.2 Lega Nazionale Professionisti Serie A

Lega Serie A is a private association grouping together in their private capacity the Clubs registered with the Federazione Italiana Giuoco Calcio ("FIGC") and participating in the Serie A Championship. Lega Serie A is the entity entrusted, in accordance with article 2(e) of the Decree, with the organisation of the following sports competitions, in which several Clubs participate, in line with the terms and conditions set forth in the specific regulations: Serie A Championship, Coppa Italia, Supercoppa, Primavera 1 Championship and any subsequent evolutions thereof, Coppa Italia Primavera, Supercoppa Primavera, for all of which Lega Serie A decides the calendars and sets the dates and times.

Lega Serie A operates in a position of private autonomy and the procedures for the commercialization of the Audiovisual Rights are carried out according to the rules of private law.

2.3 Serie A Championship

The Serie A Championship is the most prestigious and most popular of the competitions organised by Lega Serie A. Subject to compliance with the federal provisions in force from time to time, the current format of the Serie A Championship involves the participation of 20 teams, with a home round and an away round. Each team plays

one home and one away match with each of the others, making a total of 380 Matches during each Football Season. The Championship normally takes place between the month of August and the subsequent month of May, save for a different duration to allow a possible phase of play-off.

The Bidders acknowledge and accept that the period in which the Competitions take place and the Competitions' systems and formats may be subject to changes also in relation to legislative or regulatory provisions, of either ordinary or extraordinary nature, issued by the competent Governmental or Sport Authorities and that, in application of the following Clause 10.1, such changes (including, without limitation to the above and as an example, the suspension of the Competition for health reasons or its being played behind closed doors or in times or modalities of distribution of Rounds and Matches different from the ordinary) shall not constitute grounds or title whatsoever for any reductions or modifications of the consideration.

The first-placed team in the Serie A is declared the winner of the Championship and is crowned with the title of Champion of Italy. The teams ranked in the positions immediately below acquire the right to take part in the European Championships of the following Football Season. At present, the bottom three Clubs at the conclusion of a Serie A Football Season are relegated to Serie B.

2.4 Serie A Championship Match Slots

Each Round of the Serie A Championship is, in principle, played on a Saturday, Sunday and Monday, usually involving the following Match Slots for the 2024/2025, 2025/2026, 2026/2027, 2027/28, 2028/29 Football Seasons:

- a) Saturday slot at 3 pm,
- b) Saturday slot at 6 pm,
- c) Saturday slot at 8:45 pm,
- d) Sunday slot at 12:30 pm,
- e) Sunday slot at 3 pm,
- f) Sunday slot at 6 pm,
- g) Sunday slot at 8:45 pm,
- h) Monday slot at 8:45 pm.

In this context, the Matches are allocated per Slot as follows:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:30 pm							1 Match
3 pm						1 Match	3 Matches
6 pm						1 Match	1 Match
8:45 pm	1 Match					1 Match	1 Match

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Lega Serie A has the right to schedule midweek Rounds for all Matches of a Round, provided the dates do not overlap with commitments of the Italian national team in accordance with the so-called FIFA windows or to make any changes to Rounds that may be necessary due to international competitions.

In case of midweek Rounds, the Matches are allocated per Slot as follows:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:30 pm							
3 pm							
7 pm		(1 Match*)	1 Match	(1 Match*)			
9 pm		1 Match	6 Matches	1 Match			

* One match can be scheduled alternatively on Tuesdays or Thursdays at 7 pm.

With reference to each Football Season's Rounds, Lega Serie A may modify the Slots according to the following schedule:

- a) Saturday slot at 6 pm,
- b) Saturday slot at 8:45 pm,
- c) Sunday slot at 6 pm,
- d) Sunday slot at 8:45 pm,
- e) Friday slot at 6:30 pm or, alternatively, Monday at 6:30 pm,
- f) Friday slot at 8:45 pm or, alternatively, Monday at 8:45 pm.

or

- a) Saturday slot at 6 pm,
- b) Saturday slot at 8:45 pm,
- c) Sunday slot at 12:30 pm,
- d) Sunday slot at 3 pm,
- e) Sunday slot at 8:45 pm,

or

- a) Friday slot at 8:45 pm or, alternatively, Friday at 6:30 pm,
- b) Saturday slot at 3:00 pm,
- c) Saturday slot at 6:00 pm,
- d) Saturday slot at 8:45 pm,
- e) Sunday slot at 12:30 pm,
- f) Sunday slot at 3:00 pm,
- g) Sunday slot at 6:00 pm,
- h) Sunday slot at 8:45 pm,
- i) Monday slot at 8:45 pm or, alternatively, Friday at 8:45 pm,

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	Friday	Saturday	Sunday	Monday
6 pm		first Slot	third Slot	
6:30 pm	Slot e) alternative for one Match to the Match of Sunday at 6:00 p.m.			Slot e) alternative for one Match to the Match of Sunday at 6:00 p.m.
8:45 pm	Slot f) alternative to Monday	second Slot	fourth Slot	Slot f) alternative to Friday

In any case, at the start of each Football Season, Lega Serie A may modify the Slots, providing notice thereof on its official website at least 30 days before the start of the Competition, by adding: i) an additional Slot on Sunday at 12:30 pm, ii) an additional Slot on Saturday at 3 pm, iii) an additional Slot on Saturday at 6 pm, ensuring, however, that in each Round the number of single Slots is not lower than 6 (six), except for midweek Rounds or Rounds to be played in special matchdays (as a mere example, month of August's Rounds, Round to be played around Christmas, Round to be played on Saturday before Easter and last Championship Round).

In principle, all Matches of the final Round of each Football Season are expected to be played at the same time at 8:45 pm on Sundays. Alternatively, such Matches may be played in multiple blocks, ensuring in any case that the Clubs with equal sports objectives will play in the same block.

2.5 Requests for Clarification

The Broadcasters may request clarifications on the requirements and conditions of participation in this tender process. Such requests should be sent to Lega Serie A by electronic certified email no later than 6.00 p.m. of 29 May 2023. The requests and the consequent replies may be published at the discretion of Lega Serie A, without specifying the name of the petitioner, on the official website of Lega Serie A, so as to be made known to any other Broadcasters interested in participating in the tender process. The requests must be sent to the following address:

Lega Nazionale Professionisti Serie A

For the attention of: Chief Executive Officer

Certified email legaseriea@legalmail.it

Requests for clarification by telephone or by any other means than the one indicated above are not permitted.

3. MAIN PACKAGES AND OPTIONAL PACKAGES

3.1 Commercialization modalities

In order to enhance the opening of the market and the widest participation by the Broadcasters, Lega Serie A simultaneously tenders combinations of Packages intended for Home Users relating to two alternative forms of commercialization: Packages relating to commercialization by Platform and by Product, known as "Mixed" (hereinafter referred to as "**Mixed Commercialization**") and Packages relating to commercialization by Product (hereinafter referred to as "**Commercialization by Product**"), prepared on the basis of the criteria indicated in Clause 23 of the Guidelines, allowing Broadcasters to submit Bids relating to each Package of both alternative forms of commercialization.

Lega Serie A also simultaneously tenders a separate Package intended for Commercial Users.

3.2 Main Packages – Mixed Commercialization

3.2.1 The Main Packages relating to the Mixed Commercialization for which the Broadcasters may submit Bids to exploit the Audiovisual Rights in relation to Home Users are summarised in the following table and described in detail in Annex 1 to this ITT.

3.2.2 Mixed Commercialization – Combination 1

Package	Platforms
	With regard to 7 (seven) Events: all Platforms on an exclusive basis
Package 1A	With regard to 3 (three) Events: Internet, IPTV and Wireless for Mobile Networks Platforms on a co-exclusive basis with Package 3
Package 1B	Satellite and Digital Terrestrial Platforms on an exclusive basis
Package 1C	Internet, IPTV and Wireless for Mobile Networks Platforms on a co-exclusive basis with Package 1A

3.2.3 Mixed Commercialization – Combination 2

Package	Platforms
Package 2A	All Platforms on an exclusive basis
Package 2B	All Platforms on a non-exclusive basis
Package 2C	All Platforms on an exclusive basis

3.3 Main Packages – Commercialization by Product

3.3.1 As to the Main Packages relating to the Commercialization by Product, for which the Broadcasters may submit Bids to exploit the Audiovisual Rights in relation to Home Users, Lega Serie A laid down six combinations, summarised in the following tables and described in detail in Annex [2] to this ITT.

3.3.2 Commercialization by Product - Combination 3

Package	Platforms
Package 3A	All Platforms on exclusive basis
Package 3B	All Platforms on exclusive basis

Package 3A and Package 3B might be acquired only for three (3) Football Seasons.

3.3.3 Commercialization by Product - Combination 4

Package	Platforms
Package 4A	All Platforms on exclusive basis
Package 4B	All Platforms on exclusive basis

Package 4A and Package 4B might be acquired only for four (4) or five (5) Football Seasons.

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3.3.4 Commercialization by Product - Combination 5

Package	Platforms
Package 5A	All Platforms on an exclusive basis
Package 5B	All Platforms on an exclusive basis

3.3.5 Commercialization by Product - Combination 6

Package	Platforms
Package 6A	All Platforms on an exclusive basis
Package 6B	All Platforms on an exclusive basis
Package 6C	All Platforms on an exclusive basis

3.3.6 Commercialization by Product - Combination 7

Package	Platforms
Package 7A	All Platforms on a co-exclusive basis with 1 (one) other Licensee

3.3.7 Commercialization by Product - Combination 8

Package	Platforms
Package 8A	All Platforms on a co-exclusive basis with 1 (one) other Licensee
Package 8B	All Platforms on an exclusive basis

3.4 Main Package – Commercial Users

3.4.1 The Main Package for which the Broadcasters may submit Bids to exploit the Audiovisual Rights in relation to Commercial Users is summarised in the following table and described in detail in Annex 3 to this ITT.

Package	Platforms
Commercial Users Package	All Platforms on an exclusive basis

3.5 Optional Packages

3.5.1 Furthermore, Lega Serie A includes in this ITT the following Optional Packages:

a) the following Optional Package, that can be acquired on license only by the entities that have become at the same time Licensees of Main Packages, with the exception of the Licensee of the Commercial Users Package, in any of the different combinations and commercialization modalities and related to the only Events included in such Main Packages. In case of non-awarding of the Main Package, any Bid submitted for the Premium Package shall be void.

Premium Package	Annex 4
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With regard to even one of the Main Packages, in case such Package is not awarded, Lega Serie A reserves the right to: a) offer the Rights object of the Package on the market on an exclusive and/or non-exclusive basis by separate procedures or b) exploit and grant Clubs to exploit the Rights included in such Package on its Official Digital Channels and Official Digital Accounts.

b) the following Optional Package can be awarded to only one of the two Licensees of Main Package 7A of combination 7, and will be awarded to the Bidder that has submitted for it the highest Bid higher than the Minimum Price provided by the GOLD Package 7A under clause 3.6 and subject to the condition that the Bid of such Bidder for the Main Package is higher than the Minimum Price of such Package.

GOLD Package 7A	Annex 4
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c) the following Optional Package can be awarded to only one of the two Licensees of Main Package 8A of combination 8, and will be awarded to the Bidder that has submitted for it the highest Bid higher than the Minimum Price provided by the GOLD Package 8A under clause 3.6 and subject to the condition that the Bid of such Bidder for the Main Package is higher than the Minimum Price of such Package.

GOLD Package 8A	Annex 4
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d) the following Optional Package can be awarded to only one of the Licensees of Main Package 2B of combination 2, and will be awarded to the Bidder that has submitted for it the highest Bid higher than the Minimum Price provided by the GOLD Package 2B under clause 3.6.

GOLD Package 2B	Annex 4
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3.6 Minimum Prices

3.6.1 In accordance with article 8 par. 4 of the Decree, Lega Serie A indicates the following Minimum Prices (in Euros) referring to the Main and Optional Packages forming the subject of this ITT.

Main Packages – Mixed Commercialization

Combination 1		
Package	No. Football Seasons	Minimum Price for each Football Season
Package 1A	3 Football Seasons	EUR 850.000.000
	4 Football Seasons	EUR 935.000.000
	5 Football Seasons	EUR 1.020.000.000
Package 1B	3 Football Seasons	EUR 80.000.000
	4 Football Seasons	EUR 88.000.000
	5 Football Seasons	EUR 96.000.000
Package 1C	3 Football Seasons	EUR 70.000.000
	4 Football Seasons	EUR 77.000.000
	5 Football Seasons	EUR 84.000.000

Combination 2		
Package	No. Football Seasons	Minimum Price for each Football Season
Package 2A	3 Football Seasons	EUR 570.000.000
	4 Football Seasons	EUR 627.000.000

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	5 Football Seasons	EUR 684.000.000
Package 2B*	3 Football Seasons	Variable consideration for each Football Season depending on the number of Licensees: EUR 250.000.000 in case of one Licensee EUR 260.000.000 in case of two Licensees EUR 270.000.000 in case of three Licensees EUR 280.000.000 in case of four or more Licensees
	4 Football Seasons	Variable consideration for each Football Season depending on the number of Licensees: EUR 275.000.000 in case of one Licensee EUR 286.000.000 in case of two Licensees EUR 297.000.000 in case of three Licensees EUR 308.000.000 in case of four or more Licensees
	5 Football Seasons	Variable consideration for each Football Season depending on the number of Licensees: EUR 300.000.000 in case of one Licensee EUR 312.000.000 in case of two Licensees EUR 324.000.000 in case of three Licensees EUR 336.000.000 in case of four or more Licensees
Package 2C	3 Football Seasons	EUR 180.000.000
	4 Football Seasons	EUR 180.000.000
	5 Football Seasons	EUR 216.000.000

*With regard to Package 2B of Combination 2, it is understood that such Package is commercialized on a non-exclusive basis and that therefore the price included in such table shall constitute a Minimum Price but the consideration that Lega Serie A establishes for its license is variable depending on the number of Licensees that expressed interest to be awarded such Package against the payment of the indicated consideration. In case of awarding of the Packages of Combination 2, Lega Serie A will disclose the name of Licensees of Package 2B and the amount of the license consideration than each of them is required to pay. In case the number of Licensees decreases due to the dissolution of any of them, the amount of the consideration that any of the Licensees must keep on paying shall not change.

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Anyway, Lega Serie A shall have the right, in case of awarding of Combination 2, to accept subscriptions to such non-exclusive Package also during the Term. In such case, the license shall start from the moment of acceptance and the consideration shall be due by the Broadcaster pro-rata temporis with regard to the actual duration of the license. Should such case apply, on the ground of the increase of the number of Licensees, also the consideration that other Licensees are required to pay according to the table above shall be subject to modification.

Lega Serie A has the right not to accept the Bids whenever Lega Serie A decides not to award the Packages of such Combination 2; in that case the received Bids shall be void.

Main Packages – Commercialization by Product

Combination 3

Package	No. Football Seasons	Minimum Price for each Football Season
Package 3A	3 Football Seasons	EUR 820.000.000
Package 3B	3 Football Seasons	EUR 180.000.000

Combination 4

Package	No. Football Seasons	Minimum Price for each Football Season
Package 4A	4 Football Seasons	EUR 836.000.000
	5 Football Seasons	EUR 920.000.000
Package 4B	4 Football Seasons	EUR 264.000.000
	5 Football Seasons	EUR 280.000.000

Combination 5

Package	No. Football Seasons	Minimum Price for each Football Season
Package 5A	3 Football Seasons	EUR 700.000.000
	4 Football Seasons	EUR 770.000.000
	5 Football Seasons	EUR 840.000.000
Package 5B	3 Football Seasons	EUR 300.000.000

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	4 Football Seasons	EUR 300.000.000
	5 Football Seasons	EUR 360.000.000

Combination 6

Package	No. Football Seasons	Minimum Price for each Football Season
Package 6A	3 Football Seasons	EUR 450.000.000
	4 Football Seasons	EUR 495.000.000
	5 Football Seasons	EUR 540.000.000
Package 6B	3 Football Seasons	EUR 450.000.000
	4 Football Seasons	EUR 495.000.000
	5 Football Seasons	EUR 540.000.000
Package 6C	3 Football Seasons	EUR 100.000.000
	4 Football Seasons	EUR 110.000.000
	5 Football Seasons	EUR 120.000.000

Combination 7

Pacchetto	No. Football Seasons	Minimum Price for each Football Season
Package 7A	3 Football Seasons	EUR 500.000.000
	4 Football Seasons	EUR 550.000.000
	5 Football Seasons	EUR 600.000.000

Combination 8

Package	No. Football Seasons	Minimum Price for each Football Season
Package 8A	3 Football Seasons	EUR 410.000.000
	4 Football Seasons	EUR 451.000.000
	5 Football Seasons	EUR 600.000.000

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Package 8B	3 Football Seasons	EUR 180.000.000
	4 Football Seasons	EUR 198.000.000
	5 Football Seasons	EUR 216.000.000

Main Package – Commercial Users

Package	No. Football Seasons	Minimum Price for each Football Season
Commercial Users Package	3 Football Seasons	EUR 150.000.000
	4 Football Seasons	EUR 150.000.000
	5 Football Seasons	EUR 180.000.000

Optional Packages

Package	No. Football Seasons	Minimum Price for each Football Season
Premium Package	3 Football Seasons	2% of the Minimum Price of the Main Package
	4 Football Seasons	2% of the Minimum Price of the Main Package
	5 Football Seasons	2% of the Minimum Price of the Main Package
Package	No. Football Seasons	Minimum Price for each Football Season
GOLD Package 7A	3 Football Seasons	EUR 10.000.000
	4 Football Seasons	EUR 11.000.000
	5 Football Seasons	EUR 12.000.000
Package	No. Football Seasons	Minimum Price for each Football Season
GOLD Package 8A	3 Football Seasons	EUR 8.200.000
	4 Football Seasons	EUR 9.020.000
	5 Football Seasons	EUR 9.840.000

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Package	No. Football Seasons	Minimum Price for each Football Season
GOLD Package 2B	3 Football Seasons	EUR 5.000.000
	4 Football Seasons	EUR 5.500.000
	5 Football Seasons	EUR 6.000.000

3.6.2 Therefore, the Total Minimum Price of the aforementioned Main Packages in each Football Season amounts to:

i) for a Term of three (3) Football Seasons:

- 1.150.000.000 EUR plus VAT for the 2024/2025 Football Season;
- 1.150.000.000 EUR plus VAT for the 2025/2026 Football Season;
- 1.150.000.000 EUR plus VAT for the 2026/2027 Football Season;

ii) for a Term of four (4) Football Seasons:

- 1.265.000.000 EUR plus VAT for the 2024/2025 Football Season;
- 1.265.000.000 EUR plus VAT for the 2025/2026 Football Season;
- 1.265.000.000 EUR plus VAT for the 2026/2027 Football Season;
- 1.265.000.000 EUR plus VAT for the 2026/2027 Football Season;

iii) for a Term of five (5) Football Seasons:

- 1.380.000.000 EUR plus VAT for the 2024/2025 Football Season;
- 1.380.000.000 EUR plus VAT for the 2025/2026 Football Season;
- 1.380.000.000 EUR plus VAT for the 2026/2027 Football Season;
- 1.380.000.000 EUR plus VAT for the 2027/2028 Football Season;
- 1.380.000.000 EUR plus VAT for the 2028/2029 Football Season.

Bidders should take into consideration that the Total Minimum Price can be reached with regard to the Term of 3 Football Seasons, with regard to the Term of 4 Football Seasons and/or with regard to the Term of 5 Football Seasons, by considering:

- a. Mixed Commercialization Packages together with the Commercial Users Package; or
- b. Packages for Commercialization by Product together with the Commercial Users Package;

In the case that the Total Minimum Price is reached in each of the previous Term options, Lega Serie A evaluates the average value reached in each Football Season and will award for the Term of 3 or 4 or 5 Football Seasons on the ground of the higher total average value.

3.6.3 The Minimum Price of each Main Package, identified in compliance with the law, constitutes the consideration deemed fair for the Audiovisual Rights offered under the same Package, based on an analysis of the values and trends expressed by the market, including - primarily - competitive structure, degree of development of the markets, technologies and different platforms and their penetration rate among Users.

The price determined in relation to one Package will in no case entitle the relevant assignee to challenge the price determined in relation to other Packages to be awarded to other assignees.

3.6.4 Lega Serie A, after notifying the Italian Competition Authority, may withdraw the offer of Packages for which the Minimum Price under this ITT is not reached, in accordance with Article 8.4 of the Decree, without prejudice to the provision of Clause 5.4 of this ITT.

3.6.5 Without prejudice to the case of revocation indicated in the preceding article, Lega Serie A reserves the right not to assign any Package where, even in only one of the Football Seasons, the sum of the highest Bids received for each of the Main Packages of at least one of the Commercialization modalities, is not at least equal to the Total Minimum Price indicated in Clause 3.6.2.

4. TENDER PROCESS

4.1 Eligible Bidders

To the purpose of this ITT, the Broadcaster shall meet each and every one of the following minimum requirements:

- be in possession of an authorisation, valid and effective for the Term, even if acquired in another State of the European Economic Area, provided by the applicable regulations for the use of the Platform in the Territory, the Platform(s) being specified in the Package object of the Bid, in accordance with the terms also indicated therein;
- have full availability of a transmission and distribution capacity suitable to reach at least 80% of the population of the Territory, as well as of adequate organisation of means and personnel;
- have a corporate structure and economic resources, either its own or guaranteed by its shareholders, and organisational resources as a primary broadcaster, sufficient to support all activities consequent to the possible award, including the solution of any supervening operational and broadcasting requirements, and guarantee its solvency and the exact fulfilment of the obligations set out in this ITT;
- offer the payment guarantees indicated in paragraph 10.2 below. If a dispute is pending between Lega Serie A and the Bidder that caused for any reason the non-payment or delayed payment of the considerations provided under licence agreements concerning the audiovisual rights awarded within prior competitive procedures, the Bid will only be admissible only if it a first-demand bank

guarantee is provided for the payment of any amount accrued and not yet paid in relation to the previous licence agreements. If those amounts are paid in full prior to the submission of the Bid, the aforementioned guarantee is not a condition of admissibility of the Bid. This provision will also apply if the Bidder is a parent company or subsidiary or is in a situation of connection in accordance with paragraphs 13, 14 and 15 of Article 43 of Italian Legislative Decree no. 177 of 31 July 2005 with the party with which the dispute is pending or has taken over ownership or operation of the company or business branch awarded the exercise of the audiovisual rights assigned at the outcome of the competitive procedure in relation to which the dispute arose;

- unconditionally accept all requirements, limits and obligations indicated in this ITT, including the obligations regarding collections of audience ratings according to the parameters defined by AGCOM, most recently with resolutions 194/21/CONS and 18/22/CONS and subsequent resolutions;
- attach to the Bid, if the Bidder is an entity operating on Internet Platforms through Over the Top services, a report drafted by a qualified third party certifying its technical (technological solution adopted for broadcasting the Audiovisual Products together with technical operating characteristics) and distribution capacity. In particular, this technical report must take into account the parameters of regularity of the service and image quality imposed by AGCOM in accordance with Article 33(4) of the TUSMA (Consolidated Law on Audiovisual Media Services) on service providers as well as the provisions of the AGCOM resolution 17/22/CONS;
- not be subject to crisis, insolvency or liquidation proceedings.

4.2 Submission of Bids

4.2.1 The tender process is carried out using an electronic system which guarantees a level playing field for participants, while respecting the principles of transparency and simplification of procedures.

4.2.2 Bids must be submitted electronically, via the <https://legaseriea.acquistitelematici.it> platform. In order to submit the Bid, the Broadcaster must register to the electronic system following the required procedures and upload the Bids - together with any further documentation - in the section dedicated to this ITT between 10.00 a.m. on 9 June 2023 and 10.00 a.m. on 14 June 2023. Within that section, the Bidder must insert its Bid in a special online envelope. Upon receipt of the delivery of the documents, the platform will automatically forward to the Bidder's e-mail address an acknowledgment of receipt, with the list of the uploaded documents and respective data (date of submission). The documents uploaded and delivered to the platform will be immediately encrypted through asymmetric cryptography, so as to guarantee their absolute confidentiality. The private encryption key will be stored by the Italian notary public entrusted by Lega Serie A and will be inaccessible to Lega Serie A and to its representatives. The content of the documents will not be accessible by Lega Serie A or its representatives until the opening of the Bids as detailed in Clause 4.4 below. During such phase, the private encryption key will be inserted to access the platform, in the presence of the Italian notary public, in order to open the documents.

For more details concerning this mode of submission, Bidders are invited to review the instruction manual published on the platform and available at <http://legaseriea.acquistitelematici.it>.

4.3 Bid Requirements

- 4.3.1 Each Bid must be drafted in Italian, with a translation into English if necessary, without prejudice to the prevalence of the Italian text in the event of discrepancies between the two texts, and must be signed by the acting legal representative of the Bidder or by its special attorney having the necessary powers by way of a power of attorney issued by the legal representative, whose signature is certified or legalised by a notary public or equivalent public official, with legal value equivalent to the original, to be attached to the Bid.
- 4.3.2 Each Bid must be filled out using the Bid Form attached at Annexes 10, 11 and 12 of this ITT with the express declaration that the Bidder unconditionally accepts all Clauses of this ITT which, in the event of assignment, shall constitute the contractual regulations of the License Agreement. The Bidder shall select the Package(s) for which it wants to submit a Bid, also indicating the selected term(s). The Bid must be supported by the documents requested therein, without prejudice to the right of Lega Serie A to carry out further checks to ascertain the truthfulness of the statements made by the Bidders and to request clarifications and/or additional information. The Bidders themselves, by accepting this ITT, express their prior and unconditional consent to those further checks, for which they will provide all necessary and timely cooperation.
- 4.3.3 The considerations for each Package must be expressed in Euro (€) net of VAT, and constitute the actual net amount that Lega Serie A is entitled to be paid. Accordingly, Licensee will be solely responsible for the payment of any taxes, expenses, deductions or withholdings applicable to such payments. All payments to Lega Serie A and/or to the Clubs, on the basis of Lega Serie A's indications from time to time, shall be grossed-up accordingly where necessary to ensure full receipt by Lega Serie A and/or the Clubs of the net consideration offered by the Bidder.
- 4.3.4 By submitting the Bid, the proposing party unconditionally undertakes to hold the Bid irrevocable until 15 October 2023 included. Any decision regarding the acceptance of the Bids is subject to evaluation and acceptance by Lega Serie A's Assembly convened for the award.
- 4.3.5 Lega Serie A will not consider Bids submitted by other means or in formats that differ from those specified above. Moreover, Lega Serie A will not consider conditional Bids.
- 4.3.6 Each Bidder accepts full responsibility for the truthfulness of the information contained in its Bid and in any attached documents.

4.4 Opening of Envelopes

- 4.4.1 No later than 7 pm on the working day following the deadline for submission of Bids, the notary public appointed by Lega Serie A, in the presence of the President and/or Chief Operating Officer of Lega Serie A, will insert the private encryption key into the platform to view the envelopes submitted electronically.

Only the managers, collaborators and consultants of the Lega Serie A and the Sports Associations affiliated with the Lega Serie A at that time, as well as authorised representatives or attorneys-in-fact of any of those who have submitted a Bid (duly authorised in the manner described in Clause 4.3.1), will be admitted. The admission of the authorised representatives or attorneys-in-fact of any of those who have submitted a Bid (duly authorised in the above mentioned manner) may be made conditional upon the prior execution of a non-disclosure agreement.

4.4.2 The above-mentioned first stage of opening will end with the ascertainment by the Italian notary public of the number of electronic envelopes, the identity of the Bidders and the number of Bids. Lega reserves the right to make public the Bidders' identities, should it not adversely affect competition amongst Bidders.

5. EVALUATION OF BIDS

- 5.1 On the same date, or within the following working day, at the conclusion of the phase referred to in section 4 above, Lega Serie A's Assembly, convened to examine the Bids and possibly award the Packages, will commence. Only representatives of the Clubs and of Lega Serie A, as well as any advisors deemed useful by Lega Serie A, participate at this Assembly.
- 5.2 The Assembly examines the Bids received and first verifies that the documentation produced:
 - complies with Clauses 4.2 and 4.3 above and satisfies the fulfilment of all the requirements set out in Clause 4.1 above;
 - contains the unconditional acceptance by the Bidder of all obligations related to the award, including the obligation to provide the payment guarantee prescribed by this ITT;
 - does not include conditions;
 - certifies that the Bidder is not:
 - directly or indirectly, controlled, controlling or under common control, whereby control has the meaning indicated in Article 2359(1) of the Italian Civil Code, by or with the other Broadcasters participating in the procedure for the same Packages. If two or more entities linked by the above-described corporate relationships participate in the procedure for the same Packages, only the highest Bid submitted by them for the same Package will be considered admissible;
 - subject and that, on the basis of unequivocal elements, it is referable to a single decision-making centre, as governed by Article 43(15)(c) of Italian Legislative Decree no. 177 of 31 July 2005. If two or more entities in such a situation participate in the procedure for the same Package(s), only the highest Bid submitted by them for the same Package(s) will be considered admissible;
 - undergoing crisis, insolvency or liquidation proceedings.
- 5.3 Lega Serie A's Assembly, having evaluated the Bids received, will proceed as established in the following paragraphs.

5.4 If the Bids received reach, and/or exceed the Total Minimum Price in at least one of the Commercialization modalities, whether being Bids related to a Term of 3, 4 or 5 Football Seasons, Lega Serie A's Assembly will evaluate the reached average value for each Football Season and will award each Package to the entity that submitted the highest Bid for it for the Term of 3 or 4 or 5 Football Seasons on the ground of the highest total average value, without prejudice to the right:

- (i) not to award any of the Packages if, for even one of them, the corresponding Minimum Price is not reached and/or exceeded, or
- (ii) to award only those Packages that have at least reached and/or exceeded the Minimum Price for such Packages.

In both cases indicated in points (i) and (ii), Lega Serie A may decide at its own discretion to proceed for all or part of the unawarded Packages by private negotiation or, only with regard to option under (ii), to initiate a new competitive procedure, without prejudice to Lega Serie A's right to make changes to the Packages and subject to the irrevocability, until the expiry of the term indicated in Clause 4.3.4, of all Bids received and not accepted.

5.5 In the case where the Total Minimum Price is exceeded in more than one of the Commercialization modalities, and the award of the Packages in each of them gives rise to an equal total amount of revenue (case of breakdown of the balance), Lega Serie A invites Bidders to raise their Bid within 48 hours from the relevant invitation. In the absence of any increased Bid, Lega Serie A will give preference, based upon the following non-exhaustive criteria, to the award hypothesis that upon its discretion (i) best ensures the financial solvency and ability of the Bidders to fulfil their obligations under this ITT; (ii) ensures the best coverage and level of exposure, also in view of the forecast audience and estimated market shares. The foregoing does not limit Lega Serie A's discretion in assessing the alternative between the two Commercialization modalities.

5.6 If the Bids received do not reach and/or exceed the Total Minimum Price in any of the Commercialization modalities, Lega Serie A may, at its sole discretion:

- (i) not award any of the Packages, even if in one or more Football Seasons the sum of the highest Bids received for certain Packages relating to the same Commercialization modality reaches and/or exceeds the Total Minimum Price, and proceed, for all Packages, to private negotiation; or
- (ii) award only those Packages, in one of the Commercialization modalities, that have reached and/or exceeded the relevant Minimum Price for the Term that lead to the total highest revenue and, for all or part of the remaining Packages in that modality, proceed to private negotiation or withdraw them, launching a new competitive procedure; or
- (iii) award only those Packages, in one of the Commercialization modalities for the Term that leads to the total highest revenue, for which it considers the Bids received to be satisfactory and, for all or part of the remaining Packages in that modality, proceed to private negotiation; or
- (iv) declare this procedure closed without any award and proceed with the opening of the envelopes received in the procedure initiated to identify the Independent Intermediary,

without prejudice to Lega Serie A's right to make changes to the Packages and subject to the irrevocability, until the expiry of the term indicated in Clause 4.3.4, of all Bids received and not accepted.

- 5.7 Lega Serie A is entitled to adjourn the Assembly for up to a maximum of 1 (one) working day, subject to the occurrence of extraordinary circumstances.
- 5.8 Any Bid found to contain false or misleading information may be immediately rejected by Lega Serie A, without prejudice to the latter's right to any remedy or claim towards the Bidder concerned.
- 5.9 Lega Serie A may ask a Bidder to provide, within the term and in the manner specified by Lega Serie A, clarifications and additional information on any content of the Bid and its annexes. Such clarifications and/or additional information are aimed at providing Lega Serie A with useful information for evaluating the Bid, also for the purposes of participating in the private negotiation, but under no circumstances may they modify the provisions of this ITT or, in the case of an award, of each subsequent Licence Agreement.
- 5.10 Should there be any material change to the information submitted by a Bidder, that Bidder shall be under a duty to inform Lega Serie A of the relevant details of the change immediately, under penalty of rejection of the respective Bid, without prejudice to any remedy or claim of Lega Serie A itself.

6. PRIVATE NEGOTIATIONS

- 6.1 If it has decided to enter into private negotiations, Lega Serie A will send a Private Negotiation Notice to all Bidders who have submitted a Bid in response to this ITT only for the Packages for the acquisition of which they expressed, through the offered value, a real interest, and only for the Football Seasons selected by them at the moment of the Bid's submission, even if awaiting the clarifications and additional information requested in accordance with Clause 5.9. Lega Serie A reserves the right to make changes to those Packages. It is understood that Bids from Bidders not invited to participate in the private negotiations will be from that moment revocable by the same Bidders, even before the deadline under the definition of Bid. The Private Negotiation Notice will be published on the institutional website of Lega Serie A within a maximum of 1 (one) day from the date set for the opening of the Bids or in any case no later than the maximum term of 1 (one) day from the Assembly convened for their opening.

Private negotiations are open to all Broadcasters that communicate their expression of interest by replying to the Private Negotiation Notice by the deadline indicated in that Notice, between a minimum of 2 (two) working days and a maximum of 4 (four) working days.

- 6.2 The private negotiation phase takes place on a single day, save for extensions due to organizational needs, at the headquarters of Lega Serie A or at another location communicated in advance. The participants:
 - must submit appropriate documentation proving that they have the necessary powers to bind the respective Bidders in the private negotiations and, if necessary, to sign the Bid at its conclusion. Such documentation is verified in advance by the Notary Public appointed by Lega Serie A;

- are heard by Lega Serie A assisted by its consultants and any representatives of the Clubs, and by the appointed notary public, in a single space-time context but separately in specific rooms equipped with computers and printers and landline telephones. Any changes made to the composition of the Packages or to the minimum bid prices for the Packages will be communicated by Lega Serie A to all participants to Private Negotiations,
- at the end of the private negotiation each of the participants may submit its Bid by delivering a sealed envelope to the notary public, who will open it within the next hour. The Bid made by the Bidder at the end of the private negotiation must be binding, irrevocable, unconditional and must comply with the requirements indicated in Clauses 4.1, 4.2 and 4.3.

6.3 At the end of the opening of the envelopes in the presence of a Notary Public, Lega Serie A's Assembly specifically convened for the same day as the private negotiation or, if this is prolonged, for the following working day:

(i) if it has received Bids equal to or exceeding the Total Minimum Price, whether being Bids related to a Term of 3, 4 or 5 Football Seasons:

- a. only in the Commercialization modality indicated in Clause 3.6.2 letter a), considered the average value reached for each Football Season, will award each Package relating to that modality, as well as the Commercial Users Package for the Term of 3 or 4 or 5 Football Seasons on the ground of the highest total average value to the entity that submitted the highest Bid, without prejudice to the right not to assign the Packages for which the corresponding Minimum Price has not been reached and to the provisions of Clause 5.4 (i) of this ITT;
- b. only in the Commercialization modality indicated in Clause 3.6.2 letter b), considered the average value reached for each Football Season, will award each Package relating to that modality, as well as the Commercial Users Package for the Term of 3 or 4 or 5 Football Seasons on the ground of the highest total average value to the entity that submitted the highest Bid, without prejudice to the right not to assign the Packages for which the corresponding Minimum Price has not been reached and to the provisions of Clause 5.4 (i) of this ITT;
- c. in each of the Commercialization modalities, will award the Packages included in the modality that determined the highest revenue. In the sole case where the Total Minimum Price in each of the modalities is reached and/or exceeded, and the award of the Packages in each modality gives rise to an equal total amount of revenues (break-even hypothesis), Lega Serie A invites Bidders to raise their Bid within 48 hours from the relevant invitation. In the absence of any increased Bid, Lega Serie A will give preference, on the ground of the following non-exhaustive criteria, to the award hypothesis that upon its discretion (i) best ensures the financial solvency and ability of the bidders to fulfil their obligations under this ITT; (ii) ensures the best coverage and level of exposure, also in view of the forecast audience and estimated market shares.

(ii) Lega Serie A in any event reserves the right to accept the original Bids, even if lower than the Total Minimum Price;

(ii) if it has received no Bids, or if the original Bids received and those received in private negotiations are lower than the Total Minimum Price, regardless of the Commercialization modality and the Term of the Bids, it may, at its discretion:

- award the Packages in one of the Commercialization modalities, accepting those Bids that it considers advantageous even if lower than the Minimum Price; or
- declare this procedure closed, without any award, and open the envelopes relating to the procedure initiated for identifying the Independent Intermediary.

7. AWARD OF THE PACKAGES AND EXECUTION OF THE LICENSE AGREEMENT

7.1.1 Lega Serie A will notify the interested parties of the Packages respectively awarded to them and will make public on its official website the list of assignees and of the respective Packages awarded to them within 48 hours following that notification.

7.1.2 The Licence Agreement indicated in Clause 11.1 is concluded when the Bidder receives the notification from Lega Serie A regarding the award of the Package(s).

8. EXCLUSIVITY AND RESERVED RIGHTS

8.1 Exclusivity

Except as otherwise provided by any applicable law or by this ITT, Lega Serie A will neither exploit nor grant to any other party the right to exploit the rights awarded to the Licensee contained in a Package which are expressly identified as “exclusive”, in any case in compliance with and within the limits of the rights that Lega Serie A grants to the Licensees of the other exclusive Packages that are assigned.

The Licensee acknowledges and accepts that Archive Footage, if provided in the relevant Package, are licensed and exploitable on a non-exclusive basis.

Lega Serie A may grant on licence to third parties audiovisual rights to be exercised in the Territory relating to the same Events that are the subject of the exclusive Package awarded to the Licensee or, in the event of several awards to the same entity, of the exclusive Packages assigned to the Licensee, on condition that such grants do not violate the exclusivity granted to the Licensee for the specific Platforms and/or Audiovisual Products provided by the Package awarded to it. The Licensee therefore accepts that the Audiovisual Rights covered by other non-exclusive Packages and, depending on the Commercialization modality, other exclusive Packages may relate to the Events of the Package awarded to it. Without prejudice to the foregoing, if Lega Serie A decides to commercialize, in addition to what is already envisaged by this ITT, only Broadcast on a delayed basis packages, it undertakes to establish an embargo of no less than 72 hours from the end of the Match.

8.2 Reserved rights

Lega Serie A grants on licence to the Licensee only the Audiovisual Rights exhaustively listed and specifically described in the Package (or, if applicable, in each Package) awarded to it for the creation of Audiovisual Products, which the Licensee is required to broadcast on its own Platform(s), through channels identified with its own marks, in the Territory, only in the Italian language, unless otherwise permitted, in strict compliance with the limits and procedures described in this ITT. The Licensee acknowledges that these limits and modalities are mandatory and therefore cannot be modified either by claimed practices or by interpretation and that any modifications must be recorded *ad substantiam* in a deed signed by Lega Serie A in order to be enforceable against it. Any derogation to the above shall be reserved to Lega Serie A's discretion and shall be subject to previous written agreement with Lega Serie A on the relevant legal and economic conditions thereof.

All rights that are not expressly listed in a Package (including, but not limited to, Closed Circuit rights, betting rights, rights to make Non Fungible Tokens and exploit Audiovisual Rights in the Metaverse, rights related to any data concerning the Events, the Competition, the Clubs and the players, including, again by way of example, metadata, data streams and statistics, any rights exercisable and otherwise related to technologies invented in future) are excluded from the subject-matter of this ITT and may be exercised directly and commercialized freely without limitation.

8.3 Reserved rights of the Clubs and of Lega Serie A

The Bidder's attention is specifically drawn to the rights reserved to Lega Serie A and to the Clubs, amongst others, as set out below. The rights are subject to, and must be considered taking into account, these reservations, with the Bidder hereby waiving any form of use that may limit or prejudice the use of those rights by Lega Serie A, the Clubs and their assignees. The Licensees acknowledge and accept for all purposes that the rights reserved to the Clubs and to Lega as set out in Annex 5 are a limitation to the licensed rights without the Licensee being entitled to any claims against Lega and/or the Clubs.

8.4 Lega Serie A's rights with regard to the programming of Events and the format of the Competition

Without prejudice to Clauses 2.3 and 2.4 in relation to the Match Slots of the Serie A Championship and notwithstanding any provision of this ITT, the Bidders expressly acknowledge and accept that the choice of dates, times, Slots and Rounds of all Events, as well as of the format of the Competition, belongs solely and unquestionably to Lega Serie A, and therefore they expressly acknowledge and accept that Lega Serie A reserves:

- (a) the right to amend the dates, times, Slots and Rounds of the Events indicated in this ITT, *inter alia*, when constrained by the requirements set out by regulations of Lega Serie A or of other national or international sport bodies or the commitments of the Italian national team and/or of the Clubs, or when requested to do so by, for example, the relevant public safety authorities, or in cases of

conflict with national holidays such as Easter or Christmas. Such amendment right by Lega Serie A shall include, amongst others, the right to (i) make changes to any Match's intended time of kick-off, communicating such change to the Licensees as early as possible; and (ii) replace the Saturday Slots of 3:00 p.m. C.E.T. and/or of 6:00 p.m. C.E.T. and/or the Sunday Slot of 6:00 p.m. C.E.T. with one or two Slots on Friday and/or a second Match on Monday, provided that they do not overlap; (iii) add, for some Rounds, a further Slot on Saturday to those usually set out;

- (b) the right, without prejudice to the provisions of Article 11.3.1. d) below, to make changes to the rules governing the participation (such as, by way of example and without limitation, the number of participating teams, the number of teams relegated from/promoted to the Serie A Championship to/from the Serie B Championship) and/or to the rules of conduct (such as, by way of example and without limitation, the format of the Competition) and, consequently, to the total number of Matches to be played.

In the event of any changes to the rules of conduct of the Competition once the rights have been assigned, Lega Serie A will establish objective, fair and non-discriminatory criteria for distributing in a reasonable and balanced manner the effects of such changes on the various awarded Packages.

Under no circumstances may the exercise of such rights by the Lega Serie A shall constitute grounds for (i) claims of any nature or kind by the Licensee or third parties against anyone, including but not limited to Lega Serie A, the FIGC or the Clubs, (ii) requests by the Licensee (or third parties) to modify the content of a Package, or (iii) requests by the Licensee or third parties to reduce the consideration payable by the Licensee or by third parties.

Lega Serie A reserves the right to change the name of the Competition during the Term.

8.5 Other exclusive and non-exclusive packages

Without prejudice to the procedure reserved for Independent Intermediaries, Lega Serie A reserves the right to offer to the market further packages on an exclusive and/or non-exclusive basis for the Territory and for the total and/or partial duration of the Football Seasons, which are indicatively described in Annex [6] and in Annex [7] of this ITT, without limiting the right of Lega Serie A to market in any form further rights, not included in the above-mentioned Annexes and thus, by way of example (i) to grant, where applicable, non-exclusive packages with associated rights and to make changes to such packages, (ii) to make changes to packages pending Licence Agreements, without prejudice to the primary Audiovisual Rights acquired at that time by those awarded Packages for the Territory, (iii) to convert from non-exclusive to exclusive rights, and vice versa, non-awarded rights or to combine non-exclusive rights with exclusive packages and vice versa, provided that this does not cause prejudice to Broadcasters that have already acquired rights at the outcome of the competitive procedures.

The start of the commercialization for the other exclusive packages and non-exclusive packages will be communicated on the institutional website of Lega Serie A. The non-exclusive packages will be awarded to all interested parties, for the respective Platforms, according to the procedures set forth in Clause 40 of the Guidelines.

8.6 Production and direct distribution by Lega Serie A

Upon the negative outcome of this procedure and of the procedure reserved to Independent Intermediaries, Lega Serie A, in accordance with the provisions of Clauses 17 and 45 of the Guidelines, may proceed, also with production and/or distribution and/or financial partners, to the creation, commercialization and distribution of the Lega Serie Channel. In this case, the provisions of Article 11(3) of the Decree do not apply. Even if the above mentioned production and distribution is not implemented, the following may still be used by Lega Serie A, in accordance with Article 13 of the Decree: (i) rights not exhaustively listed and specifically described in the awarded Packages and therefore excluded from this ITT as well as, as a mere example: (ii) Audiovisual Rights covered by the Packages for any reason not awarded at the outcome of a competitive procedure, (iii) Audiovisual Rights not exercised or for any other reason returned to the availability of Lega Serie A, (iv) Audiovisual Rights covered by non-exclusive packages and (v) Audiovisual Rights related to magazines and other similar editorial products produced by Lega Serie A.

9. AUDIOVISUAL PRODUCTION

9.1 Producer

The audiovisual production of the Events of the 2024/2025, 2025/2026, 2026/2027, 2027/2028 and 2028/2029 Football Seasons will be carried out by the Clubs or, for those of them that do not intend to carry out such production, by Lega Serie A, which may do so directly or through a technical filming service.

Lega Serie A will inform the Licensee(s), by 15 July of each Football Season, whether the Event Signal is produced by the Lega Serie A or by the Clubs for their respective home Events.

If the audiovisual production activities are delegated by the Clubs to a Licensee, the latter must act in compliance with the following provisions and must make available to Lega Serie A, at the place and in the manner indicated by the same, the Signal containing the images of the Event, not including any commercial signs and inclusive of any filming source, without any consideration or reimbursement of costs, for the purpose of distribution of the Signal to other rights holders, which remains exclusively reserved to Lega Serie A.

9.2 Production method

The production methods of each Event, in its Pre-Match, Match and Post-Match sections, including the minimum technical standards and the qualitative and editorial criteria to which each audiovisual production must adhere, are indicated in the annexes to the Guidelines, which Lega Serie A sets out and details in the Media Production Regulations and in the Editorial Guidelines. Lega Serie A undertakes to publish the Regulations and Editorial Guidelines on its official website before the start of the 2024/2025 Football Season. Lega Serie A reserves the right to update the Media Production Regulations and the Editorial Guidelines during the Term.

The Signal of all Serie A Events is produced in Ultra HD technique in the standards identified as A and B and this produces the signal in HD1080p50 to be supplied to Licensees that request it, subject to the payment of the price for accessing the Signal indicated in the price list found at Annex 2 of the Guidelines and attached hereto at Annex [8].

In particular, during each Football Season, 76 Events are produced, by way of example, according to Standard A and 304 Events according to Standard B, unless Lega Serie A itself decides to change the number of events for each standard after notifying the Licensees. For a maximum number of 20 Events for each Football Season, Lega Serie A may implement the A standard through the integration and positioning of additional filming systems suitable to enrich and improve the quality of the product also on the basis of technological innovations that become available during the Term.

Lega Serie A determines at its own discretion the production Standards to be matched to the individual Events.

Productions in new technological formats, such as, by way of example, HDR, 8K technology, may be created by Lega Serie A in parallel with, in replacement of or in addition to the main production and with the charge of the respective price for accessing the Signal to the Licensee of the Package which envisages the associated right to use such productions.

9.3 Signal Access

Lega Serie A ensures the Signal is made available to Licensees of the Packages.

For access to the aforementioned Signal, Lega Serie A charges to each Licensee the price indicated by the price list found at Annex 2 to the Guidelines and attached hereto at Annex 8.

The charge of the price for accessing the Signal created for high definition productions, such as 5K/8K, is made in addition to the price for accessing the Ultra HD Signal, as specified in the Annex 8.

The amounts corresponding to accesses to the Signal are invoiced to the Licensee on a monthly basis in relation to the Events held during each month and must be paid by the latter by the end of the following month.

The price for accessing the Signal is payable by the Licensee for each Event (depending on whether it is a Live Broadcast, a Broadcast on a delayed basis Event, a Broadcast on a repeat basis or Condensed Match or for Highlights) and for each of the Platforms and types of use covered by the Package awarded to it, regardless of the actual use of the Signal.

If an Event is postponed and subsequently rescheduled or interrupted and subsequently completed at another date or time, the Licensee is required to pay 75% of the price for accessing the Signal of the postponed or interrupted Event and the full price for accessing the Signal of the subsequently rescheduled or completed Event. The aforementioned payment of 75% of the price of the Signal is not due in the sole case that the postponement of the Event is declared in advance such that pre-production activities (e.g. movement of production equipment) are not started, as well as if the postponement and/or interruption of the Event is due to force majeure.

9.4 Integrations

The description of each Package set out in the Annexes to this ITT includes the conditions under which the Licensee of such Package is allowed to benefit from any unilateral productions integrating the Signal.

Each Licensee will be charged the costs for technical services as set out in the price list indicated in Annex 2 to the Guidelines and attached hereto at Annex 9.

The amounts corresponding to the technical services are invoiced to the Licensee on a monthly basis in relation to the services made available during each month and must be paid by the latter by the end of the following month.

10. PAYMENT AND FINANCIAL GUARANTEES

10.1 Payments

10.1.1 The Licensee must pay to Lega Serie A and/or to the Clubs associated with it, as will be indicated from time to time by Lega Serie A, the consideration relating to the 2024/2025 Football Season on the following due dates:

- (i) an advance of 10% (ten per cent) of the consideration for the first Football Season, within 15 (fifteen) working days from the award of the Package;
- (ii) as to 90% (ninety per cent) of the consideration for the first Football Season, in 6 (six) equal and constant two-monthly instalments in advance and, respectively, due on 1 July 2024, 1 September 2024, 1 November 2024, 2 January 2025, 1 March 2025 and 1 May 2025.

10.1.2 The Licensee must pay to Lega Serie A and/or to the associated Clubs, as will be indicated from time to time by Lega Serie A, the consideration for each subsequent Football Season in 6 (six) equal and constant two-monthly instalments in advance and, respectively, due on 1 July, 1 September, 1 November, 2 January, 1 March and 1 May of each Football Season.

10.1.3 Payments are deemed effective and shall release a Licensee from its applicable payment obligation solely and exclusively (i) if made by bank transfer, with value date on the due date, to the current account in the name of “Lega Nazionale Professionisti Serie A”, IBAN IT 49 B 03239 01600 100000010221 or to the different current account communicated in writing by Lega Serie A in the manner established by the regulations in force on electronic invoicing or (ii) if made by bank transfer, with value date on the due date, to the current accounts in the name of the associated Clubs, as will be indicated from time to time by Lega Serie A. The receipt of the bank transfer itself constitutes receipt of payment.

10.1.4 Any consideration or other amount payable by the Licensee is always indicated net of VAT, any applicable withholding or tax and any other charges, expenses or costs, including bank charges.

10.2 Guarantees

10.2.1 The payment of the consideration must be guaranteed by a first-demand bank guarantee issued by alternatively:

- (i) an Italian bank which, at the time the guarantee is issued, is assigned a long-term credit rating, by at least one ECAI (*external credit assessment institution*) rating agency accepted by the Eurosystem, of no lower than BBB- or equivalent;

(ii) an Italian bank which, at the time the guarantee is issued, is part of a banking group whose parent company is established in the European Union, provided that such parent company is assigned a long-term credit rating, by at least one ECAI (*external credit assessment institution*) rating agency accepted by the Eurosystem, of no lower than BBB- or equivalent;

in relation to the consideration due for each Football Season, VAT included, in accordance with the standard guarantee text reproduced in Annex [13].

10.2.2 If a company exercising, in accordance with Article 2359 of the Italian Civil Code, even indirect control over the Licensee is endowed with assets (shareholders' equity as recorded by the latest filed financial statements or the latest consolidated financial statements, which in either case must be certified by an independent auditing firm, as defined in Article 1 of Italian Legislative Decree no. 39 of 27 January 2010, of primary standing) in excess of the annual consideration envisaged in the licence, VAT included, the Licensee may submit, as an alternative to the bank guarantee, a first-demand guarantee issued by such parent company in relation to the consideration due for each Football Season, VAT included, again in accordance with the text reproduced in Annex [13]. The guarantee is not due only in the event that the Licensee has assets (shareholders' equity as recorded in the latest filed financial statements or the latest consolidated financial statements, which in either case must be certified by a primary auditing firm, as defined in Article 1 of Italian Legislative Decree no. 39 of 27 January 2010, of primary standing) in excess of the annual consideration envisaged by the licence, VAT included, and maintains such assets throughout the entire licence period.

The Licensee must deliver to Lega Serie A a complete copy of the financial statements, either its own or those of the parent company, as well as the consolidated financial statements if one of these companies is obliged to prepare them, within 30 days of each annual approval and certification.

10.2.3 The guarantee due in accordance with the above paragraphs must be delivered to Lega Serie A within 21 (twenty-one) working days of the award. In the event of failure to deliver the guarantee by the aforementioned deadline, Lega Serie A may exercise the option envisaged by Clause 12.2 below with the consequences indicated therein.

10.2.4 The Licensee is obliged to notify Lega Serie A immediately of any change in its own assets or those of its parent company, as envisaged in Clause 10.2.2 above, as a consequence of which such assets fall below the amount of the annual consideration and undertakes to (i) promptly restore, no later than 60 (sixty) days from the occurrence of the event, the required assets and to give communication thereof to Lega Serie A, together with the appropriate documentation to prove such restoration; (ii) alternatively, again within 60 (sixty) days from the occurrence of the event, deliver to Lega Serie A a first-demand bank guarantee issued by a primary credit institution, in line with the characteristics indicated in Article 10.2.2, in relation to the consideration due for each Football Season, in accordance with the standard guarantee form reproduced in Annex 13.

10.3 Interest – Solve et repete

- 10.3.1 A delay of even just one day in the payment of the consideration as well as the technical costs of accessing the Signal with respect to the due date will entail the accrual in favour of Lega Serie A of legal default interest, without any need for prior communication and/or formal notice, to be calculated in accordance with Article 5 of Italian Legislative Decree no. 231/2002, as amended by Article 1(1)(e) of Italian Legislative Decree no. 192/2012. Lega Serie A's right to default interest under this Clause is without prejudice to its right to termination for breach wherever envisaged in this ITT, as well as its right to pursue any remedy established by law.
- 10.3.2 The payment of the consideration as well as of the technical costs for accessing the Signal may not be suspended or delayed by any claims or objections of the Licensee for whatever reason and even if they are disputed in court. If the Licensee suspends payment for any reason whatsoever, Lega Serie A may legitimately suspend the performance of this Agreement, even beyond the circumstances indicated by Articles 1453 et seq. of the Italian Civil Code.

11. LICENCE TERMS

11.1 Licence Agreement

Without prejudice to the provisions of Clause 16, the Licence Agreement is concluded, immediately effective and in full force and effect between Lega Serie A and the Bidder upon receipt by the Bidder of the notice envisaged by Clause 7.1.1.

The contractual conditions of this Clause 11 are incorporated, as conditions of validity, in each Bid submitted by a Broadcaster within the context of the procedure.

The Licensee operates in the market under its sole responsibility, excluding any liability in this respect, directly or indirectly, of Lega Serie A, the Clubs and their assignees.

Nothing may be ascribed to Lega Serie A, the Clubs and/or their assignees in relation to the activity performed by the Licensee with reference to the subject matter of the Licence Agreement; accordingly, the Licensee expressly undertakes to indemnify, hold harmless and defend Lega Serie A, its assignees and the Clubs in relation to any and all claims that may be made against them by third parties as a result of such activity.

Lega Serie A may request that the agreement be formalised in a specific and separate document merely recognising the conditions of the licence.

11.2 Licensee's Obligations

11.2.1 Obligations to comply with rules and regulations

The Licensee undertakes to operate, in using the Audiovisual Rights and anything else that forms the subject of the Licence Agreement, in strict compliance with national and international regulations applicable thereto, in particular:

- a) the Decree, the Guidelines, the ITT, the Media Production Regulations, the Regulations on Interviews and Entry to Stadia, the Editorial Guidelines and all other regulations or

communications issued by or being issued by Lega Serie A with reference to the Audiovisual Rights;

- b) the legislation and any other binding and applicable administrative and sports regulations, including the Media and Sport Code of 25 July 2007 and any additions and amendments thereto, the regulations containing rules on relationships between football clubs and the media, and all provisions aimed at repressing unsportsmanlike conduct linked to the world of gaming and betting, as well as any other regulations and decisions of any nature issued by the Authorities or State Bodies, national sports bodies (Lega Serie A, Italian Football Federation, CONI) and/or international bodies (UEFA and FIFA);
- c) the reasonable instructions that Lega Serie A, as Competition organiser, reserves the right to issue in order to protect the image and national and international standing of the Competition also in relation to the indications of the sporting and non-sporting Authorities or to safeguard the safety of the venues, the regular conduct of the Competition and the rights of other legitimate claimants and the interests of the Users;

without the contents of points (a), (b) and (c) above in any case constituting grounds for claims for damages or revision of the contents of the Packages or reduction of the Licence consideration, by the Licensee, against Lega Serie A or the Clubs.

11.2.2 Obligations to include acronyms and graphics

The Licensee of each Package is obliged to

- a) insert, both at the start and end of each half of each Match of the Competition, and at the start and end of all broadcasts relating to the Competition, a Lega Serie A sponsored theme song, lasting approximately 15 seconds, containing the logo, images and other material of the Title Sponsor of the Competition. Lega Serie A reserves the right to modify all or part of this sponsorship logo even during each Football Season, also giving rise to different versions of this sponsorship logo, which it will provide to the Licensees well in advance of the broadcasting date; and
- b) include the Competition Logo in the graphics presenting the results, rankings and reports on the Matches of the Competition in sports broadcasts;
- c) include in the broadcasts of Events, the optical 'page turn' effect preceding and following the airing of replays ("wipe") bearing the Competition Logo;
- d) broadcast or allow to be broadcast the Audiovisual Products and any image referring to the Events with the official information graphics created by Lega Serie A and included in the Signal, including the nominal or figurative mark of the Data Sponsor, the Time Keeper sponsor and the Technology Partners. The Licensee is not permitted to create its own graphics and to superimpose them on the images of the Events, or to delete or modify the official graphics provided by Lega Serie A in conjunction with this Signal.

Lega Serie A will provide to the Licensee, sufficiently in advance of the start of the Competition and, in any case, no later than seven days prior to the latter date, the media containing the material for the insertions referred to in the preceding Clauses of this paragraph (by way of example, acronyms, logos, "wipe" graphics or other graphics), reserving the right to modify them during the course of the Competition.

Under no circumstances is the Licensee permitted to remove, cover or alter acronyms, logos, graphics.

11.2.3 Editorial Obligations

Without prejudice, *inter alia*, to the provisions of the following points of this Clause, Lega Serie A recognises the freedom of editorial and entrepreneurial self-determination of the Licensee in the production of the Audiovisual Products, provided that this occurs within the limits and under the conditions of the Licence Agreement, in respect of the image, prestige and identity of Lega Serie A, of the Clubs, of the other entities of the sports system and of the value of the football product as well as in compliance with the Media Production Regulations, Regulations on Interviews and Access to Stadia and the Editorial Guidelines that are issued from time to time by Lega Serie A and provided that the use of the recordings is not prejudiced in any way.

The Licensee may exercise this right only where the awarded Package involves the right to make additions, with the widest freedom of choice of the director, but without altering and/or penalising the arrangement and viewing of advertising hoardings on the sidelines and in the areas used for Interviews, with spoken commentary that must be, within the framework of the free activity of sports criticism and in compliance with the Media and Sport Code of 25 July 2007 and any additions and amendments thereto, impartial and non-discriminatory or damaging to the image of Lega Serie A and the Clubs or other sports bodies.

11.2.4 Advertising Obligations

Within the scope of the editorial freedom defined above, the Licensee will be entitled to insert advertising spaces during the advertising breaks of the broadcasts of the Audiovisual Products and to combine the Audiovisual Products with advertising initiatives (sponsorship, coupling, insertion of flash advertising, overlays and/or insertions, such as, for example, in "split screen", "L bar", "squeeze spot" modes in those cases only during natural breaks in the game and during half-time) and promotional initiatives (quizzes, prize contests) permitted by the regulations in force and within the limits of and in compliance with the rules governing advertising provided that the same do not involve any use of images of players or logos and other distinctive signs of Lega Serie A or the Clubs, subject to the following prohibitions in communications to the public of the Events:

- not to allow sponsorship by parties whose products or services are in competition with the products or services of the Official Sponsors of the Competition or of Lega Serie A, such as the Title sponsor, the Time Keeper sponsor, the Data sponsor, the Official Ball Partner, the Technology partners and the Official Awards partners of Lega Serie A. To that end, the Licensee is obliged to consult with Lega Serie A, by 31 May of each year for the following Football Season, to obtain the full list of product categories that are not available and to

ensure that there is no overlap with the category of products or services of its own potential sponsor;

- not insert graphics, sounds or other messages that could give Users the impression that such insertions are a real part of the Events themselves (“virtual advertising”), without prejudice in any case to the provisions of Article 15.7 below;
- not carry out, under any circumstances and in any form whatsoever, interactive services, meaning any on-screen invitation to action, including, without limitation, (i) overlays, (ii) buttons, (iii) QR codes, (iv) pop-ups, and (v) squeeze backs, which offer the viewer the possibility of carrying out one of the following operations: invitations to play (whether free games, fantasy games, predictions, polls, feedback and opinions, and ratings), invitations to bet, invitations to view ads (whether publicity-based or not), to view and navigate through information and statistics; (viii) participate in and view multi-user chats; participate in “watch parties”; and to purchase products and services on a (first or second) video screen associated with the Competition. For the purposes of this Clause, purchase of products and services may include, without limitation, the categories of (A) betting, (B) food, (C) clothing, (D) merchandise, (E) ticketing services and (F) web3. Any derogation to the above shall be reserved to Lega Serie A’s discretion and shall be subject to previous written agreement with Lega Serie A on the legal and economic conditions thereof;
- not, under any circumstances and in any form whatsoever, interact with sports betting activities or display activities or results of activities related to such sports betting;
- not include forms of misleading advertising or engage in unfair practices of any other nature as governed in full by Articles 18 et seq. of Italian Legislative Decree no. 206 of 6 September 2005 (“Italian Consumer Code”);
- not carry out product placement initiatives without the prior approval of Lega Serie A.

Communications to the public of prize contests (“Prize Contests”) as referred to in the previous paragraph may only be made in the Pre-Match, half-time and/or Post-Match periods. The Licensee will grant a right of first refusal to the Official Sponsors for a period of 15 (fifteen) working days. After this period, the Licensee may offer third parties other than the Official Sponsors the right to promote such Prize Contests, subject to the following prohibitions:

- to associate the offer and/or promotion of products and/or services that fall within the same product category as the Official Sponsors;
- to associate with Lega Serie or the Competition, whereby it is understood that third parties may only associate with the Licensee;
- the Prize Contests must not create the impression that third parties, who have been granted the right to promote the Prize Contest, are Official Sponsors or partners of the Competition; and

- in the event that a Prize Contest is not promoted by an Official Sponsor, the Licensee may not use any mark, design element or reference of Lega Serie A and/or the Competition.

11.2.5 Other obligations of the Licensee

The Licensee is also obliged to:

- impose on Users the prohibition on using it for the performance, even indirectly, of activities other than the mere viewing of images of Events autonomously or in conjunction with other rights;
- in the exercise of Audiovisual Rights:
 - ensure that the signal encryption systems distributed to Users have a high level of security and inviolability which effectively and exclusively allow access to the images only after individual authorisation to Users and within the Territory, also implementing systems to verify the residence of Users accessing the Audiovisual Products so as to prevent access by non-residents in the Territory;
 - provide the service to the public as a paid service and not to offer it, even on a promotional basis, using adjectives such as “free”, “gratis”, “gift” and similar, except for the possibility of so-called “try and buy” initiatives with a limited duration and in any case such as to maintain the nature of a paid offer, subject to the approval of Lega Serie A;
 - without prejudice to their autonomy in determining their own pricing policies, ensure that, for the Live Broadcast viewing of the Events, Users - regardless of the content/method of the offer provided to them - are always required to pay an adequate fee, consistent with those of similar “premium” contents or similar services and such as not to debase or jeopardise the Audiovisual Products, with a view to safeguarding their value and reputation;
- not perform or permit any act or exploitation that may prejudice the use of the Audiovisual Rights acquired by third parties;
- respect, within reasonable limits, the conditions that Lega Serie A reserves the right to establish in order to ensure coordination and resolve any conflicts between the use of its own Audiovisual Rights of secondary nature or of its own associated rights and the exploitation, by other Broadcasters, of Audiovisual Rights of primary nature or of another nature acquired by the latter;
- not to broadcast on a delayed basis images of Events during the Match slots indicated in Clause 2.4 and in any case while other Events are in progress;
- ensure, by means of the most advanced technical systems and the most evolved technological and transmission tools, both present and future, in line with the applicable legislation (hereinafter known as “**Technical Measures**”), that its broadcasts are not in any form or for any reason receivable or otherwise usable outside the Territory. To this end, the Licensee undertakes to use its best endeavours to implement any measure necessary or requested by Lega Serie A to prevent the Signal from going beyond the Territory. By virtue thereof:

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- if it is authorised to broadcast via Satellite Platform, the Licensee must apply the necessary Technical Measures in order to prevent access by persons outside the Territory, such as, but not limited to, encrypting its satellite signal. Notwithstanding the foregoing, it is hereby acknowledged that the Licensee may not prevent the use of its own signal decoding devices, in order to access the audiovisual services provided by the Licensee, by Users located in other countries of the European Union or EEA countries. However, the Licensee expressly undertakes not to promote in any way, directly or indirectly, or to advertise in any form the sale of its decoding devices and audiovisual broadcasts outside the Territory;
- in the case of broadcasts via Digital Terrestrial Platform, the Licensee must prevent broadcasts outside the Territory with the sole exception of the technical and involuntary overflow of the Signal in areas neighbouring the State border;
- in the case of broadcasts via Internet Platform, the Licensee must ensure that the same are limited to the Territory using the Technical Measures necessary to guarantee the protection of the images, such as, by way of example, DRM (digital rights management) and geo-blocking systems, and that they are carried out exclusively in streaming mode (data flow), with no possibility of downloading (storage of the images on Users' media) and preventing Users from sharing the images in file sharing mode or other sharing system;
- in the case of broadcasts via the Internet Platform, through Over the Top (OTT) services, the Licensee must guarantee the use of Technical Measures and the most advanced protection systems in accordance with the highest current and future market standards aimed at preventing the use of methods and/or instruments for circumventing the territorial limitations related to the reception and use of the signal ("**Protection Systems**") such as, by way of example but without limitation, the irregular use of VPNs, *DNS proxies*, *public proxies*, *hosting centres* or *Tor output nodes*, in order to maintain control over the ownership and use of the access keys to its own platform

- g) not broadcast the Events with audio commentary in languages other than Italian, unless otherwise permitted in the Package;
- h) deliver to Lega Serie A, within 24 hours of the request, the recording of the broadcasts made by it, on a suitable technical medium established by Lega Serie A at no cost, including technical costs, to the latter;
- i) acknowledge that, pursuant to the applicable legislation and in particular Article 4(6), it does not hold any rights over the images and image recordings relating to the Events. In this sense, the Licensee expressly waives any claims whatsoever in relation to those images and recordings and acknowledges that, except for what is strictly necessary for the execution of the licence and within the limits set forth therein, it does not have and shall not claim any right, whether immaterial or material, over the images and recordings of any images of the Events, which may be marketed only by Lega Serie A and, within the limits of their remit, by the Clubs, with the sole exclusion of the journalistic commentary, which remains the property of the Licensee and which Lega Serie A is, however, entitled to use without charge, for non-commercial purposes, on a non-exclusive basis and subject to prior

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communication to the Licensee. The Licensee must hand over all footage in its possession, including footage shot and not broadcast, to Lega Serie A or to the entities indicated by the latter. The Licensee acknowledges that the licence consideration is defined taking into account the transfer of the aforementioned rights and delivery costs;

- j) provide to Lega Serie A, by the 15th day of the month after the month to which the data refers (with the exception of data on the schedule, audience, *reach* and *share* which will be provided on a weekly basis together with the delayed basis audience data for each Match broadcast without prejudice to the provisions of Clause 4.1, fifth sentence), information relating to the number of subscribers, specifying the commercial package/pass and/or service to which they refer (residential and/or commercial users), penetration in the market of reference, as well as for digital Platforms data on *unique users*, *video views* and minutes consumed along with the main data relating to social media interactions concerning the use of the Audiovisual Rights and any other information obtained by the Licensee functional to the purposes indicated here, such as market analyses, customer satisfaction analyses in relation to programmes and/or features in which Audiovisual Products are inserted and profiling analyses of Users. The aforesaid deadlines are mandatory and therefore, in the event of a delay in submission, a penalty of Euro 1,000.00 (one thousand) will be due for each day of delay after seven days from the dispatch of specific notice to comply.

Lega Serie A is entitled to use such data i) for the purpose of processing its own statistics, market analyses and/or for other internal purposes; ii) for press releases using aggregate data and not individual data for each Broadcaster; iii) to communicate such data, in a confidential manner, to its sponsors, to the Clubs and to their sponsors, iv) to support commercial initiatives such as finding sponsors and future offers of audiovisual rights to the market and v) for institutional purposes. The Licensee acknowledges and accepts that Lega Serie A may also make use of the information and data provided for by this Clause for judicial purposes, including anti-piracy initiatives, employing, if applicable, appropriate protection measures with regard to confidential information against third parties' access.

- k) provide to Lega Serie A, in a manner compliant with antitrust regulations, periodic updates (on a monthly basis) on the price lists of the packages and/or services marketed to Users concerning the Audiovisual Products.
- l) exercise the rights without prejudicing in any way the image, prestige and identity of Lega Serie A, the Clubs, the other entities of the sports system, the value of the football product and the sport of football in general, taking into account and complying with the directives of the sports bodies, both national and international;
- m) carry out continuously and for the entire Term any possible anti-piracy activities to protect the distributed product by way of:
 - (i) Technical Measures and Protection Systems to protect the Signal made available. By way of example but without limitation to:

- equip the Signal with a watermarking system through which to attribute to the distributed product unique characteristics that can be traced back both to the content and to the specific user;
- use finger printing techniques that make the signal immediately and unambiguously identifiable;
- use appropriate image recognition techniques through the provision of a unique identification code assigned to each user of the content;
- implement the layout of the images in order to ensure the applicability of Machine Learning tools aimed at recognising the original images and content of Lega Serie A;
- set up systems to prevent the recording of Audiovisual Products by means of specific screen recording software.

(ii) activities in judicial and/or administrative proceedings, also by joining *ad adiuvandum* all legal actions brought by Lega Serie A, which will in any case be responsible for the management and coordination of the same;

(iii) mass communication campaigns launched in coordination with Lega and aimed at informing and raising public awareness of the unlawfulness and criminal consequences of unlawful viewing of Matches; and

(iv) collection and sharing with Lega Serie A of any information available on pirate sites and on users who use them in order to create synergies with the monitoring carried out by Lega Serie A and any other activity that is permitted by rules and regulations, providing the utmost prompt cooperation to the competent Authorities.

With reference to the measures indicated in the Clauses and points above, Lega Serie A reserves the right to carry out, at its own discretion, constant monitoring activities on the Licensee in order to verify the integrity of the Platform on which the Audiovisual Products are broadcast. This verification will be carried out directly by Lega or by a third-party provider appointed by Lega.

- n) not alter in any way the Audiovisual Products as provided by Lega (e.g. by making cuts or obscuring the logos included in the Signal), except for the sole right to integrate, where authorised, those products;
- o) provide any reasonable cooperation with regard to the promotion of Lega Serie A's corporate social responsibility initiatives or activities;
- p) upon request from Lega Serie A, provide, in case of entity operating on the Internet Platform through Over the Top services, updates to the technical report under clause 4.1 penultimate point.

11.3 Lega Serie A's Obligations

11.3.1 Lega Serie A, in compliance with the regulations in force and the contents of this ITT, and without prejudice, in particular, to Clauses 8.3 and 8.4, is required:

- a) to provide to the Licensee full availability of the Audiovisual Rights covered by the Package awarded to the Licensee;
- b) not to license to third parties the Audiovisual Rights licensed exclusively to the Licensee, subject in any case to the provisions of Clause 8 above;
- c) to continue in the legal anti-piracy activity both in the forms implemented to date and with new strategies and dynamics of actions in the courts due to the changing illegal phenomena and as permitted by the applicable legislation during the Term;
- d) not to suggest to the F.I.G.C. the modification of the rules of conduct and/or participation in the Competition in a manner that significantly deteriorates the provisions of this ITT, it being understood that a change in the rules of participation in the Serie A Championship with the participation of 18 Clubs shall not be considered as "significantly deteriorating";
- e) to ensure that third parties who exercise the right of reporting within the limits and in the manner laid down in the applicable Regulations, exercise that right within the limits envisaged by the aforementioned Regulations;
- f) to respect, and to ensure that the Clubs respect, at all stadia where the Events are played, the minimum criteria for maintaining the turf, for lighting the stadia, for displaying signs on the sidelines and for carrying out Interviews, as laid down by the Media Production Regulations.

11.4 Associated rights

11.4.1 Lega Serie A provides the Licensee with access to the Event Signal in the forms envisaged by the Media Production Regulations. No liability may in any case be ascribed to Lega Serie A and the Clubs, and no reduction of the consideration or of the price for accessing the Signal may be invoked for any reason by the Licensee or its assignees, in the event of interruptions or malfunctions of the Signal due to force majeure or to causes not attributable to the wilful misconduct or gross negligence of Lega Serie A or the Clubs and their assignees.

11.4.2 Lega Serie A provides to the Licensee, subject to availability at the stadium where the Event is played, the spaces granted to it in the Media Production Regulations, with costs and responsibilities borne by the Licensee.

11.4.3 If a Main Package and/or an Optional Package includes the right to conduct and broadcast Interviews, the Licensee may exercise that right in the Territory within the limits and under the conditions indicated in the awarded Package, in accordance with the Media Production Regulations, the Regulations on Interviews and Access to Stadia and the regulations containing rules on relationships between Clubs and the media. The conduct and broadcasting of Interviews are in any case limited: (i) by the availability of the parties concerned, without prejudice to the commitment of each Club to

ensure that its most representative and best performing players in the Event, as well as its coach, participate in the Interviews in accordance with the procedures established by the applicable regulations of Lega Serie A; and (ii) by the need to maintain the confidentiality of the game tactics and the protection of privacy required by the circumstances or by the players;

12. TERM AND EARLY TERMINATION OF THE LICENCE

- 12.1 Lega Serie A offers to Bidders the possibility to submit Bids for three (3), four (4) or five (5) Football Seasons, starting from the 2024/2025 Football Season, without prejudice to the previsions related to combination 3 and combination 4 of the Commercialization by Product Modality. The Licence Agreement, which runs from the day of award of each Package, is therefore effective for the Football Seasons indicated in the Package itself and ends on 30 June of the last Football Season indicated therein.
- 12.2 Without prejudice to the provisions of Article 1454 of the Italian Civil Code, Lega Serie A is entitled to terminate the Licence Agreement at any time, pursuant to Article 1456 of the Italian Civil Code, upon prior written notice to the Licensee, in the event of the Licensee failing to comply with the provisions contained in the following Clauses: 10.1.1, 10.1.2, 10.1.3, 10.2.1, 10.2.2, 10.2.3, 11.2.1, 11.2.4, 11.2.5 let. b), c), f), g), j), m), n), 13, 15.3, 20 and in the event of serious breaches of the procedures permitted in this ITT and in the Regulations on Interviews and Access to Stadia. The Licence Agreement is terminated seven days after receipt of such written notice. In the event of termination, Lega Serie A is entitled, as a penalty, to double the amount corresponding to the loss of profit of Lega Serie A, without prejudice to any greater damages, whereby loss of profit means the amount equal to the difference between the total consideration and the overall price for accessing the Signal payable by the Licensee under the Licence Agreement for its entire duration and the sums that Lega Serie A has collected from the Licensee and/or are payable by a third party on the basis of a licence for the Audiovisual Rights revoked from the Licensee and re-assigned to such third party, if that licence is concluded with the third party after the termination of the Licence Agreement with the Licensee. Lega also has the right to terminate the Licence Agreement at any time if the Licensee enters into a state of insolvency or liquidation proceedings during the Term.
- 12.3 The Licensee indemnifies and holds harmless Lega Serie A, the Clubs and their assignees from any claim, made by anyone, deriving from its failure to comply with the provisions of this ITT and the License Agreement.
- 12.4 In the case of Packages that have returned to the availability of Lega Serie A following the termination of License Agreements or for any other reason, Lega Serie A reserves the right to proceed, also in order to protect consumer interests in the continued enjoyment of Events, in one of the ways indicated below or in both ways for the same Packages (i) activate from the outset a new competitive

procedure through an invitation to tender or, where there are reasons of urgency, through private negotiations, reserving in both cases the right to make changes to the Packages; (ii) use the Audiovisual Rights through its own thematic channel or its own or third party distribution platform, determining at its own discretion the relevant timing if Lega Serie A considers it more advantageous or preferable for reasons of urgency or due to the market situation.

12.5 Upon the early termination for any reason of the Licence Agreement or its expiry, each and all of the Audiovisual Rights granted to the Licensee will revert to the full availability of Lega Serie A and the Clubs. As a consequence, any and all subsequent exploitation by the Licensee is prohibited.

13. USE OF MARKS

In order to create the opening and closing credits of its broadcasts of Events or to produce promotional material, in the form of television promos and/or printed and/or electronic material, of the Audiovisual Products and their broadcasting on the Licensee's Platforms and/or in collaboration with third party Audiovisual Platforms used by the Licensee to exercise its right of Retransmission, the Licensee is permitted, during each Football Season of the Term, to use filmed images of the Events of the current Football Season and where available, with the prior authorisation of the Clubs and/or players, the image of one or more players of each Club provided that they are portrayed in a context evoking the team to which they belong, engaged in the Competition and/or Events, and of the company name, figurative logo or other official distinctive signs of Lega Serie A and of the Clubs, in an exclusively and strictly descriptive function and therefore only when strictly necessary to identify the Licensee's activity of broadcasting the Audiovisual Products. It is therefore expressly and strictly prohibited to use the images of the Events and/or the players (where available) and the corporate names, figurative logos, colours or other distinctive signs of Lega Serie A and the Clubs for any other purpose, and therefore, by way of example, in conjunction with, in association with and/or for the purpose of promoting any other product or service. The aforementioned uses, which are the only ones that are permitted, do not result in the acquisition of any rights by the Licensee. All promotional material created pursuant to this paragraph must be submitted by the Licensee to Lega Serie A and the Clubs for their prior approval, to the extent of their remit, at least fifteen (15) working days prior to their first publication or communication, together with information regarding the broadcasting date of the promo and/or publication of the promotional material, the Platforms, the distribution channels and any promotional partners (e.g. newspapers, magazines, radio channels etc.).

In the event of promotional activities or advertising campaigns carried out independently by third-party Audiovisual Platforms used by the Licensee to exercise the right of Retransmission, it is prohibited for such third-party Audiovisual Platforms to

- use any images of the Competition or any other material supplied to the Licensee by Lega Serie A in connection with this ITT; and
- offer and/or promote products or services related to the Competition.

The Licensee acknowledges and accepts that Lega Serie A may withhold its approval of any proposed promotional activity if the promotional partner is, in Lega Serie A's opinion

- a. a competitor of another Licensee; or

- b. a competitor of an Official Sponsor.

Further guidelines and instructions for the aforementioned use of the marks, logos, emblems, graphics solutions, hymn/signature tune of the Lega Serie A and of the Clubs, as well as other similar types of intellectual property, are set out in dedicated guidelines for the use of logos and marks to be issued by Lega Serie A and/or by Clubs.

Lega or the Clubs (as the case may be) remain the full and exclusive owners of all marks, logos and other intellectual property rights.

14. TERRITORIAL PROTECTION

- 14.1 Lega Serie A includes in the invitations to submit bids concerning Audiovisual Rights to be exercised outside the Territory Clauses containing the commitment of its foreign licensees, in line with both national and supranational applicable regulations, to avoid broadcasts in the Territory of the programmes intended for viewing in the foreign territory and thus, specifically:
 - a) for broadcasts by Satellite Platform, the prohibition of broadcasts via Free Broadcast, or in any case in uncoded form, by any satellite whose footprint includes, even partially, the Territory;
 - b) for broadcasts by Digital Terrestrial Platform, the prohibition of Free Broadcast transmissions in Italian Switzerland, in the region of Capo d'Istria, in the Principality of Monaco and in the countries of Albania and Malta, that originated in those territories or that can be received there;
 - c) for broadcasts by Internet Platform, Wireless Platform for Mobile Networks and IPTV Platform, the prohibition of broadcasts that are not reserved for the licensed territory's authorised Users only.
- 14.2 Possible exceptions, which the Licensee further acknowledges and declares to accept, are those constituted by the incidental, unavoidable and unintentional overflow of transmissions via Free Broadcast or those envisaged by laws or regulations that cannot be derogated, such as, by way of example, laws that permit (i) the free movement of devices (such as decoders) necessary for the reception and viewing of encrypted broadcasts and (ii) access to and use of online content via portable devices by subscribers to those contents that are temporarily outside their territory of residence (as may be the case within EEA member countries). The Licensee is aware that absolute territorial protection cannot be guaranteed.
- 14.3 The risk of any negative consequence that the effects of the Judgment of the Court of Justice of 4 October 2011 (Joined Cases C-403/08 and C-429/08), as well as other similar rulings of any court or other applicable legislation, may have on the distribution and value of the Audiovisual Products, particularly if it is claimed that the remuneration envisaged by the Bid was determined on the basis of absolute territorial protection, is entirely and exclusively borne by each Licensee. Neither the Bidders nor the Licensee will be entitled to any claim, action or proceeding in respect of the aforementioned negative consequences, and they will not be entitled to any reduction or refund of the considerations.

15. GENERAL PROVISIONS CONCERNING THE LICENCE

15.1 If, during the Term, the Licensee does not intend to or cannot exercise the Audiovisual Rights that make up the Package awarded to it in relation to one or more Events, it must notify Lega Serie A at least 15 (fifteen) days prior to the date of the relevant Event(s). In the aforementioned case, as well as in the event that Lega Serie A is reasonably and reliably informed and has subsequently ascertained that the Licensee will not exercise the Audiovisual Rights relating to the Event or if there are objectively verified reasons why the Audiovisual Rights are not exercised by the Licensee, Lega Serie A will award those Audiovisual Rights by private negotiation to other Broadcasters or exercise them through its own thematic channel or distribution platform or that of third parties. Those Audiovisual Rights will also be offered to local broadcasters who may exercise them within the limits and in the manner set forth in Clause 43 of the Guidelines. The Licence Agreement remains in this case unchanged in its provisions and the consideration and the price for accessing the Signal are in any case due to Lega Serie A, also pursuant to Article 1382 of the Italian Civil Code, and may not be reduced or otherwise modified in any way. The Audiovisual Rights are deemed to be exercised when the Event is broadcast, even partially, by way of Live Broadcast or on a delayed basis via at least one of the Audiovisual Platforms indicated in the Package to which the Audiovisual Rights relate.

15.2 The consideration and the technical costs for accessing the Signal may not be reduced or otherwise modified in any way if the Licensee cannot exercise any of the Audiovisual Rights or cannot use all or part of the Signal for any reason other than a breach by Lega Serie A and provided that the breach determines the absolute impossibility for the Licensee to exercise the Rights contained in the awarded Package.

15.3 The licence is granted with the express exclusion of any form and/or possibility for the Licensee to allow third parties, by means of sub-concessions, sub-licences or other deals having similar effects, to exploit in whole or in part, for any reason whatsoever, the Events, the Audiovisual Products and the Competition.

15.4 The Licensee hereby expresses its consent to Lega Serie A transferring, for any reason and at any time, the Licence Agreement to another association or entity that takes over in the commercialization of the Audiovisual Rights and is recognised by the Italian football regulations in the forms envisaged by the same, on the condition that the transferee guarantees to the Licensee the continuation of the relationship under the same terms and conditions as the Licence Agreement. The Licensee also accepts and authorises Lega Serie A to transfer the Licence Agreement to any of its subsidiaries, including jointly with third parties, or controlling or jointly controlled companies. The transfer is finalised upon receipt by the Licensee of a written communication from Lega Serie A, signed by the transferee confirming its obligation to comply with the terms and conditions of the Licence Agreement. The transfer concluded in the forms described above releases Lega Serie A from its obligations towards the Licensee.

15.5 The Audiovisual Rights covered by each Package allow the Licensee to reproduce the Events at stores and/or at events, exhibitions and fairs, for the time strictly useful and necessary to promote the sale of the Audiovisual Products and exclusively for that purpose.

- 15.6 The Licensee is exclusively responsible for bearing all costs, charges and responsibilities relating to the promotional and advertising activities permitted by the licensed Package and for complying with the rules, including administrative rules, applicable to those activities.
- 15.7 Lega Serie A and the Clubs and their assignees may independently implement, within the limits of the applicable regulations, any initiative in the field of advertising exploitation on the occasion of the Events, including product placement activities, and virtual advertising, which may also be the subject of television filming. The Licensee acknowledges and expressly accepts the foregoing and has no objection to the performance of the aforementioned activities.

16. NATURE OF THE ITT

This ITT constitutes a mere invitation to tender and does not constitute an offer or contractual proposal in any way susceptible to acceptance. The Bidder may not claim any right to the Audiovisual Rights unless its Bid is accepted in writing by Lega.

Lega Serie A provides no guarantee as to the accuracy and completeness of the information contained in this ITT.

17. NOTICE TO BIDDERS

Bidders are invited to consider with particular attention the provisions of this ITT and its Annexes, particularly the requirements and instructions produced by Lega Serie A and the obligations to be fulfilled by the Licensee. Any person or entity submitting a Bid must have read and understood all the information set out in this ITT and must have accepted its terms, conditions and procedures and may not at any time base any claim, action or proceeding against Lega Serie A based on the beliefs that it derives from this ITT.

18. COSTS AND EXPENSES

Lega Serie A will not be liable, under any circumstances, for any costs or expenses incurred by the Bidder for preparing or submitting the Bid, including those incurred as a result of the amendment or withdrawal of the ITT by Lega Serie A, which has the full right to amend or withdraw this ITT at its absolute discretion.

19. CONFIDENTIALITY

- 19.1 Without prejudice to Clauses 4.4, 5 and 6 of this ITT, all Bids are confidential documents and accordingly, the Bidder (or prospective Bidder) must not make any announcement or comment in connection therewith, or make any public announcement or press release or otherwise provide any information to any third party (other than its advisers) in connection with the ITT or its Bid, including as to the financial details thereof.

- 19.2 Any information of confidential nature included within a Bid will be kept confidential by Lega Serie A and will not be disclosed or provided to any third party, with the exception of Lega's advisors to the extent necessary for the provision of their services in relation to this ITT and the Clubs.
- 19.3 The Bidder acknowledges that Lega Serie A has the exclusive right to make any announcement in relation to this ITT and in particular in relation to the inclusion, rejection or selection of Bids, subject to the confidentiality obligations set out in the above Clause.

20. INTELLECTUAL PROPERTY

- 20.1 All copyright and all other intellectual property rights, without limitation whatsoever, relating to this ITT, the Competition and any material provided by Lega Serie A to any Bidder or potential Bidder are and shall remain the exclusive property of the entities indicated under the applicable law. Nothing in this ITT may be construed as Lega Serie A granting any licence, assignment or other provision of intellectual property rights that are the property of Lega Serie A or, as the case may be, the Clubs. Where applicable, the granting by Lega Serie A of any licence, assignment or other provision of the aforementioned intellectual property rights will be governed by a different specific deed drawn up in writing.
- 20.2 The documentation supporting each Bid becomes the physical property of Lega Serie A once it is received by the latter. Irrespective of whether or not the Bid is accepted by Lega Serie A, Lega Serie A may freely use (without any payment obligation on its part) all ideas, concepts, proposals, reports or other material contained in such Bid or otherwise communicated to Lega Serie A during the tender procedure. The Bidder hereby waives any and all claims against Lega Serie A in relation to any use by the latter of any intellectual property right or other similar right relating to the ideas, concepts or any other material contained in the documentation forming part of its Bid.
- 20.3 The rights to the Events, related images, recordings and broadcasts are and remain the property of Lega Serie A or, as provided by law, of the Clubs, and nothing in the Licence Agreement may be construed as Lega Serie A granting any licence, assignment or other provision of intellectual property rights which are the property of Lega Serie A or, as provided by law, of the Clubs. In this regard, the Licensee hereby expressly waives all rights and claims of any kind relating to the images and footage of the Events and acknowledges that, with the exception of the rights (and restrictions) expressly envisaged by the License Agreement, the Licensee does not hold any copyright over such images and footage, which may only be marketed by Lega Serie A and the Clubs within the limits of their respective remits. Any copyright existing in or arising from the Licensee's broadcasts that is not already owned by Lega Serie A or, as provided by law, by the Clubs, will be assigned, by virtue of this assignment of future copyright, to Lega Serie A or, as provided by law, to the Clubs, in accordance with the Licence Agreement.
- 20.4 The only exception to the above is the journalistic audio commentary, which will remain the property of the Licensee. Lega Serie A is entitled to use that commentary without charge, for non-commercial purposes, on a non-commercial basis and subject to prior notice of such use to the Licensee. The

Licensee is required to provide to Lega Serie A itself or to the persons indicated by it all recordings made pursuant to this ITT, including those not broadcast, at no cost or charge to Lega Serie A.

21. AMENDMENTS

During the competitive procedure and before the conclusion of the Licence Agreement, Lega Serie A reserves the right, exercisable at its absolute discretion and at any time, to correct, modify or withdraw this ITT and any Package or right included therein, to amend the composition of the Audiovisual Rights, the Territory, or to initiate a different or additional competitive procedure. Each interested party will be notified immediately in such circumstances.

22. ANY INVALIDITY OR INEFFECTIVENESS OF CLAUSES

In the event of any invalidity or ineffectiveness of one or more of the Clauses contained in this ITT, and in the Licence Agreement, the parties undertake to negotiate in good faith the replacement of the invalid or ineffective Clause with the aim of achieving, where possible, results similar to those pursued by the invalid or ineffective Clause, without this entailing any reduction in the consideration due from the Licensee.

23. INITIATIVES TO PROTECT AGAINST ANY INFRINGEMENTS BY THIRD PARTIES

The Licensee, without prejudice to Clause 11.2.5 m) above, has the right to protect directly any of the Audiovisual Rights in the Territory (including claims for damages and/or lost profits) against anyone ("Third Party Violators") who makes unauthorised use of the Audiovisual Rights in the Territory. Prior to taking any legal action to protect the Audiovisual Rights pursuant to this paragraph, the Licensee will notify Lega Serie A of its intentions in detail and the parties will cooperate in good faith to negotiate, if they deem it appropriate, an out-of-court settlement of the dispute with the Third Party Violators, it being understood that the Licensee may, at any time during the negotiations and, in cases of urgency, even prior to the negotiation process, take legal action at its own discretion. In the event of pending litigation or arbitration proceedings, the Licensee must inform Lega Serie A of any relevant settlement agreement or development and must follow the instructions received from Lega Serie A in order to protect the latter's interests. In any event, Lega Serie A, without prejudice to the provisions of Clause 11.3.1, c) above, must provide all reasonable cooperation to the Licensee in any judicial or arbitration proceedings against Third Party Violators but will not be liable in any way towards the Licensee. Lega Serie A will however also be free to act in the event of inaction by the Licensee.

24. TOLERANCE BY ONE PARTY OF VIOLATIONS BY THE OTHER

Any tolerance by one of the Parties of conduct of the other Party in breach of the provisions of the Licence Agreement will not constitute a waiver of the rights arising from the breached provisions or of the right to demand the proper performance of all the terms and conditions herein.

25. JURISDICTION AND LANGUAGE

This ITT and its Annexes, the awarding procedure and the Licence Agreement will be governed exclusively by Italian law and any dispute will be deferred to the exclusive jurisdiction of the Court of Milan. This exclusive jurisdiction remains in place and is unaffected also in the event of connection and/or continuance of lawsuits, even after the Term.

Although a mere courtesy translation into English is also provided, the Italian text is the only binding text of the ITT. Any dispute must be resolved with exclusive reference to the Italian version.

ANNEX 1 – MAIN PACKAGES MIXED COMMERCIALISATION – COMBINATION 1

Package 1A

1) Events

This Package consists of 380 (three hundred and eighty) Events for each Football Season, corresponding to 10 Matches per Round in the following Slots:

- a) the Match at 8:45 PM on Friday;
- b) the Match at 3:00 PM on Saturday;
- c) the Match at 6:00 PM on Saturday;
- d) the Match at 8:45 PM on Saturday;
- e) the Match at 12:30 PM on Sunday;
- f) the two Matches at 3:00 PM on Sunday;
- g) the Match at 6:00 PM on Sunday;
- h) the Match at 8:45 PM on Sunday;
- i) the Match at 8:45 PM on Monday.

With reference to the Rounds of each Football Season that do not provide for Matches to be played in 9 different time slots, the seven Matches per Round included in this Package on an exclusive basis shall be identified in the manner indicated in the *Pick Section* below.

2) Pick Right to Matches of the Package 1A

The assignee has the right to exercise the choice (known as *Pick Right*) of the seven exclusive Matches to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation, in the manner indicated in the *Pick Section* below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below:

- a) The Licensee may use any of the Audiovisual Platforms, even in OTT mode, for the 266 (two hundred and sixty-six) Events corresponding to 7 (seven) Matches per Round in the following Slots:
 - the Match at 8:45 PM on Friday;
 - the Match at 3:00 PM on Saturday;
 - the Match at 6:00 PM on Saturday;
 - the Match at 12:30 PM on Sunday;

- the two Matches at 3:00 PM on Sunday;
- the Match at 8:45 PM on Sunday;

b) The Licensee may also use, in OTT mode, the Internet Platform, the IPTV Platform and the Wireless Platform for Mobile Networks for the 114 (one hundred and fourteen) Events corresponding to 3 (three) Matches co-exclusively with Package 1C per Round in the following Slots:

- the Match at 8:45 PM on Saturday;
- the Match at 6:00 PM on Sunday;
- the Match at 8:45 PM on Monday.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 1A to the public exclusively in the following manner:

- (i) on one or more of their own Audiovisual Platforms for the 7 (seven) Matches per Round referred to in the previous art. 3 (a) and only on the Internet Platform, the IPTV Platform and the Wireless Platform for Mobile Networks, even in OTT mode, for the 3 (three) Matches per Round referred to in the previous art. 3 (b), and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of art.11.2.5 letter (b) sub-point (ii) of the Invitation, within the scope of so-called “Try and buy” initiatives, the Licensee can offer the viewing of a maximum of 3 Matches for each Football Season, to be selected from the 266 exclusive Matches, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Package 1A Events with the obligation to transmit the full Live Broadcast of all the Events of Package 1A per Round;
- (ii) The Live Broadcast of all the Events of Package 1A within a programme container, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 1A in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 1A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 1A;

- (v) the Highlights of all the Events of Package 1A to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 1A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vii) the Archive Footage, limited to the Audiovisual Rights that related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted:

- (i) exclusively for the 7 (seven) Matches per Round referred to in art. 3 (a), within the limits of paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation; and
- (ii) co-exclusively for the 3 (three) Matches per Round referred to in art. 3 (b), with the Licensee of Package 1C for the Internet Platform, for the IPTV Platform and for the Wireless Platform for Mobile Networks, within the limits of paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation, and

notwithstanding, in any case, the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee:

- relating to the 266 Events referred to in Article 3 (a), exclusively:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the

already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;

- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - the Events and store them on the equipment distributed by the Licensee.

- **relating to the 114 Events referred to in Article 3 (b):**

- (i) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation are laid down in the Media Production Regulations;
- (ii) the right, co-exclusively with the Licensee of Package 1B, to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to obtain by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;

(iv) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - the Events and store them on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- relating to the 266 Events referred to in Article 3 (a), exclusively:

(i) the right to make comments by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;

(ii) the right to make stand up presentations and commentaries of the aforementioned Matches by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package 1A. For the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

- relating to the 114 Events referred to in Article 3 (b):

(i) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to make comments by means of 1 (one) additional pitch reporter positioned on the sidelines of the pitch in a position identified by

Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;

- (ii) the right, co-exclusively with the Licensee of Package 1B, to make stand up presentations and commentaries of the aforementioned Matches by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations, to be exercised according to the Media Production Regulations:

- relating to the 266 Events referred to in Article 3 (a), exclusively:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live. The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iv) the right to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images filmed inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of the remote camera provided by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, Half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the stadium or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

- **Relating to the 114 Events referred to in Article 3 (b):**

- (i) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the

Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iii) the right, co-exclusively with the Licensee of Package 1B, to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee of Package 1A at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (iv) the right, co-exclusively with the Licensee of Package 1B, to integrate the Signal with images filmed inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee of Package 1A at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (v) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of the remote camera provided by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vi) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Package 1A Licensee, without any limit in number exclusively in the Pre-Match, Half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. Such cameras will be placed in the areas identified in agreement with Lega Serie A and the Club;
- (vii) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to integrate the Live Broadcast Signal with the optional technical service of a commentary position at the stadium (mandatory for at least 50% of aforementioned Matches) or remotely, with the possibility of filming commentary in vision;
- (viii) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (ix) the right, co-exclusively with the Licensee of Package 1B and Package 1C, to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;

- (x) the right, co-exclusively with the Licensee of Package 1B, to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of Package 1A in relation to the Interviews, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia.

- Relating to the 266 Events referred to in Article 3 (a):

- (i) On the day preceding each “Match of the Week” or “Top Match,” to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 1A:

- the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 vs. 1” manner with both coaches connected remotely at the same time;
- the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

- (iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a

representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match” in question, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

- Relating to the 114 Events referred to in Article 3 (b):

(i) On the day preceding each “Match of the Week” or “Top Match,” to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 1A:

- the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 vs. 1” manner with both coaches connected remotely at the same time.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match, co-exclusively with the Licensee of Package 1B, with priority in favour of the Licensee of Package 1B:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication

of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;

- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) In the Post-Match, co-exclusively with the Licensee of Package 1B, with priority in favour of the Licensee of Package 1B:

- the right to conduct a joint Interview with two players from the same team, including the Man of the Match of the Match and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee of Package 1B, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team's coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(iv) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee is obliged to always and in every case pay the prices for access to the Signal as stated in Annex 8 as follows:

- for the 266 Events referred to in Article 3 (a), under the heading "Per product"; and
- for the 114 Events referred to in Article 3 (b), under the heading "Satellite Television, Terrestrial Television and/or OTT Platform",

regardless of their actual use, as well as the costs of the technical services stated in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee's Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users' devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms ("Wholesale Right")

Notwithstanding the prohibition of sublicensing pursuant to Article 11 paragraph 6 of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11 paragraph 7 of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Package 1B

1) Events

This Package includes the same Events shared with Package 1A and Package 1C, that is, 114 (one hundred and fourteen) Events for each Football Season, corresponding to 3 Matches per Round in the following Slots:

- a) the Match at 8:45 PM on Saturday;
- b) the Match at 6:00 PM on Sunday;
- c) the Match at 8:45 PM on Monday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 9 different time slots, the three Matches per Round included in this Package shall be identified in the manner indicated in the *Pick Section*.

2) Pick Right to Matches of the Package 1B

The assignee has the right to exercise the choice (known as *Pick Right*) of the Matches to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation in the manner indicated in the *Pick Section*.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 1B may use the Satellite Platform and the Digital Terrestrial Platform.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 1B to the public exclusively in the following manner:

- (i) on the Satellite Platform and/or the Digital Terrestrial Platform, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of art.11.2.5 letter (b) sub-point (ii) of the Invitation, within the scope of so-called "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 2 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Package 1B Events with the obligation to transmit the full Live Broadcast of all the Events of Package 1B per Round;
- (ii) Live Broadcast of all the Package 1B Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 1B in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 1B;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 1B;
- (v) the Highlights of all the Events of Package 1B to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 1B in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vii) the Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis for the Satellite Platform and the Digital Terrestrial Platform, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the Rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of 114 Events of Package 1B:

- (i) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for

accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;

- (ii) the right, co-exclusively with the Licensee of Package 1A, to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, “*Virtual Reality, Augmented Reality, Replay 360*” or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to obtain by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to make commentaries on the Matches of the Package 1B by means of 1 (one) pitch reporter positioned on the sidelines of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;

- (ii) the right, co-exclusively with the Licensee of the Package 1A, to make stand up presentations and commentaries of the Matches of the Package 1B by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 114 Events of Package 1B, to be exercised according to the Media Production Regulations:

- (i) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to receive and use statistical data generated by data collection *activities and basic tracking* produced and processed centrally by Lega Serie A;
- (ii) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iii) the exclusive right to make a Pre-Match presentation inside the locker rooms with only one *stand-up* journalist before the players enter such locker room;
- (iv) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the exclusive right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer's mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

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- (v) the right, co-exclusively with the Licensee of Package 1A, to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee of Package 1B at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (vi) the right, co-exclusively with the Licensee of Package 1A, to integrate the Signal with images filmed inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee of Package 1B at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vii) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of the remote camera provided by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (viii) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Package 1B Licensee, without any limit in number exclusively in the Pre-Match, Half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (ix) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to integrate the Live Broadcast Signal with the optional technical service of a commentary position at the stadium (mandatory for at least 50% of the Events) or remotely, with the possibility of filming commentary in vision;
- (x) the exclusive right to integrate the Live Broadcast Signal with the optional technical service of a second commentary position in addition to the one mentioned in article 9 sub-point (ix) at the stadium or remotely, with the possibility of filming commentary in vision;
- (xi) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (xii) the right, co-exclusively with the Licensee of Package 1A and Package 1C, to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xiii) the right, co-exclusively with the Licensee of Package 1A, to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of Package 1B in relation to the Interviews of 114 Events of Package 1B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

(i) On the day preceding each “Match of the Week” or “Top Match,” to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 1B:

- the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 vs. 1” manner with both coaches connected remotely at the same time;
- the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right, co-exclusively with the Licensee of Package 1A with priority over Package 1A, to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right, co-exclusively with the Licensee of Package 1A with priority over Package 1A, to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the exclusive right to conduct a Live Broadcast Interview at half-time on the pitch (miniflash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match, co-exclusively with the Licensee of Package 1A, with absolute priority in favour of the Licensee of Package 1B:

- the right to conduct a joint Interview with two players from the same team, including the Man of the Match of the Match, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee of Package 1B, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team's coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 266 Events not included in the Package, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

It is understood that in the event that the Licensee of Package 1B also turns out to be the assignee of Package 1C, they may use the editorial and integration capabilities of the previous points 8 ii), 9 ii), 9 iii), 9 iv), 9 v), 9 ix) 10 i) second subsection, 10 ii) first subsection, 10 iii) and 10 iv) also on the Audiovisual Platforms of Package 1C.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 1B under the heading “Satellite Television, Terrestrial Television and/or OTT Platform”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee's Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users' devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

Any rights not specified herein are excluded from this Package.

Package 1C

1) Events

This Package includes the same Events as Package 1B and Package 1A, relating to 114 (one hundred and fourteen) Events for each Football Season, corresponding to 3 Matches per Round.

2) Platforms

For the purpose of the Licensee exercising the Audiovisual Rights specified below, the Licensee of Package 1C may use the Internet Platform, the IPTV Platform, and the Wireless Platform for Mobile Networks, also in OTT mode.

3) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 1C to the public exclusively in the following manner:

- (i) On the Internet Platform, the IPTV Platform, and the Wireless Platform for Mobile Networks, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

4) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Package 1C Events with the obligation to transmit the full Live Broadcast of all the Events of Package 1C per Round;
- (ii) Live Broadcast of all the Package 1C Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 1C in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 1C;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 1C;
- (v) the Highlights of all the Events of Package 1C to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 1C in the Pre-Match phase up to 10 minutes before the start

of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;

(vii) Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

5) Exclusivity

The Audiovisual Rights covered by this Package are granted co-exclusively for the Internet Platform, the IPTV Platform and the Wireless Platform for Mobile Networks with the assignee of Package 1A, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the Rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

6) Ancillary Rights

The following ancillary rights are granted to the Licensee with respect to the 114 Events of Package 1C, co-exclusively with the Licensee of Package 1A and Package 1B:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior the reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iii) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during "Media Days", that is events

organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

7) Access to the pitch

The following right is granted to the Licensee co-exclusively with the Licensee of Package 1A and Package 1B:

- (i) the right to make comments on the Matches of the Package 1C by means of 1 (one) pitch reporter positioned on the sidelines of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia.

8) Integrations

The Licensee has the right, co-exclusively with the Licensee of Package 1A and Package 1B, to the following Signal Integrations of 114 Events of Package 1C, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, Half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will

be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;

- (iv) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of the remote camera provided by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (v) the right to integrate the Live Broadcast Signal with the optional technical service of a commentary position at the stadium (mandatory for at least 50% of the Events) or remotely, with the possibility of filming commentary in vision;
- (vi) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (vii) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match.

9) Interviews

The Licensee of Package 1C is granted the following rights to the Interviews concerning the 114 Events of Package 1C, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 1C:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 vs. 1" manner with both coaches connected remotely at the same time.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Post-Match, on a non-exclusive basis:
 - the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
 - the right to conduct Live Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(iii) In the Post-Match of the 266 Events not included in the Package, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

10) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 1C under the heading “Satellite Television, Terrestrial Television and/or OTT Platform”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

11) Portability

The Licensee may allow the Home User duly subscribed to the Licensee's Platform, by way of Pay Broadcast and in the Territory, to access the same Audiovisual Product on mobile Devices within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users' devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only four (4) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to all fixed Devices within the home network.

Any rights not specified herein are excluded from this Package.

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Pick

This section rules the manner in which the Licensees of Packages 1A and 1B are entitled to exercise their "Picks", i.e., the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the Invitation.

The Matches of each Round allocated to the different Packages (particularly: 10 Matches in Package 1A, 3 of which are co-exclusive with Package 1B and Package 1C) are shown in the chart below:

<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>	<i>Monday</i>
		12:30 pm	
		3:00 pm	
	3:00 pm	3:00 pm	
	6:00 pm	6:00 pm	
08:45 pm	08:45 pm	08:45 pm	08:45 pm

Key:

Package 1A
Packages 1A, 1B and 1C

The Picks to be selected by the Licensees of Package 1A and Package 1B correspond to 380 Matches of each Football Season and are divided as follows:

- i) "Top match" Picks, corresponding to 20 Matches per Football Season; and
- ii) "Matchday" Picks, corresponding to the remaining 360 Matches per Football Season.

i) Rules for the exercise of Picks related to the 20 "Top Matches"

The Licensees of Package 1A and Package 1B meet at the offices of Lega Serie A or remotely within 10 working days after the publication of the schedule for each Football Season to define the following:

- with respect to the 2024/2025, 2026/2027 and 2028/2029 Football Seasons, the Licensees identify 20 "top matches" in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 1A	Package 1A	Package 1A	Package 1B	Package 1A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 1A	Package 1B	Package 1A	Package 1A	Package 1A

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Pick 11	Pick 12	Pick 13	Pick 14	Pick 15
Package 1A	Package 1B	Package 1A	Package 1A	Package 1A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 1A	Package 1A	Package 1A	Package 1B	Package 1A

- With respect to the 2025/2026 and 2027/2028 Football Seasons, the Licensees identify 20 “top matches” in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 1A	Package 1A	Package 1B	Package 1A	Package 1A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 1A	Package 1A	Package 1A	Package 1B	Package 1A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15
Package 1A	Package 1A	Package 1A	Package 1B	Package 1A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 1A	Package 1B	Package 1A	Package 1A	Package 1A

- a) The “top matches” thus selected automatically become the first choice of each Licensee in the context of the “matchday” Pick. By way of example only, see the following scenarios:
 - In the event that a Round features a “top match” chosen by the Licensee of Package 1A:
 - 1) The “top match” Pick will take up the first choice of the Licensee of Package 1A (Match 1);
 - 2) The second Pick will be chosen by the Licensee of Package 1A (Match 2);
 - 3) The third Pick will pass to the Licensee of Package 1B (Match 3);
 - 4) The choice of the next two Picks will revert to the Licensee of Package 1A (Matches 4 and 5) and so on, for the remaining five Matches which complete that Round.
 - In the event that a Round features a “top match” chosen by the Licensee of Package 1B:
 - 1) The first 2 Picks belong to the Licensee of Package 1A (Matches 1 and 2);
 - 2) The “top match” Pick will take up the first choice of the Licensee of Package 1B (Match 3);
 - 3) The choice of the next two Picks will revert to the Licensee of Package 1A (Matches 4 and 5) and so on, for the remaining five Matches which complete that Round.

- b) Once the selection of the 20 “top matches” per Football Season has been made by the Licensees of Package 1A and Package 1B, the relevant offices of Lega Serie A will be responsible for scheduling the Matches selected by placing them in the time slots allocated to different Packages, compatibly with the sports needs.
- c) Notwithstanding the above, in order to ensure greater exposure to the Serie A Championship at the international level, Lega Serie A reserves the right to place 4 of the 16 “Top Match” Picks chosen by the Licensee of Package 1A for each Football Season in the following time slots:
 - 2 “top matches”: at 12.30 p.m. on Sunday; and
 - 2 “top matches”: at 3:00 pm on Saturday or Sunday.

It is also understood that in the context of the 4 “top matches” above, Lega Serie A will not select for the international market more than 2 Matches played by the same team.

ii) Rules for the exercise of “matchday” Picks

The remaining 360 Matches of each Football Season are subject to selection by the Licensees of Package 1A and Package 1B according to the priority order for each Round indicated in the chart below:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 1A	Package 1A	Package 1B	Package 1A	Package 1A	Package 1B	Package 1A	Package 1B	Package 1A	Package 1A

- a) Once the selection has been made by the Licensees of Package 1A and Package 1B, the relevant offices of Lega Serie A will be responsible for scheduling the Matches selected for each single Round by placing them in different time slots allocated to different Packages, compatibly with the sports needs.
- b) The selection of “matchday” Picks by the Licensees will take place at different times each Football Season at the same time as Lega Serie A identifies the matches played in so called “anticipo” or so called “posticipo”. The dates of each meeting and the list of Matches to be Picked will be communicated by Lega Serie A to the Licensees before the start of each Football Season.
- c) It is understood that the Licensee of Package 1A will make the “matchday” Pick selection only on the exclusive 7 Matches per Round as referred to in Article 3 (a) of Package 1A above.

iii) Rules for the exercise of *Picks* relating to Rounds with fewer than 9 time slots.

With regard to the Rounds of each Football Season with a number of time *slots* lower than 9 (by way of example only: midweek rounds, August Rounds, the Rounds around Christmas, the Round on Easter Saturday and the last day of the championship), the Licensees of Package 1A and Package 1B choose the individual Matches of the Round to be included in their Package according to the dates and times established by Lega Serie A, in the following order of choice:

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Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 1A	Package 1A	Package 1B	Package 1A	Package 1A	Package 1B	Package 1A	Package 1B	Package 1A	Package 1A

By way of example, for the first midweek Round of the Championship, the Licensee of Package 1A, placed first in the first two positions in priority order, chooses to broadcast the two Events it considers the most important ones of the Round, on the date and time indicated by Lega Serie A. Consequently, the Licensee of Package 1B, placed third in the priority order, chooses to broadcast the Event of the Round it considers the most important ones among those not yet selected, and so on for the remaining seven Matches which complete the same Round.

iv) General rules for setting dates and times of Matches

There must be no less than two calendar days without matches between two consecutive matches played by the same Club, regardless of the official national or European competitions to which they relate. Therefore, in the case of a match scheduled on a Tuesday, the Club may play the previous match no later than Saturday and the next match no earlier than Friday and, in the case of a match scheduled on a Thursday, the Club may play the previous match no later than Monday and the next match no earlier than 3:00 pm on Sunday.

In case of Rounds preceding weeks in which Matches of the European club championships are played, Saturday time slots are prioritised for Clubs playing in the UEFA Champions League on the following Tuesday, while the same opportunity to play on Saturday is not granted to Clubs playing in the UEFA Champions League on the following Wednesday.

In case of Rounds following weeks in which European club championships are played, the Monday evening time slot is prioritised for the matches of Clubs engaged in the UEFA Europa League or UEFA Europa Conference League on the preceding Thursday.

In case of Rounds preceding weeks in which Matches of National Teams or midweek rounds or National Cups are played, the 8:45 pm time slot on Monday evening is replaced by an 8:45 pm time slot on Friday evening.

In the case of Matches subject to a Pick whose date and/or time are determined as a result of governmental or other relevant authority measures, Lega Serie A will decide on the possible placement of the Matches in another slot contemplated by the licensed Package or an equivalent slot available.

ANNEX 1 – MAIN PACKAGES – MIXED COMMERCIALISATION – COMBINATION 2

Package 2A

1) Events

This Package consists of 228 (two hundred and twenty-eight) Events for each Football Season, corresponding to 6 Matches per Round in the following Slots:

- a) the Match at 8:45 PM on Friday;
- b) the Match at 3:00 PM on Saturday;
- c) the Match at 12:30 PM on Sunday;
- d) the two Matches at 3:00 PM on Sunday;
- e) the Match at 8:45 PM on Sunday;

With reference to each Football Season's Rounds that do not provide for Matches to be played in 9 different time slots, the six Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Pick Right to Matches of the Package 2A

The assignee has the right to exercise the choice (known as Pick Right) of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 2A may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 2A to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) sub-point (ii) of the Invitation, within the scope of "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 3 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Events of Package 2A with the obligation to transmit the full Live Broadcast of all the Events of Package 2A per Round;
- (ii) The Live Broadcast of all the Events of Package 2A within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 2A in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 2A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Matches) of all the Package 2A Events;
- (v) the Highlights of all the Events of Package 2A to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 2A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vii) the Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 228 Events of Package 2A:

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- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation are laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking, produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of the Package 2A by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of the Package 2A by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 228 Events of Package 2A, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live.

The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;

- (iii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iv) the right to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images filmed inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, Half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the sports facility or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 2A in relation to the Interviews of 228 Events of Package 2A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 2A:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the

presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 vs. 1” manner with both coaches connected remotely at the same time;

- the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 152 Events not included in Package 2A, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 2A under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11 paragraph 6 of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11 paragraph 7 of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Package 2B

1) Events

This Package includes 114 (one-hundred and fourteen) Events per each Football Season corresponding to 3 Matches per Round in the following Slots:

- a) the Match at 6:00 PM on Saturday;
- b) the Match at 6:00 PM on Sunday;
- c) the Match at 8:45 PM on Monday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 9 different time slots, the three Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Pick Right to Matches of the Package 2B

This right is granted to the Assignee of the Gold Package 2B.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 2B may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 2B to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Events of Package 2B with the obligation to transmit the full Live Broadcast of all the Events of Package 2B per Round;
- (ii) The Live Broadcast of all the Events of Package 2B within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 2B in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 2B;

- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Package 2B Events;
- (v) the Highlights of all the Events of Package 2B to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 2B in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vii) the Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Non-exclusivity

The Audiovisual Rights covered by this Package are granted on a non-exclusive basis pursuant to Articles 3.2.3 and 3.6.1.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 114 Events of Package 2B:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensees of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and

at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensees on a media portal managed by Lega Serie A and may be used by the Licensees on the Platforms included in the Package and within their programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensees to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following right is granted to a maximum of 3 Licensees in relation to the 114 Events of Package 2B:

- (i) the right to make commentaries on the Matches of the Package 2B by means of 1 (one) pitch reporter positioned on the sidelines of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia.
In the event that there are more than 3 Licensees, this right will be granted on a rotating basis from Round to Round in accordance with the procedures set out in the Regulations on Interviews and Access to Stadia.

9) Integrations

- The Licensee is entitled to the following Signal Integrations of the 114 Events of Package 2B to be exercised according to the Media Production Regulations:
 - (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
 - (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
 - (iii) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
 - (iv) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee,

without any limit in number exclusively in the Pre-Match, Half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;

- (v) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (vi) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match.
- The following right is granted to a maximum of 3 Licensees in relation to the 114 Events of Package 2B to be exercised according to the Media Production Regulations:
 - (i) the right to integrate the Live Signal with the optional technical service of a commentary position at the stadium (mandatory for at least 50% of the Events) or remotely, with the possibility of filming commentary in vision.

In the event that there are more than 3 Licensees, this right will be granted on a rotating basis from Round to Round in accordance with the procedures set out in the Media Production Regulations.

10) Interviews

The following rights are granted to the Licensee of Package 2B in relation to the Interviews of the 114 Events of Package 2B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) In the Pre-Match:
 - the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes. This right is granted to a maximum of 2 Licensees. In the event that there are more than 2 Licensees, this right will be granted on a rotating basis from Round to Round in accordance with the procedures set out in the Regulations on Interviews and Access to Stadia.
- (ii) In the Post-Match:
 - the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes. This right is granted to a maximum of 2 Licensees. In the event that there are more

than 2 Licensees, this right will be granted on a rotating basis from Round to Round in accordance with the procedures set out in the Regulation on Interviews Production and access to stadia;

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(iii) In the Post-Match of the 266 Events not included in Package 2B:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events in Package 2B, regardless of their actual use:

- (i) in the event that there is a single Licensee for such Package, under the heading “Per product”;
- (ii) if there is more than 1 (one) Licensee for such Package, under the heading “Satellite Television, Terrestrial Television and/or OTT Platform”,

as well as the costs of the technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

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The above limitations do not apply to fixed Devices within the home network.

Any rights not specified herein are excluded from this Package.

Package 2C

1) Events

This Package includes 38 (thirty-eight) Events per each Football Season corresponding to one Match per Round in the following Slot:

- a) the Match at 8:45 pm on Saturday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 9 different time slots, the single Match per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Pick Right to Matches of the Package 2C

The assignee has the right to exercise the choice (known as Pick Right) of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 2C may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 2C to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) by means of Pay Broadcast and/or Free Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Package 2C Events with the obligation to broadcast the full Live coverage of a Package 2C Event per Round;
- (ii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 2C;
- (iii) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Package 2C Events;

- (iv) the Highlights of all the Events of Package 2C to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (v) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 2C in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vi) the Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 38 Events of Package 2C:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;

- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of the Package 2C by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of the Package 2C by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee is entitled to the following Signal Integrations of the 38 Events of Package 2C to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live. The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer's mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images filmed inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, Half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These

cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;

- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the sports facility or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 2C in relation to the Interviews of 38 Events of Package 2C, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 2C:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 v 1" manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:
 - the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;

- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (preflash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (miniflash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the "Man of the Match", to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team's coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 342 Events not included in Package 2C, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of

such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 2C under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the ITT).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



Pick

This section rules the manner in which the Licensees are entitled to exercise their “Picks,” i.e., the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the ITT.

The Matches of each Round allocated to the different Packages (in particular: six Matches to Package 2A, three Matches to Package 2B and one Match to Package 2C) are indicated in the chart below:

<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>	<i>Monday</i>
		12:30 pm	
		3:00 pm	
	3:00 pm	3:00 pm	
	6:00 pm	6:00 pm	
8:45 pm	8:45 pm	8:45 pm	8:45 pm

Key:

Package 2A
Package 2B
Package 2C

The Picks subject to selection by the Licensees are subdivided as follows:

- i) “Top match” Picks, corresponding to 20 Matches per Football Season that can only be chosen by Licensees of Packages 2A and 2C; and
- ii) “Matchday” Picks, corresponding to the remaining 360 Matches per Football Season that can be chosen by the Licensees of Package 2A, the Licensees of Package 2B which has also been allocated the Optional Gold Package 2B and the Licensee of Package 2C.

i) Rules for the exercise of Picks related to the 20 “Top Matches”

The Licensees of Packages 2A and 2C meet at the offices of Lega Serie A or remotely 15 working days prior to the publication of the schedule for each Football Season to define the following:

- with respect to the 2024/2025, 2026/2027 and 2028/2029 Football Seasons, the Licensees identify 20 “top matches” in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 2A	Package 2A	Package 2A	Package 2C	Package 2A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 2A	Package 2C	Package 2A	Package 2A	Package 2A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15

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Package 2A	Package 2C	Package 2A	Package 2A	Package 2A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 2A	Package 2A	Package 2A	Package 2C	Package 2A

- With respect to the 2025/2026 and 2027/2028 Football Seasons, the Licensees identify 20 “top matches” in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 2A	Package 2A	Package 2C	Package 2A	Package 2A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 2A	Package 2A	Package 2A	Package 2C	Package 2A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15
Package 2A	Package 2A	Package 2A	Package 2C	Package 2A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 2A	Package 2C	Package 2A	Package 2A	Package 2A

- a) The “top matches” thus selected automatically become the first choice of each Licensee in the context of the “matchday” Pick. By way of example only, see the following scenarios:
 - In the event that a Round features a “top match” chosen by the Licensee of Package 2A:
 - 1) The “top match” Pick will take up the first choice of the Licensee of Package 2A (Match 1);
 - 2) The second Pick will be chosen by the Licensee of Package 2C (Match 2);
 - 3) The third Pick will pass to the Licensee of Gold Package 2B (Match 3);
 - 4) The choice of the next two Picks will revert to the Licensee of Package 2A (Matches 4 and 5) and so on, for the remaining five Matches which complete that Round.
 - In the event that a Round features a “top match” chosen by the Licensee of Package 2C:
 - 1) The first Pick will be chosen by the Licensee of Package 2A (Match 1);
 - 2) The “top match” Pick will take up the first choice of the Licensee of Package 2C (Match 2);
 - 3) The third Pick will pass to the Licensee of Gold Package 2B (Match 3);
 - 4) The choice of the next two Picks will revert to the Licensee of Package 2A (Matches 4 and 5) and so on, for the remaining five Matches which complete that Round.

- b) Once the selection of the 20 “top matches” per Football Season has been made by the Licensees of Package 2A and Package 2C, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected, by placing them in the time slots allocated to different Packages, compatibly with the sports needs.
- c) Notwithstanding the above, in order to ensure greater exposure to the Serie A Championship at the international level, Lega Serie A reserves the right to place 4 of the 16 “top match” Picks chosen by the Licensee of Package 2A for each Football Season in the following time slots:
 - 2 “top matches”: at 12:30 pm on Sunday; and
 - 2 “top matches”: at 3:00 pm on Saturday or Sunday.

It is also understood that in the context of the 4 “top matches” above, Lega Serie A will not select for the international market more than 2 Matches played by the same team.

ii) Rules for the exercise of “matchday” Picks

The remaining 360 Matches of each Football Season are subject to selection by the Licensees of Packages 2A, 2C and the Licensee of Package 2B which has been allocated Optional Gold Package 2B according to the priority order for each Round indicated in the chart below:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 2A	Package 2C	Gold Package 2B	Package 2A	Package 2A	Gold Package 2B	Package 2A	Gold Package 2B	Package 2A	Package 2A

- a) Once the selection has been made by the Licensees of Packages 2A, 2C and Gold Package 2B, the relevant offices of Lega Serie A will be responsible for scheduling the Matches selected for each single Round by placing them in different time slots allocated to different Packages, compatibly with the sports needs.
- b) The selection of “matchday” Picks by the Licensees will take place at different times each Football Season at the same time as Lega Serie A identifies the matches played in so called “anticipo” or so called “posticipo”. The dates of each meeting and the list of Matches to be Picked will be communicated by Lega Serie A to the Licensees before the start of each Football Season.

iii) Rules for the exercise of *Picks* relating to Rounds with fewer than 9 time slots.

With regard to the Rounds of each Football Season with a number of time *slots* lower than 9 (by way of example only: midweek rounds, August Rounds, the Rounds around Christmas, the Round on Easter Saturday and the last day of the championship), the Licensees of Packages 2A, 2C and the Licensee of Package 2B which has been allocated Optional Gold Package 2B choose the individual Match of the Round to be included

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in their Package according to the dates and times established by Lega Serie A, in the following order of choice:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 2A	Package 2C	Gold Package 2B	Package 2A	Package 2A	Gold Package 2B	Package 2A	Gold Package 2B	Package 2A	Package 2A

With the exception of midweek rounds and the last Round of the Championship, the Matches of Package 2C are allocated by Lega Serie A in a single time slot.

By way of example, for the first midweek Round of the Championship, the Licensee of Package 2A, placed first in the priority order, chooses to broadcast the Event it considers most important of the Round, on the date and time indicated by Lega Serie A. Consequently, the Licensee of Package 2C, placed second in the priority order, chooses to broadcast the Event among those not yet selected. Next, the Licensee of Package 2B which has been allocated Optional Gold Package 2B, third in the priority order, chooses to broadcast the Event of the Round they consider most important among those not yet selected, and so on for the remaining seven Matches completing the same Round.

iv) General rules for setting dates and times of Matches

There must be no less than two calendar days without matches between two consecutive matches played by the same Club, regardless of the official national or European competitions to which they relate. Therefore, in the case of a match scheduled on a Tuesday, the Club may play the previous match no later than Saturday and the next match no earlier than Friday and, in the case of a match scheduled on a Thursday, the Club may play the previous match no later than Monday and the next match no earlier than 3:00 pm on Sunday.

In case of Rounds preceding weeks in which Matches of the European club championships are played, Saturday time slots are prioritised for Clubs playing in the UEFA Champions League on the following Tuesday, while the same opportunity to play on Saturday is not granted to Clubs playing in the UEFA Champions League on the following Wednesday.

In case of Rounds following weeks in which European club championships are played, the Monday evening time slot is prioritised for the matches of Clubs engaged in the UEFA Europa League or UEFA Europa Conference League on the preceding Thursday.

In case of Rounds preceding weeks in which Matches of National Teams or midweek rounds or National Cups are played, the 8:45 pm time slot on Monday evening is replaced by an 8:45 pm time slot on Friday evening.

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In the case of Matches subject to a Pick whose date and/or time are determined as a result of governmental or other relevant authority measures, Lega Serie A will decide on the possible placement of the Matches in another slot contemplated by the licensed Package or an equivalent slot available.

ANNEX 2 – MAIN PACKAGES –COMMERCIALISATION BY PRODUCT – COMBINATION 3

Package 3A

1) Events

This Package consists of 342 (three hundred and forty-two) Events per each Football Season corresponding to 9 Matches per Round in the following Slots:

- a) the Match at 3:00 pm on Saturday;
- b) the Match at 6:00 PM on Saturday;
- c) the Match at 12:30 PM on Sunday;
- d) the two Matches at 3:00 PM on Sunday;
- e) the two Matches at 6:00 PM on Sunday;
- f) the Match at 8:45 pm on Sunday;
- g) the Match at 8:45 pm on Monday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 8 different time slots, the nine Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Right to Pick Package 3A Matches

The assignee has the right to exercise the choice ("Pick right") of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the ITT in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 3A may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 3A to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the ITT, within the scope of "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 4 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Events of Package 3A with the obligation to transmit the full Live Broadcast of all the Events of Package 3A per Round;
- (ii) The Live Broadcast of all the Events of Package 3A Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 3A in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 3A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Matches) of all the Events of Package 3A;
- (v) the Highlights of all the Events of Package 3A to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 3A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package 3A, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the ITT, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the ITT and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 342 Events of Package 3A:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during the "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g., holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 3A by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the matches of the Matches of Package 3A by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the playing field perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 342 Events of Package 3A, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live.

The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;

- (iii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the footballers, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadia (mandatory for at least 50% of the Events) or remotely, and the second one at the sports facility or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 3A in relation to the Interviews of 342 Events of Package 3A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 3A:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the

presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 v 1” manner with both coaches connected remotely at the same time;

- the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (preflash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 38 Events not included in Package 3A, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 3A under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the ITT).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Package 3B

1) Events

This Package consists of 38 (thirty-eight) Events per each Football Season corresponding to one Match per Round in the following Slot:

- a) the Match at 8:45 pm on Saturday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 8 different time slots, the single Match per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Right to Pick Package 3B Matches

The assignee has the right to exercise the choice ("Pick right") of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the ITT in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 3B may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 3B to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) by means of Pay Broadcast and/or Free Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Events of Package 3B with the obligation to broadcast the full Live coverage of a Package 3B Event per Round;
- (ii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 3B;
- (iii) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Matches) of all the Events of Package 3B;

- (iv) the Highlights of all the Events of Package 3B to be transmitted in near-live mode, meaning the broadcasting of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (v) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 3B in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g., award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vi) Archive Footage, limited to the Audiovisual Rights related to the Package 3B, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the ITT, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the ITT and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 38 Events of Package 3B:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;

- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during the “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g., holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 3B by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of the Package 3B by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the playing field perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 38 Events of Package 3B, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live. The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer's mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These

cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;

- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadia (mandatory for at least 50% of the Events) or remotely, and the second one at the sports facility or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 3B in relation to the Interviews of 38 Events of Package 3B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 3B:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 v 1" manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:
 - the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;

- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (preflash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (*mini-flash*) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (*superflash*), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 342 Events not included in Package 3B, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 3B under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the ITT).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Pick

This section rules the manner in which the Licensees of Packages 3A and 3B are entitled to exercise their "Picks", i.e., the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the ITT.

The Matches of each Round allocated to the different Packages (in particular: nine Matches to Package 3A and one Match to Package 3B) are indicated in the chart below:

Saturday	Sunday	Monday
	12:30 pm	
	3:00 pm	
	3:00 pm	
3:00 pm	6:00 pm	
6:00 pm	6:00 pm	
8:45 pm	8:45 pm	8:45 pm

Key:

Package 3A
Package 3B

The Picks to be selected by the Licensees of Packages 3A and 3B correspond to 380 Matches of each Football Season and are divided as follows:

- i) "Top match" Picks, corresponding to 20 Matches per Football Season; and
- ii) "Matchday" Picks, corresponding to the remaining 360 Matches per Football Season.

i) **Rules for the exercise of Picks related to the 20 "Top Matches"**

The Licensees of Packages 3A and 3B meet at the offices of Lega Serie A or remotely 15 working days prior to the publication of the schedule for each Football Season to define the following:

- with respect to the 2024/2025 and 2026/2027 Football Seasons, the Licensees identify 20 "top matches" in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 3A	Package 3A	Package 3A	Package 3B	Package 3A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 3A	Package 3B	Package 3A	Package 3A	Package 3A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15

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Package 3A	Package 3B	Package 3A	Package 3A	Package 3A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 3A	Package 3A	Package 3A	Package 3B	Package 3A

- With respect to the 2025/2026 Football Season, the Licensees identify 20 “top matches” in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 3A	Package 3A	Package 3B	Package 3A	Package 3A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 3A	Package 3A	Package 3A	Package 3B	Package 3A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15
Package 3A	Package 3A	Package 3A	Package 3B	Package 3A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 3A	Package 3B	Package 3A	Package 3A	Package 3A

- a) The “top matches” thus selected automatically become the first choice of each Licensee in the context of the “matchday” Pick. By way of example only, see the following scenarios:
 - In the event that a Round features a “top match” chosen by the Licensee of Package 3A:
 - 1) The “top match” Pick will take up the first choice of the Licensee of Package 3A (Match 1);
 - 2) The following Pick will pass to the Licensee of Package 3B (Match 2);
 - 3) The remaining Picks will be chosen by the Licensee of Package 3A (Matches 3 - 10).
 - In the event that a Round features a “top match” chosen by the Package 3B Licensee, the “top match” Pick will take up the sole choice of the Package 3B Licensee for that Round, which will therefore not exercise any other Pick for that Round.
 - Once the selection of the 20 “top matches” per Football Season has been made by the Licensees of Package 3A and Package 3B, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected, by placing them in the time slots allocated to different Packages, compatibly with the sports needs.

b) Notwithstanding the above, in order to ensure greater exposure to the Serie A Championship at the international level, Lega Serie A reserves the right to place 4 of the 16 “top matches” chosen by the Licensee of Package 3A for each Football Season in the following time slots:

- 2 “top matches”: at 12:30 pm on Sunday; and
- 2 “top matches”: at 3:00 pm on Saturday or Sunday.

It is also understood that in the context of the 4 “top matches” above, Lega Serie A will not select for the international market more than 2 Matches played by the same team.

ii) Rules for the exercise of “matchday” Picks

The remaining 360 Matches of each Football Season are subject to selection by the Licensees of Package 3A and Package 3B according to the priority order indicated in the chart below:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 3A	Package 3B	Package 3A							

a) Once the selection has been made by the Licensees of Package 3A and Package 3B, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected for each single Round by placing them in different time slots allocated to different Packages, compatibly with the sports needs.

b) The selection of “matchday” Picks by the Licensees will take place at different times each Football Season at the same time as Lega Serie A identifies the matches played in so called “anticipo” or so called “posticipo”. The dates of each meeting and the list of Matches to be Picked will be communicated by Lega Serie A to the Licensees before the start of each Football Season.

iii) Rules for the exercise of *Picks* relating to Rounds with fewer than 8 time slots

With regard to the Rounds of each Football Season with a number of time *slots* lower than 8 (by way of example only: midweek rounds, August Rounds, the Rounds around Christmas, the Round on Easter Saturday and the last day of the championship), the Licensees of Package 3A and Package 3B choose the individual Match of the Round to be included in their Package according to the dates and times established by Lega Serie A, in the following order of choice:

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Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 3A	Package 3B	Package 3A							

With the exception of midweek rounds and the last Round, the Match of the Licensee of Package 3B is allocated by Lega Serie A in a single time slot.

By way of example, for the first midweek Round of the Championship, the Licensee of Package 3A, placed first in the priority order, chooses to broadcast the Event it considers most important of the Round, on the date and time indicated by Lega Serie A. Consequently, the Licensee of Package 3B, placed second in the priority order, chooses to broadcast the Event among those not yet selected. Finally, the Package 3A Licensee chooses the remaining eight Matches that complete such Round.

iv) General rules for setting dates and times of Matches

There must be no less than two calendar days without matches between two consecutive matches played by the same Club, regardless of the official national or European competitions to which they relate. Therefore, in the case of a match scheduled on a Tuesday, the Club may play the previous match no later than Saturday and the next match no earlier than Friday and, in the case of a match scheduled on a Thursday, the Club may play the previous match no later than Monday and the next match no earlier than 3:00 pm on Sunday.

In case of Rounds preceding weeks in which Matches of the European club championships are played, Saturday time slots are prioritised for Clubs playing in the UEFA Champions League on the following Tuesday, while the same opportunity to play on Saturday is not granted to Clubs playing in the UEFA Champions League on the following Wednesday.

In case of Rounds following weeks in which European club championships are played, the Monday evening time slot is prioritised for the matches of Clubs engaged in the UEFA Europa League or UEFA Europa Conference League on the preceding Thursday.

In case of Rounds preceding weeks in which Matches of National Teams or midweek rounds or National Cups are played, the 8:45 pm time slot on Monday evening is replaced by an 8:45 pm time slot on Friday evening.

In the case of Matches subject to a Pick whose date and/or time are determined as a result of governmental or other relevant authority measures, Lega Serie A will decide on the possible placement of the Matches in another slot contemplated by the licensed Package or an equivalent slot available.

ANNEX 2 – MAIN PACKAGES –COMMERCIALISATION BY PRODUCT – COMBINATION 4

Package 4A

1) Events

This Package consists of 304 (three hundred and four) Events per each Football Season corresponding to 8 Matches per Round in the following Slots:

- a) the Match at 8:45 pm on Friday;
- b) the Match at 3:00 pm on Saturday;
- c) the Match at 6:00 pm on Saturday;
- d) the Match at 12:30 pm on Sunday;
- e) the two Matches at 3:00 pm on Sunday;
- f) the Match at 8:45 pm on Sunday;
- g) the Match at 8:45 pm on Monday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 9 different time slots, the eight (8) Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Right to Pick Package 4A Matches

The assignee has the right to exercise the choice ("Pick right") of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the ITT in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 4A may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 4A to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the ITT, within the scope of "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 3 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Events of Package 4A with the obligation to transmit the full Live Broadcast of all the Events of Package 4A per Round;
- (ii) The Live Broadcast of all the Package 4A Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Package 4A Events in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 4A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Matches) of all the Package 4A Events;
- (v) the Highlights of all the Events of Package 4A to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 4A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package 4A, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the ITT, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the ITT and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of 304 Events of Package 4A:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during the "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g., holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 4A by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of Package 4A by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the playing field perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 304 Events of Package 4A, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live.

The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;

- (iii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadia (mandatory for at least 50% of the Events) or remotely, and the second one at the sports facility or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of Package 4A in relation to the Interviews of 304 Events of Package 4A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 4A:

- the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 v 1” manner with both coaches connected remotely at the same time;
- the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (preflash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (miniflash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such

player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 76 Events not included in Package 4A, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 4A under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the ITT).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Package 4B

1) Events

This Package consists of 76 (seventy-six) Events for each Football Season, corresponding to 2 Matches per Round in the following Slots:

- a) the Match at 8:45 pm on Saturday;
- b) the Match at 6:00 pm on Sunday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 9 different time slots, the two (2) Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Right to Pick Package 4B Matches

The assignee has the right to exercise the choice ("Pick right") of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the ITT in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 4B may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 4B to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) by means of Pay Broadcast and/or Free Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the ITT, within the scope of "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 1 Match for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Events of Package 4B with the obligation to broadcast the full Live coverage of a Package 4B Event per Round;

- (ii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 4B;
- (iii) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Matches) of all the Events of Package 4B;
- (iv) the Highlights of all the Events of Package 4B to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (v) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 4B in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vi) Archive Footage, limited to the Audiovisual Rights related to Package 4B, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the ITT, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the ITT and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of 76 Events of Package 4B:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon

request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;

- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record – for purely private use, and thus without any form of dissemination to third parties – each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during the “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g., holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 4B by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of the Package 4B by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations

may also be made within the playing field perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 76 Events of Package 4B, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live. The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer's mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a 'VIP' area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express

authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;

- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadia (mandatory for at least 50% of the Events) or remotely, and the second one at the sports facility or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of Package 4B in relation to the Interviews of 76 Events of Package 4B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 4B:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 v 1" manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;

- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (preflash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (*mini-flash*) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (*superflash*), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 304 Events not included in Package 4B, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the prices for access to the Signal listed in Annex 8 for all the Events of Package 4B under the heading “Per product”, also regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the ITT).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



Pick

This section rules the manner in which the Licensees of Packages 4A and 4B are entitled to exercise their "Picks", i.e., the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the ITT.

The Matches of each Round allocated to the different Packages (in particular: eight Matches to Package 4A and two Matches to Package 4B) are indicated in the chart below:

<i>Friday</i>	<i>Saturday</i>	<i>Sunday</i>	<i>Monday</i>
		12:30 pm 3:00 pm	
	3:00 pm	3:00 pm	
	6:00 pm	6:00 pm	
8:45 pm	8:45 pm	8:45 pm	8:45 pm

Key:

Package 4A
Package 4B

The Picks to be selected by the Licensees of Packages 4A and 4B correspond to 380 Matches of each Football Season and are divided as follows:

- i) "Top match" Picks, corresponding to 20 Matches per Football Season; and
- ii) "Matchday" Picks, corresponding to the remaining 360 Matches per Football Season.

i) Rules for the exercise of Picks related to the 20 "Top Matches"

The Licensees of Packages 4A and 4B meet at the offices of Lega Serie A or remotely within 10 working days after the publication of the schedule for each Football Season to define the following:

- with respect to the 2024/2025, 2026/2027 and 2028/2029 Football Seasons, the Licensees identify 20 "top matches" in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 4A	Package 4A	Package 4A	Package 4B	Package 4A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 4A	Package 4B	Package 4A	Package 4A	Package 4A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15

INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
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Package 4A	Package 4B	Package 4A	Package 4A	Package 4A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 4A	Package 4A	Package 4A	Package 4B	Package 4A

- With respect to the 2025/2026 and 2027/2028 Football Seasons, the Licensees identify 20 “top matches” in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 4A	Package 4A	Package 4B	Package 4A	Package 4A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 4A	Package 4A	Package 4A	Package 4B	Package 4A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15
Package 4A	Package 4A	Package 4A	Package 4B	Package 4A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 4A	Package 4B	Package 4A	Package 4A	Package 4A

- a) The “top matches” thus selected automatically become the first choice of each Licensee in the context of the “matchday” Pick. By way of example only, see the following scenarios:
 - In the event that a Round features a “top match” chosen by the Licensee of Package 4A:
 - 1) The “top match” Pick will take up the first choice of the Licensee of Package 4A (Match 1);
 - 2) The following Pick will pass to the Licensee of Package 4B (Match 2);
 - 3) The following two Picks will pass to the Licensee of Package 4A (Matches 3-4);
 - 4) The following Pick will pass to the Licensee of Package 4B (Match 5);
 - 5) The remaining Picks will be chosen by the Licensee of Package 4A (Matches 6 – 10).
 - In the event that a Round features a “top match” chosen by the Licensee of Package 4B:
 - 1) The first Pick will be chosen by the Licensee of Package 4A (Match 1);
 - 2) The “top match” Pick will take up the first choice of the Licensee of Package 4B (Match 2);
 - 3) The following two Picks will pass to the Licensee of Package 4A (Matches 3-4);
 - 4) The following Pick will pass to the Licensee of Package 4B (Match 5);

5) The remaining Picks will be chosen by the Licensee of Package 4A (Matches 6 – 10).

- Once the selection of the 20 “top matches” per Football Season has been made by the Licensees of Package 4A and Package 4B, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected, by placing them in the time slots allocated to different Packages, compatibly with the sports needs.
- b) Notwithstanding the above, in order to ensure greater exposure to the Serie A Championship at the international level, Lega Serie A reserves the right to place 4 of the 16 “Top Match” Picks chosen by the Licensee of Package 4A for each Football Season in the following time slots:
 - o 2 “top matches”: at 12:30 pm on Sunday; and
 - o 2 “top matches”: at 3:00 pm on Saturday or Sunday.

It is also understood that in the context of the 4 “top matches” above, Lega Serie A will not select for the international market more than 2 Matches played by the same team.

ii) Rules for the exercise of “matchday” Picks

The remaining 360 Matches of each Football Season are subject to selection by the Licensees of Package 4A and Package 4B according to the priority order indicated in the chart below:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 4A	Package 4B	Package 4A	Package 4A	Package 4B	Package 4A				

- a) Once the selection has been made by the Licensees of Package 4A and Package 4B, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected for each single Round by placing them in different time slots allocated to different Packages, compatibly with the sports needs.
- b) The selection of “matchday” Picks by the Licensees will take place at different times each Football Season at the same time as Lega Serie A identifies the matches played in so called “anticipo” or so called “posticipo”. The dates of each meeting and the list of Matches to be Picked will be communicated by Lega Serie A to the Licensees before the start of each Football Season.

iii) Rules for the exercise of *Picks* relating to Rounds with fewer than 9 time slots.

With regard to the Rounds of each Football Season with a number of time *slots* lower than 9 (by way of example only: midweek rounds, August Rounds, the Rounds around Christmas, the Round on Easter Saturday and the last day of the championship), the Licensees of Package 4A and Package 4B choose the individual Match of the Round to be included in their Package according to the dates and times established by Lega Serie A, in the following order of choice:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 4A	Package 4B	Package 4A	Package 4A	Package 4B	Package 4A	Package 4A	Package 4A	Package 4A	Package 4A

By way of example, for the first midweek Round of the Championship, the Licensee of Package 4A, placed first in the priority order, chooses to broadcast the Event it considers most important of the Round, on the date and time indicated by Lega Serie A. Consequently, the Licensee of Package 4B, placed second in the priority order, chooses to broadcast the Event among those not yet selected, and so on for the remaining eight Matches which complete the same Round.

iv) General rules for setting dates and times of Matches

There must be no less than two calendar days without matches between two consecutive matches played by the same Club, regardless of the official national or European competitions to which they relate. Therefore, in the case of a match scheduled on a Tuesday, the Club may play the previous match no later than Saturday and the next match no earlier than Friday and, in the case of a match scheduled on a Thursday, the Club may play the previous match no later than Monday and the next match no earlier than 3:00 pm on Sunday.

In case of Rounds preceding weeks in which Matches of the European club championships are played, Saturday time slots are prioritised for Clubs playing in the UEFA Champions League on the following Tuesday, while the same opportunity to play on Saturday is not granted to Clubs playing in the UEFA Champions League on the following Wednesday.

In case of Rounds following weeks in which European club championships are played, the Monday evening time slot is prioritised for the matches of Clubs engaged in the UEFA Europa League or UEFA Europa Conference League on the preceding Thursday.

In case of Rounds preceding weeks in which Matches of National Teams or midweek rounds or National Cups are played, the 8:45 pm time slot on Monday evening is replaced by an 8:45 pm time slot on Friday evening.

In the case of Matches subject to a Pick whose date and/or time are determined as a result of governmental or other relevant authority measures, Lega Serie A will decide on the possible placement of the Matches in another slot contemplated by the licensed Package or an equivalent slot available.

ANNEX 2 – MAIN PACKAGES –COMMERCIALISATION BY PRODUCT – COMBINATION 5

Package 5A

1) Events

This Package consists of 266 (two hundred and sixty-six) Events for each Football Season, corresponding to 7 Matches per Round in the following Slots:

- a) the Match at 3:00 pm on Saturday;
- b) the Match at 6:00 pm on Saturday;
- c) the two Matches at 3:00 pm on Sunday;
- d) the Matches at 6:00 pm on Sunday;
- e) the Match at 8:45 pm on Sunday;
- f) the Match at 8:45 pm on Monday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 8 different time slots, the seven (7) Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Right to Pick Package 5A Matches

The assignee has the right to exercise the choice ("Pick right") of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the ITT in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 5A may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 5A to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the ITT, within the scope of "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 3 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) **Audiovisual Products**

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Package 5A Events with the obligation to transmit the full Live Broadcast of all the Events of Package 5A per Round;
- (ii) Live Broadcast of all the Package 5A Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 5A in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 5A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Matches) of all the Events of Package 5A;
- (v) the Highlights of all the Events of Package 5A to be broadcast in near-live mode, meaning the broadcast of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 5A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case – without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package 5A, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) **Exclusivity**

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the ITT, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the ITT and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 266 Events of Package 5A:

- (i) The right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during the "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g., holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 5A by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of Package 5A by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of 4 (four) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the playing field perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 266 Events of Package 5A, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live.

The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;

- (iii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a “VIP” area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the stadium or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee’s digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 5A in relation to the Interviews of the 266 Events of Package 5A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each “Match of the Week” or “Top Match,” to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 5A:

- the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 vs. 1” manner with both coaches connected remotely at the same time;
- the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum Interview duration: 5 minutes, with priority given to the host team’s coach;

- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum Interview duration: 3 minutes;
- (v) In the Post-Match, on a non-exclusive basis:
 - the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
 - the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.
- (vi) In the Post-Match of the 114 Events not included in Package 5A, on a non-exclusive basis:
 - the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
 - the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 5A under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Package 5B

1) Events

This Package consists of 114 (one-hundred and fourteen) Events per each Football Season corresponding to 3 Matches per Round in the following Slots:

- a) the Match at 8:45 pm on Saturday.
- b) the Match at 12:30 AM on Sunday;
- c) the Match at 6:00 PM on Sunday;

With reference to each Football Season's Rounds that do not provide for Matches to be played in 8 different time slots, the three (3) Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Pick Right to Package 5B Matches

The assignee has the right to exercise the choice ("Pick ") of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 5B may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 5B to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast,
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the Invitation, within the scope of "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 2 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Package 5B Events with the obligation to broadcast the full Live coverage of a Package 5B Event per Round;
- (ii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 5B;
- (iii) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 5B;
- (iv) the Highlights of all the Events of Package 5B to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (v) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Package 5B Events in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case - without prejudice to the sub-licensing prohibitions;
- (vi) Archive Footage, limited to the Audiovisual Rights related to the Package 5B, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 114 Events of Package 5B:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in sports venues that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation,

“Virtual Reality, Augmented Reality, Replay 360” or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;

- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews, and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 5B by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of the Package 5B by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests

with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the playing field perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of the 114 Events of Package 5B, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live. The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer's mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a "VIP" area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;

- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Package 5B Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the stadium or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 5B in relation to the Interviews of the 114 Events of Package 5B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match," to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 5B:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 vs. 1" manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:
 - the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
 - the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.
- (iii) During the Match:
 - the right to conduct a Live Broadcast Interview at half-time on the pitch (miniflash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.
- (iv) In the Post-Match:
 - the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
 - the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum Interview duration: 5 minutes, with priority given to the host team’s coach;
 - the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum Interview duration: 3 minutes.
- (v) In the Post-Match, on a non-exclusive basis:
 - the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
 - the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.
- (vi) In the Post-Match of the 266 Events not included in Package 5B, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 5B under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Pick

This section rules the manner in which the Licensees of Packages 5A and 5B are entitled to exercise their choice of “Pick right” rights, i.e. the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the Invitation.

The Matches of each Round allocated to the different Packages (in particular: seven Matches to Package 5A and three Matches to Package 5B) are indicated in the chart below:

<i>Saturday</i>	<i>Sunday</i>	<i>Monday</i>
	12:30 pm	
	3:00 pm	
3:00 pm	3:00 pm	
	6:00 pm	
6:00 pm	6:00 pm	
8:45 pm	8:45 pm	8:45 pm

Key:

Package 5A
Package 5B

The Picks to be selected by the Licensees of Packages 5A and 5B correspond to 380 Matches of each Football Season and are divided as follows:

- i) “Top Match” picks, corresponding to 20 Matches per Football Season; and
- ii) “Matchday” Picks, corresponding to the remaining 360 Matches per Football Season.

i) Rules for the exercise of Picks related to the 20 “Top Matches”

The Licensees of Packages 5A and 5B shall meet at the offices of Lega Serie A or by electronic means within 10 working days after the publication of the schedule for each Football Season, to identify the 20 “top matches” according to the priority order indicated in the chart below:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package 5A	Package 5A	Package 5A	Package 5A	Package 5B
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package 5A	Package 5A	Package 5A	Package 5A	Package 5B
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15

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Package 5A	Package 5A	Package 5A	Package 5A	Package 5B
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package 5A	Package 5A	Package 5A	Package 5A	Package 5B

a) The “top matches” thus selected automatically become the first choice of each Licensee in the context of the “matchday” Pick. By way of example only, see the following scenarios:

- In the event that a Round features a “top match” chosen by the Licensee of Package 5A:
 - 1) The “top match” Pick will take up the first choice of the Licensee of Package 5A (Match 1);
 - 2) The following Pick will pass to the Licensee of Package 5B (Match 2);
 - 3) The choice of the next two Picks will revert to the Licensee of Package 5A (Matches 3 and 4) and so on, for the remaining six Matches which completing that Round.
- In the event that a Round features a “top match” chosen by the Licensee of Package 5B:
 - 1) The first Pick will be chosen by the Licensee of Package 5A (Match 1);
 - 2) The “top match” Pick will take up the first choice of the Licensee of Package 5B (Match 2);
 - 3) The choice of the next two Picks will revert to the Licensee of Package 5A (Matches 3 and 4) and so on, for the remaining six Matches which completing that Round.

Once the selection of the 20 “top matches” per Football Season has been made by the Licensees of Package 5A and Package 5B, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected, by placing them in the time slots allocated to different Packages, compatibly with the sports needs.

b) Notwithstanding the above, in view of giving greater exposure to the Serie A Championship at international level, Lega Serie A reserves the right to place:

- o 3 of the 16 “top matches” chosen by the Licensee of Package 5A for each Football Season in the Saturday or Sunday 3pm slots; and
- o 1 of the 4 “top matches” chosen by the Licensee of Package 5B for each Football Season in the Sunday 12:30pm slots; and

It is also understood that in the context of the 4 “top matches” above, Lega Serie A will not select for the international market more than 2 Matches played by the same team.

ii) Rules for the exercise of “matchday” Picks

The remaining 360 Matches of each Football Season are subject to selection by the Licensees of Package 5A and Package 5B according to the priority order indicated in the chart below:

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Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 5A	Package 5B	Package 5A	Package 5A	Package 5B	Package 5A	Package 5A	Package 5A	Package 5A	Package 5B

- a) Once the selection has been made by the Licensees of Package 5A and Package 5B, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected for each single Round by placing them in different time slots allocated to different Packages, compatibly with the sports needs.
- b) The selection of “matchday” Picks by the Licensees will take place at different times each Football Season at the same time as Lega Serie A identifies the matches played in so called “anticipo” or so called “posticipo”. The dates of each meeting and the list of Matches to be Picked will be communicated by Lega Serie A to the Licensees before the start of each Football Season.

iii) **Rules for the exercise of *Picks* relating to Rounds with fewer than 8 time slots.**

With regard to the Rounds of each Football Season with a number of time slots lower than 8 (by way of example only: midweek rounds, August Rounds, the Rounds around Christmas, the Round on Easter Saturday and the last day of the championship), the Licensees of Package 5A and Package 5B choose the individual Match of the Round to be included in their Package according to the dates and times established by Lega Serie A, in the following order of choice:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 5A	Package 5B	Package 5A	Package 5A	Package 5B	Package 5A	Package 5A	Package 5A	Package 5A	Package 5B

By way of example, for the first midweek Round of the Championship, the Licensee of Package 5A, placed first in the priority order, chooses to broadcast the Event it considers most important of the Round, on the date and time indicated by Lega Serie A. Consequently, the Licensee of Package 5B, placed second in the priority order, chooses to broadcast the Event it considers most important among those not yet selected, and so on for the remaining eight Matches which complete the same Round.

iv) **General rules for setting dates and times of Matches**

There must be no less than two calendar days without matches between two consecutive matches played by the same Club, regardless of the official national or European Competitions to which they relate. Therefore, in the case of a match scheduled on a Tuesday, the Club may play the previous match no later

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than Saturday and the next match no earlier than Friday and, in the case of a match scheduled on a Thursday, the Club may play the previous match no later than Monday and the next match no earlier than 3:00 pm on Sunday.

In case of Rounds preceding weeks in which Matches of the European club championships are played, Saturday time slots are prioritised for Clubs playing in the UEFA Champions League on the following Tuesday, while the same opportunity to play on Saturday is not granted to Clubs playing in the UEFA Champions League on the following Wednesday.

In case of Rounds following weeks in which European club championships are played, the Monday evening time slot is prioritised for the matches of Clubs engaged in the UEFA Europa League or UEFA Europa Conference League on the preceding Thursday.

In case of Rounds preceding weeks in which Matches of National Teams or midweek rounds or National Cups are played, the 8:45pm time slot on Monday evening is replaced by an 8:45pm time slot on Friday evening.

In the case of Matches subject to a Pick whose date and/or time are determined as a result of governmental or other relevant authority measures, Lega Serie A will decide on the possible placement of the Matches in another slot contemplated by the licensed Package or an equivalent slot available.

ANNEX 2 – MAIN PACKAGES –COMMERCIALISATION BY PRODUCT – COMBINATION 6

Package 6A

1) Events

This Package consists of 175 (one-hundred and seventy-five) Events per each Football Season corresponding to 5 Matches for each of the 35 Rounds, identified in the manner indicated in the *Pick section* below.

2) Pick Right to Package 6A Matches

The assignee has the right to exercise the choice (“*Pick right*”) of the Matches to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation in the manner indicated in the *Pick Section* below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 6A may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 6A to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the Invitation, within the scope of “*Try and buy*” initiatives, the Licensee can offer the viewing of a maximum of 3 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Package 6A Events with the obligation to transmit the full Live Broadcast of all the Events of Package 6A per Round;

- (ii) The Live Broadcast of all the Events of Package 6A Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 6A in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 6A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 6A;
- (v) the Highlights of all the Events of Package 6A to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 6A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case – without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package 6A, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 175 Events of Package 6A:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in sports venues that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;

- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record – for purely private use, and thus without any form of dissemination to third parties – each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 6A by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of Package 6A by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way

of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of 175 Events of Package 5A, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live. The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a “VIP” area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and

positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;

- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the stadium or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 6A in relation to the Interviews of the 175 Events of Package 6A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match", to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 6A:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 vs. 1" manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Package 6A Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the "Man of the Match", to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum Interview duration: 5 minutes, with priority given to the host team's coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum Interview duration: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;

- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 205 Events not included in Package 6A, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 6A under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Package 6B

1) Events

This Package consists of 175 (one-hundred and seventy-five) Events per each Football Season corresponding to 5 Matches for each of the 35 Rounds, identified in the manner indicated in the *Pick* section below.

2) Pick Right to Package 6B Matches

The assignee has the right to exercise the choice (“*Pick right*”) of the Matches to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation in the manner indicated in the *Pick* Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 6B may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 6B to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the Invitation, within the scope of “*Try and buy*” initiatives, the Licensee can offer the viewing of a maximum of 3 Matches for each Football Season, to their own Home Users in Free Broadcast mode.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Package 6B Events with the obligation to broadcast the full Live coverage of a Package 6B Event per Round;
- (ii) The Live Broadcast of all the Events of Package 6B Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 6B in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 6B;

- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 6B;
- (v) the Highlights of all the Events of Package 6B to be transmitted in near-live mode, meaning the broadcasting of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 6B in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case – without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package 6B, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 175 Events of Package 6B:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in sports venues that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement

of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;

- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record – for purely private use, and thus without any form of dissemination to third parties – each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 6B by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of the Package 6B by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch perimeter in a position identified in agreement with Lega Serie A

and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of the 175 Events of Package 6B, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live. The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer's mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images taken inside a TV position located in a "VIP" area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee,

without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;

- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the stadium or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of the Package 6B in relation to the Interviews of the 175 Events of Package 6B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match", to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 6B:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 vs. 1" manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:
 - the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication

of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;

- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (miniflash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum Interview duration: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum Interview duration: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 205 Events not included in Package 6B, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;

- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the prices for access to the Signal listed in Annex 8 for all the Events of Package 6B under the heading “Per product”, also regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Package 6C

1) Events

The Package consists of 30 (thirty) Events per each Football Season corresponding to all the Events included in 3 Rounds placed in the schedule in the following months and coinciding with particular anniversaries (by way of example: Halloween, Black Friday, Valentine's Day) or holidays (by way of example: Christmas):

- a) October/November;
- b) December; and
- c) February/March.

On each of the aforementioned Days, Lega Serie A will place 2 Matches with the following characteristics:

- a) Matches played by Clubs qualified for the UEFA competitions of the Football Season; and/or
- b) Matches played by 3 Clubs out of the top 4 with the highest television audience in the previous Football Season.

The relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected for each single Round by placing them in different time slots, chosen by Lega Serie A compatibly with the sports needs.

2) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 6C may use any of the Audiovisual Platforms, including in OTT mode.

3) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 6C to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

Notwithstanding the provisions of Article 11.2.5 letter (b) point (ii) of the Invitation, within the scope of "Try and buy" initiatives, the Licensee can offer the viewing of a maximum of 1 Match for each Football Season, to their own Home Users in Free Broadcast mode.

4) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Package 6C Events with the obligation to broadcast the full Live coverage of a Package 6C Event per Round;
- (ii) The Live Broadcast of all the Events of Package 6C Events within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package 6C in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 6C;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 6C;
- (v) the Highlights of all the Events of Package 6C to be transmitted in near-live mode, meaning the broadcasting of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 6C in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case – without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

5) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

6) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 30 Events of Package 6C:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in sports venues that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the

already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;

- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record – for purely private use, and thus without any form of dissemination to third parties – each Event and store it on the equipment distributed by the Licensee.

Licensee of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews and other video content (challenges, skills, etc.). The content created will be made available to the Licensee on a media portal managed by Lega Serie A and may be used by the Licensee on the Platforms included in the Package and within its programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensee to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

7) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make commentaries on the Matches of Package 6C by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the Matches of Package 6C by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up

presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

8) Integrations

The Licensee has the right to the following Signal Integrations of 30 Events of Package 6C, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live.
The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;

- (v) the right to integrate the Signal with images taken inside a TV position located in a “VIP” area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the stadium or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee’s digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

9) Interviews

The following rights are granted to the Licensee of the Package 6C in relation to the Interviews of 30 Events of Package 6C, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each “Match of the Week” or “Top Match”, to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 6C:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the

presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 vs. 1” manner with both coaches connected remotely at the same time;

- the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (miniflash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum Interview duration: 5 minutes, with priority given to the host team’s coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum Interview duration: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 350 Events not included in Package 6C, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the latter within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

10) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the prices for access to the Signal listed in Annex 8 for all the Events of Package 6C under the heading “Per product”, also regardless of their actual use, as well as the costs of technical services listed in Annex 9.

11) Portability

The Licensee may allow the Home User duly subscribed to the Licensee’s Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

12) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Pick

This section rules the manner in which the Licensees of Packages 6A and 6B are entitled to exercise their choice of “Pick right” rights, i.e. the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A and the other provisions set out in paragraph 8.4 of the Invitation.

i) Rules for the exercise of “matchday” Picks

All 10 Matches of each of the 35 Rounds forming part of the Packages 6A and 6B are subject to selection by the Licensees of such Packages according to the priority order established by the following schemes:

a) the following Matchday Picks are adopted for the 2024/2025, 2026/2027 and 2028/2029 Football Seasons:

- With regard to the first Serie A Championship group:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6A	Package 6B								

- With regard to Serie A Championship second half of the season:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6B	Package 6A								

b) the following Matchday Picks are adopted for the 2025/2026 and 2027/2028 Football Seasons:

- With regard to the first Serie A Championship group:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6B	Package 6A								

- With regard to Serie A Championship second half of the season:

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Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6A	Package 6B								

- c) Once the selection has been made by the Licensees of Package 6A and Package 6B, the relevant offices of Lega Serie A will be responsible for defining the television programming of the Matches selected for each single Round by placing them in different time slots, chosen by Lega Serie A, compatibly with the sports needs and subject to the following principles:
 - Package 6A and Package 6B will respectively include, for each Round, at least 1 Match to be played in prime time (i.e. in the 8.30 p.m. slot onwards);
 - Package 6A and Package 6B shall include, respectively, for each Round, at least 1 Match to be played in the 5.30 pm to 7.00 pm slot; and
 - in the event of a Round with 4 prime-time matches, Package 6A and Package 6B will include 2 prime-time matches each.
- d) The selection of “matchday” Picks by the Licensees will take place at different times each Football Season at the same time as Lega Serie A identifies the matches played in so called “anticipo” or so called “posticipio”. The dates of each meeting and the list of Matches to be Picked will be communicated by Lega Serie A to the Licensees before the start of each Football Season.
- e) Notwithstanding the foregoing, in view of giving greater exposure to the Serie A Championship at international level, Lega Serie A reserves the right, for each Football Season, to place 2 Picks chosen by the Licensee of Package 6A and 2 Picks chosen by the Licensee of Package 6B in the following time slots, without prejudice to the provisions of the following paragraph in relation to the constraint of selection of the same team, which shall result in the selection of one of the picks following the first:
 - 2 Matches: at 12:30 pm on Sunday; and
 - 2 Matches: at 15:00 pm on Saturday or Sunday.

It is also understood that in the context of the 4 Matches above, Lega Serie A will not select for the international market more than 2 Matches played by the same team.

ii) Rules for the exercise of *Picks* relating to Rounds with fewer than 8 time slots.

With regard to the Rounds of each Football Season with a number of time *slots* lower than 8 (by way of example only: midweek rounds, August Rounds, the Rounds around Christmas, the Round on Easter Saturday and the last day of the championship), the Licensees of Package 6A and Package 6B choose the individual Match of the Round to be included in their Package according to the dates and times established by Lega Serie A, in the following order of choice:

- a) with regard to the 2024/2025, 2026/2027 and 2028/2029 Football Seasons:
 - With regard to the first Serie A Championship group:

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Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6A	Package 6B								

- With regard to Serie A Championship second half of the season:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6B	Package 6A								

- b) with regard to the 2025/2026 and 2027/2028 Football Seasons:

- With regard to the first Serie A Championship group:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6B	Package 6A								

- With regard to Serie A Championship second half of the season:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Package 6A	Package 6B								

By way of example, for the first Round of the 2024/2025 Football Season Championship, played in a midweek round, the Licensee of Package 6A, placed first in the priority order, chooses to broadcast the Event it considers most important of the Round, on the date and time indicated by Lega Serie A. Consequently, the Licensee of Package 6B, placed second in the priority order, chooses to broadcast the Event among those not yet selected, and so on alternately, for the remaining eight Matches which complete the same Round.

iii) General rules for setting dates and times of Matches

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There must be no less than two calendar days without matches between two consecutive matches played by the same Club, regardless of the official national or European Competitions to which they relate. Therefore, in the case of a match scheduled on a Tuesday, the Club may play the previous match no later than Saturday and the next match no earlier than Friday and, in the case of a match scheduled on a Thursday, the Club may play the previous match no later than Monday and the next match no earlier than 3:00 pm on Sunday.

In case of Rounds preceding weeks in which Matches of the European club championships are played, Saturday time slots are prioritised for Clubs playing in the UEFA Champions League on the following Tuesday, while the same opportunity to play on Saturday is not granted to Clubs playing in the UEFA Champions League on the following Wednesday.

In case of Rounds following weeks in which European club championships are played, the Monday evening time slot is prioritised for the matches of Clubs engaged in the UEFA Europa League or UEFA Europa Conference League on the preceding Thursday.

In case of Rounds preceding weeks in which Matches of National Teams or midweek rounds or National Cups are played, the 8:45pm time slot on Monday evening is replaced by an 8:45pm time slot on Friday evening.

In the case of Matches subject to a Pick whose date and/or time are determined as a result of governmental or other relevant authority measures, Lega Serie A will decide on the possible placement of the Matches in another slot contemplated by the licensed Package or an equivalent slot available.

ANNEX 2 – MAIN PACKAGES – COMMERCIALISATION BY PRODUCT – COMBINATION 7

Package 7A

This Package may be purchased by a maximum of two (2) Licensees, therefore all Rights covered by the Package are shared, on a co-exclusive basis, between the two (2) Licensees

1) Events

This Package consists of 380 (three-hundred and eighty) Events per each Football Season.

2) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package may use any of the Audiovisual Platforms, including in OTT mode.

3) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

4) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) The Live Broadcast of all the Events of Package 7A with the obligation to transmit the full Live Broadcast of all the Events of Package per Round;
- (ii) The Live Broadcast of all the Events of Package 7A within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of Package in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 7A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 7A;

- (v) the Highlights of all the Events of Package 7A to be broadcast in near-live mode, meaning the broadcast of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 7A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case – without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

5) Exclusivity

The Audiovisual Rights covered by this Package 7A are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

6) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 380 Events of Package 7A:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to allow Users to record – for purely private use, and thus without any form of dissemination to third parties – each Event of the Package and store it on the equipment distributed by the Licensee.

Licensees of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during "Media Days", that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of

example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews and other video content (challenges, skills, etc.). The content created will be made available to the Licensees on a media portal managed by Lega Serie A and may be used by the Licensees on the Platforms included in the Package and within their programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensees to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

7) Access to the pitch

The following rights are granted to the Licensee in respect of the Package 7A Events:

- (i) the right to make comments on the Matches of the Package by means of 1 (one) pitch reporter positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia.
- (ii) the right to make stand up presentations and commentaries of the Matches of Package by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the playing field perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the “Legends” group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

8) Integrations

The Licensee has the right to the following Signal Integrations of 380 Events of Package 7A, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer’s mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iii) the right to integrate the Signal with images filmed inside a TV position located in a 'VIP' area of the stadia and set up by the Package Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (iv) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (v) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, half-time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the Event Multilateral Signal. These cameras will be positioned in the areas identified in agreement with the Lega Serie A and the host Club, in the only stadia that, from a logistical and safety point of view, allow such positioning;
- (vi) the right to integrate the Live Broadcast Signal with the optional technical service of a commentary position at the sports venue (mandatory for at least 50% of the Events) or remotely, with the possibility of filming commentary in vision;
- (vii) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in such case, to sub-licensing prohibitions;
- (viii) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match.

9) Interviews

The following rights are granted to the Licensee of the Package in relation to the Interviews of the 380 Events of Package 7A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) In the Pre-Match:
 - the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
 - the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(ii) In the Post-Match:

- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum Interview duration: 5 minutes, with priority given to the host team's coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum Interview duration: 3 minutes;
- the non-exclusive right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the non-exclusive right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

10) Costs for Access to the Signal and Technical Services

The Licensee shall at all times and in all cases pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 7A under the heading “Per product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

11) Portability

The Licensee may allow the Home User duly subscribed to the Licensee's Platform, by way of Pay Broadcast and in the Territory, to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users' devices) only on the condition that the recording file is encrypted and protected, thus precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

Any rights not specified herein are excluded from this Package.

ANNEX 2 – MAIN PACKAGES –COMMERCIALISATION BY PRODUCT – COMBINATION 8

Package 8A

This Package may be purchased by a maximum of two (2) Licensees, therefore all Rights covered by the Package are shared, on a co-exclusive basis, between the two (2) Licensees

1) Events

This Package consists of 342 (three-hundred and forty-two) Events per each Football Season corresponding to 9 Matches per Round in the following Slots:

- a) the Match at 3:00 PM on Saturday;
- b) the Match at 6:00 PM on Saturday;
- c) the Match at 12:30 PM on Sunday;
- d) the two Matches at 3:00 PM on Sunday;
- e) the two Matches at 6:00 PM on Sunday;
- f) the Match at 8:45 PM on Sunday;
- g) the Match at 8:45 PM on Monday.

With reference to each Football Season's Rounds that do not provide for Matches to be played in 8 different time slots, the nine Matches per Round included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Pick Right to Package 8A Matches

This right is granted to the Licensee to whom Gold Optional Package 8A is assigned.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of the Package may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and

- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Events of Package 8A with the obligation to transmit the full Live Broadcast of all the Events of the Package per Round;
- (ii) Live Broadcast of all the Events of Package 8A Events within an all-in-one programme, with reports and interaction between the Events in simultaneous viewing of all the Events of Package in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 8A;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 8A;
- (v) the Highlights of all the Events of Package 8A to be broadcast in near-live mode, meaning the broadcast of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 8A in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be broadcast Live, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case – without prejudice to the sub-licensing prohibitions;
- (vii) Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package 8A are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 342 Events of Package 8A:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to allow Users to record – for purely private use, and thus without any form of dissemination to third parties – each Event of the Package and store it on the equipment distributed by the Licensee.

Licensees of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews and other video content (challenges, skills, etc.). The content created will be made available to the Licensees on a media portal managed by Lega Serie A and may be used by the Licensees on the Platforms included in the Package and within their programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensees to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make comments on the Matches of the Package by means of 1 (one) pitch reporter positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the matches of the Matches of the Package by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch perimeter in a position identified in agreement with Lega Serie A

and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of the 342 exclusive Events of Package 8A, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iii) the right to integrate the Signal with images filmed inside a TV position located in a "VIP" area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (iv) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (v) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, Half-Time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the multilateral Signal of the Events. These cameras will be positioned in areas identified in agreement with Lega Serie A and the host Club, only in the stadia that, from a logistical and safety point of view, allow such positioning;
- (vi) the right to integrate the Live Broadcast Signal with the optional technical service of a commentary position at the stadium (mandatory for at least 50% of the Events) or remotely, with the possibility of filming commentary in vision;
- (vii) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in this case, to sub-licensing prohibitions;
- (viii) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match.

10) Interviews

The following rights are granted to the Licensee of the Package in relation to the Interviews of the 342 Events of Package 8A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

(i) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(ii) In the Post-Match:

- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team's coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes;
- the non-exclusive right to conduct Live Broadcast Interviews in the Press Room with the coach with guaranteed presence within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the non-exclusive right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(iii) In the Post-Match of the 38 Events not included in Package 8A, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence

of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 8A under the heading “Per Product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow, by way of Pay Broadcast and in the Territory, the Home User duly subscribed to the Licensee’s Platform to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

Any rights not specified herein are excluded from this Package.

Package 8B

1) Events

This Package consists of 38 (thirty-eight) Events per each Football Season corresponding to 1 (one) Match per Round in the following Slot:

- a) the Match at 8:45 pm on Saturday.

With reference to each Football Season's Matches that do not provide for matches to be played in 8 different time slots, the single Match per Match included in this Package shall be identified in the manner indicated in the Pick Section below.

2) Pick Right to Matches of the Package 8B

The Licensee has the right to exercise the choice (pick right) of the individual Match to be included in its own Package, in accordance with the schedule published for each Football Season by Lega Serie A and the other provisions of paragraph 8.4 of the Invitation, in the manner indicated in the Pick Section below.

3) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of Package 8B may use any of the Audiovisual Platforms, including in OTT mode.

4) Audiovisual Rights

The Licensee has the right to communicate Audiovisual Products relating to the Events of Package 8B to the public exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) by means of Pay Broadcast and/or Free Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Home Users only.

5) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Package 8B Events with the obligation to broadcast the full Live coverage of a Package 8B Event per Round;
- (ii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of Package 8B;
- (iii) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of Package 8B;

- (iv) the Highlights of all the Events of Package 8B to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (v) the Correlated Images taken from inside the stadium including the competition area and the reserved areas of all Events of Package 8B in the Pre-Match phase up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (e.g. award ceremonies, announcements, artistic performances) to be Live Broadcast, near-live and/or on a Delayed basis, by means of Free Broadcast, accessible through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks, exclusively on the Licensee's digital platforms including its official social media pages, in the latter case – without prejudice to the sub-licensing prohibitions;
- (vi) the Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

6) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Commercial Users.

7) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 38 Events of Package 8B:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;

- (iii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;
- (iv) the right to allow Users to record – for purely private use, and thus without any form of dissemination to third parties – each Event and store it on the equipment distributed by the Licensee.

Licensees of the Package are also granted the right to obtain, during each Football Season, the video, audio and photographic material produced by the Clubs and Lega Serie A during “Media Days”, that is events organised by each Club under the coordination of Lega Serie A, attended by all players and the coach at their sports centre or other locations, and at a minimum of two times, before the start of the Championship and at the end of the winter transfer window. The activities carried out at the Media Day include, by way of example, video and photo shooting of coaches and footballers, recording of promotional messages by footballers and coaches (e.g. holiday greetings), recording of audio content, interviews and other video content (challenges, skills, etc.). The content created will be made available to the Licensees on a media portal managed by Lega Serie A and may be used by the Licensees on the Platforms included in the Package and within their programming, without prejudice to the right of the Clubs and Lega Serie A to use the same content on their own Official Digital Accounts, Official Digital Channels, and Official Thematic Channels. Notwithstanding the above, the admission of Licensees to such events for the purpose of conducting short interviews with the most representative coaches and players is subject to the authorisation of the Clubs.

8) Access to the pitch

The following rights are granted to the Licensee:

- (i) the right to make comments on the Matches of the Package 8B by means of 2 (two) pitch reporters positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia;
- (ii) the right to make stand up presentations and commentaries of the matches of the Matches of the Package 8B by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch perimeter in a position identified in agreement with Lega Serie A and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

9) Integrations

The Licensee has the right to the following Signal Integrations of the 38 Events of Package 8B, to be exercised according to the Media Production Regulations:

- (i) the right to receive and use statistical data generated by data collection activities and basic tracking produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live.
The Licensee is also permitted to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) for the "Match of the Week" or "Top Match" only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer's mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iv) the right to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (v) the right to integrate the Signal with images filmed inside a TV position located in a "VIP" area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (vi) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (vii) the right to integrate the Signal with images intended for customisation from additional cameras depending on the future development of filming technique and technology, subject to the express authorisation of Lega Serie A as to the type to be used, which may be requested by the Licensee, without any limit in number exclusively in the Pre-Match, Half-Time and Post-Match periods, making such images available to Lega Serie A, if requested, to be included in the multilateral Signal of the

Events. These cameras will be positioned in areas identified in agreement with Lega Serie A and the host Club, only in the stadia that, from a logistical and safety point of view, allow such positioning;

- (viii) the right to integrate the Live Broadcast Signal with the optional technical service of a maximum of two commentary positions: the first one at the stadium (mandatory for at least 50% of the Events) or remotely, and the second one at the stadium or remotely, with the possibility of filming commentary in vision;
- (ix) the right to receive images of the bus arrival, pitch inspection and official match uniforms positioned inside the locker rooms, taken by means of mobile devices for the purpose of use, also for Free Broadcast, on the Licensee's digital platforms, including on its official social media pages, without prejudice, in this case, to sub-licensing prohibitions;
- (x) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (xi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

10) Interviews

The following rights are granted to the Licensee of Package 8B in relation to the Interviews of the 38 Events of Package 8B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each "Match of the Week" or "Top Match", to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 8B:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the "1 v 1" manner with both coaches connected remotely at the same time,
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:
 - the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;

- the right to conduct Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the Man of the Match, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee of the Package, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team's coach;
- the right to conduct Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

(v) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

(vi) In the Post-Match of the 342 Events not included in Package 8B, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players that participated in the Match per Club, with guaranteed presence of

such player within 35 minutes after the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

11) Costs for Access to the Signal and Technical Services

The Licensee shall at all times pay the costs for access to the Signal listed in Annex 8 for all the Events of Package 8B under the heading “Per Product”, regardless of their actual use, as well as the costs of technical services listed in Annex 9.

12) Portability

The Licensee may allow, by way of Pay Broadcast and in the Territory, the Home User duly subscribed to the Licensee’s Platform to simultaneously access the same Audiovisual Product on Devices in addition to the mobile Master Device within the limits specified below.

Standalone commercial offers are strictly excluded.

Portability is only allowed in streaming mode (data flow), with the possibility of downloading (storage of images on Users’ devices) only on the condition that the recording file is encrypted and protected, precluding Users from any possibility of sharing images in file sharing mode or another sharing system and with geoblocking (for the purpose of protecting images in accordance with the Invitation).

Access to Audiovisual Products must be limited to a maximum total of 7 (seven) Devices per Home User, of which only 4 (four) can be used simultaneously. Violation, even partial, of the above-mentioned limits will lead to forfeiture of the right and constitute a serious breach.

The above limitations do not apply to fixed Devices within the home network.

13) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11 clause 6 of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11 clause 7 of the Decree, to retransmit its own Programming schedule and/or its own catalogue containing the Audiovisual Products whose rights have been acquired by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

Pick

This section rules the manner in which the Licensee of Package 8A, which is also the assignee of Gold Package 8A, and the Licensee of Package 8B are entitled to exercise the so-called “Pick right” rights, i.e. the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the Invitation.

The Matches of each Round allocated to the different Packages are shown in the chart below:

<i>Saturday</i>	<i>Sunday</i>	<i>Monday</i>
	12:30 pm	
	3:00 pm	
	3:00 pm	
3:00 pm	6:00 pm	
6:00 pm	6:00 pm	
8:45 pm	8:45 pm	8:45 pm

Key:

Package 8A

Package 8B

The Picks to be selected by the Licensees of Packages Gold 8A and 8B correspond to 380 Matches of each Football Season and are divided as follows:

- i) “Top Match” picks, corresponding to 20 Matches per Football Season; and
- ii) “Matchday” picks, corresponding to the remaining 360 Matches per Football Season.

i) Rules for the exercise of Pick rights related to the 20 “Top Matches”

The Licensees of Packages Gold 8A and Package 8B meet at the offices of Lega Serie A or remotely 15 working days prior to the publication of the schedule for each Football Season to define the following:

- with respect to the 2024/2025, 2026/2027 and 2028/2029 Football Seasons, the Licensees identify 20 “top matches” in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package Gold 8A	Package Gold 8A	Package Gold 8A	Package 8B	Package Gold 8A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package Gold 8A	Package 8B	Package Gold 8A	Package Gold 8A	Package Gold 8A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15

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Package Gold 8A	Package 8B	Package Gold 8A	Package Gold 8A	Package Gold 8A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package Gold 8A	Package Gold 8A	Package Gold 8A	Package 8B	Package Gold 8A

- With respect to the 2025/2026 and 2027/2028 Football Seasons, the Licensees identify 20 “top matches” in the priority order established by the following chart:

Pick 1	Pick 2	Pick 3	Pick 4	Pick 5
Package Gold 8A	Package Gold 8A	Package 8B	Package Gold 8A	Package Gold 8A
Pick 6	Pick 7	Pick 8	Pick 9	Pick 10
Package Gold 8A	Package Gold 8A	Package Gold 8A	Package 8B	Package Gold 8A
Pick 11	Pick 12	Pick 13	Pick 14	Pick 15
Package Gold 8A	Package Gold 8A	Package Gold 8A	Package 8B	Package Gold 8A
Pick 16	Pick 17	Pick 18	Pick 19	Pick 20
Package Gold 8A	Package 8B	Package Gold 8A	Package Gold 8A	Package Gold 8A

- a) The “top matches” thus selected automatically become the first choice of each Licensee in the context of the “matchday” Pick. By way of example only, see the following scenarios:
 - In the event that a Round features a “top match” chosen by the Licensee of Gold Package 8A:
 - 1) The “top match” Pick will take up the first choice of the Licensee of Gold Package 8A (Match 1);
 - 2) The following Pick will pass to the Licensee of Package 8B (Match 2);
 - 3) The remaining Picks will be chosen by the Licensee of Gold Package 8A (Rounds 3 - 10).
 - In the event that a Round features a “top match” chosen by the Package 8B Licensee, the “top match” Pick will take up the sole choice of the Package 8B Licensee for that Round, which will therefore not exercise any other Pick for that Round.
- b) Once the selection of the 20 “top matches” per Football Season has been made by the Licensees of Gold Package 8A and Package 8B, the relevant offices of Lega Serie A will be responsible for scheduling the Matches selected by placing them in the time slots allocated to different Packages, compatibly with the sports needs.

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c) Notwithstanding the above, in order to ensure greater exposure to the Serie A Championship at the international level, Lega Serie A reserves the right to place 4 of the 16 “top match” Picks chosen by the Licensee of Gold Package 8A for each Football Season in the following time slots:

- 2 “top matches”: at 12:30 pm on Sunday; and
- 2 “top matches”: at 3:00 pm on Saturday or Sunday.

It is also understood that in the context of the 4 “top matches” above, Lega Serie A will not select for the international market more than 2 Matches played by the same team.

ii) Rules for the exercise of “matchday” Pick

The remaining 360 Matches of each Football Season are subject to selection by the Licensees of Gold Package 8A and Package 8B according to the priority order established by the following chart:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Gold Package 8A	Package 8B	Gold Package 8A							

a) Once the selection has been made by the Licensees of Gold Package 8A and Package 8B, the relevant offices of Lega Serie A will be responsible for scheduling the Matches selected for each single Round by placing them in different time slots allocated to different Packages, compatibly with the sports needs.

b) The selection of “matchday” Picks by the Licensees will take place at different times each Football Season at the same time as Lega Serie A identifies the matches played in so called “anticipo” or so called “posticipo”. The dates of each meeting and the list of Matches to be Picked will be communicated by Lega Serie A to the Licensees before the start of each Football Season.

iii) Rules for the exercise of *Picks* relating to Rounds with fewer than 8 time slots.

With regard to the Rounds of each Football Season with a number of time slots lower than 8 (by way of example only: midweek rounds, August Rounds, the Rounds around Christmas, the Round on Easter Saturday and the last day of the championship), the Licensees of Gold Package 8A and Package 8B choose the individual Match of the Round to be included in their Package according to the dates and times established by Lega Serie A, in the following order of choice:

Match 1	Match 2	Match 3	Match 4	Match 5	Match 6	Match 7	Match 8	Match 9	Match 10
Gold Package 8A	Package 8B	Gold Package 8A							

With the exception of midweek Rounds and the last Round of the Championship, the Match of the Licensee of Package 8B is allocated by Lega Serie A in a single time slot.

By way of example, for the first midweek Round of the Championship, the Licensee of Gold Package 8A, placed first in the priority order, chooses to broadcast the Event it considers the most important ones of the Round, on the date and time indicated by Lega Serie A. Consequently, the Licensee of Package 8B, placed second in the priority order, chooses to broadcast the Event among those not yet selected. Finally, the Gold Package 8A Licensee chooses the remaining eight Matches that complete such Round.

iv) General rules for setting dates and times of Matches

There must be no less than two calendar days without matches between two consecutive matches played by the same Club, regardless of the official national or European competitions to which they relate. Therefore, in the case of a match fixed on a Tuesday, the Club may play the previous match no later than Saturday and the next match no earlier than Friday and, in the case of a match fixed on a Thursday, the Club may play the previous match no later than Monday and the next match no earlier than 3:00 pm on Sunday.

In case of Rounds preceding weeks in which Matches of the European club championships are played, Saturday time slots are prioritised for Clubs playing in the UEFA Champions League on the following Tuesday, while the same opportunity to play on Saturday is not granted to Clubs playing in the UEFA Champions League on the following Wednesday.

In case of Rounds following weeks in which European club championships are played, the Monday evening time slot is prioritised for the matches of Clubs engaged in the UEFA Europa League or UEFA Europa Conference League on the preceding Thursday.

In case of Rounds preceding weeks in which Matches of National Teams or midweek rounds or National Cups are played, the 8:45 pm time slot on Monday evening is replaced by an 8:45 pm time slot on Friday evening.

In the case of Matches subject to a Pick whose date and/or time are determined as a result of governmental or other relevant authority measures, Lega Serie A will decide on the possible placement of the Matches in another slot contemplated by the licensed Package or an equivalent slot available.

ANNEX 3 – MAIN PACKAGE – COMMERCIAL USERS

COMMERCIAL USERS package

1) Events

This Package consists of 380 (three hundred and eighty) Events for each Football Season, corresponding to 10 Matches per each of the 38 Rounds.

2) Platforms

For the purpose of the exercise by the Licensee of the Audiovisual Rights specified below, the Licensee of this Package may use any of the Audiovisual Platforms, including in OTT mode.

3) Audiovisual Rights

The Licensee is entitled to communicate to the public Audiovisual Products relating to the Events of this Package exclusively in the following manner:

- (i) on one or more of its Audiovisual Platforms, and
- (ii) Pay Broadcast, and
- (iii) in the Territory, and
- (iv) in the context of offers aimed at Commercial Users only.

4) Audiovisual Products

The Audiovisual Products which the Licensee may realize with the images of the Events may only have as their subject matter:

- (i) Live Broadcast of all the Events of this Package with the obligation to transmit the full Live Broadcast of all the Events of the Package per Round;
- (ii) Live Broadcast of all the Events of this Package within an all-in-one programme, with reports and interaction between the matches in simultaneous viewing of all the Events of the Package in a single context;
- (iii) Broadcast on a delayed basis of the Highlights and Correlated Images of all the Events of this Package;
- (iv) Broadcast on a delayed basis (Broadcasts on a repeat basis and Condensed Match) of all the Events of this Package;
- (v) Highlights of all the Events of this Package to be transmitted in near-live mode, meaning the transmission of the Highlights, during the Event, slightly delayed with respect to the occurrence of the action on the field that is the object of the Highlight;
- (vi) Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, for the

production of Audiovisual Products related to the Competition, with the express prohibition of the creation thereby of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

5) Exclusivity

The Audiovisual Rights covered by this Package are granted on an exclusive basis, within the limits set forth in paragraphs 8.1, 8.2 and 8.5 of the Invitation, notwithstanding the rights reserved to Lega Serie A and/or to the Clubs as per paragraph 8.3 of the Invitation and the Rights licensed to Home Users.

6) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 380 Events of this Package:

- (i) the right to obtain and broadcast the Signal of Events produced, by way of example, in HDR/8K only in those stadia that, from a logistical and safety point of view, allow such production, upon request made by the Licensee no less than 15 days prior to each Event concerned, with the related price for accessing the signal to be quantified depending on the development of such technology and in addition to the already envisaged price for accessing the signal. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, "Virtual Reality, Augmented Reality, Replay 360" or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee of this Package no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (iii) the right to allow Commercial Users to record - for purely private use, and thus without any form of dissemination to third parties - each Event of this Package and store it on the equipment distributed by the Licensee.

7) Integrations

The Licensee has the right to the following Signal Integrations, to be exercised according to the Media Production Regulations:

- (i) to receive and use statistical data generated by data collection activities and basic tracking, produced and processed centrally by Lega Serie A;
- (ii) the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Pre-Match phases by the Producer's mobile or remote camera positioned in the locker rooms, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual

filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the warm-up of the players, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live.

- (iii) the right to integrate the Signal with images taken by a remote or mobile camera, only in the event of logically ascertained unavailability of a remote camera, made available by the Producer and positioned inside the passage tunnel of the players, at the entrance and exit of the warm-up phase and at the start of the first and second half of the Match;
- (iv) the right to integrate the Live Broadcast Signal with the optional technical service of a commentary position at the stadium (mandatory for at least 50% of the Events included in this Package) or remotely, with the possibility of filming commentary in vision;
- (v) the right to receive highlights between the first and second halves and at the end of the second half of the Match in addition to the unloading of each isocamera at Half-Time and at the end of the Match;
- (vi) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

8) Interviews

The following rights are granted to the Licensee of this Package in relation to the Interviews, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) In the Post-Match, on a non-exclusive basis:

- the right to conduct Live Broadcast Interviews in the Press Room with the coach with the guaranteed presence of the coach within 30 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club;
- the right to conduct Live Broadcast Interviews in the Press Room with one of the most representative players of the Match per club within 35 minutes of the end of the Match. Maximum duration of the press conference: 10 minutes for each Club.

9) Costs for Access to the Signal and Technical Services

The Licensee shall at all times pay the costs for access to the Signal listed in Annex 8 for all the Events of the Package, regardless of their actual use, as well as the costs of technical services listed in Annex 9 and the additional technical distribution services specific to this kind of exploitation.

It is understood that in the event that the Licensee of this Package is also the assignee of other Main Packages for Home Users, they may use, for the purpose of exploiting the Rights under this Package and with reference only to the Events included in such Main Packages, the ancillary rights, the rights of access to the pitch, integration and to conduct Interviews provided for in such Main Packages.

Any rights not specified herein are excluded from this Package.

ANNEX 4 – PREMIUM OPTIONAL PACKAGE

1) Definitions

Official Digital Accounts of the Licensee: includes any official section/account of the Licensee identified by its own official mark on any digital platform, current or invented in future, including: i) any online interactive digital platforms owned by third parties (by way of example: Facebook, Instagram, Twitter, Tik Tok and Snapchat) allowing users to create, publish, share, exchange and/or display information, communications and contents, including audiovisual content, in virtual communities and networks, ii) any other similar digital platforms owned by third parties including any platforms for sharing user-generated contents, any video-sharing platforms (e.g.: YouTube) and any live video streaming platform (e.g., Facebook).

Official Digital Channels of the Licensee: the official digital services and/or products of the Licensee, distinguished by its official branding such as the website, web TV, and/or mobile application.

Short Content: content filmed with mobile devices (e.g. smartphones, action cams) that cannot be likened to television footage.

Near Live: mode of transmission of images, during the course of the Event, Broadcast on a slightly delayed basis with respect to the occurrence of the action on the field of play to which it refers.

2) Audiovisual Rights

This Package includes by the rights to communicate to the public Highlights and Correlated Images of the only Events included in the Main Packages assigned to the Licensee, as set out below:

- (i) by means of Free Broadcast, through devices interconnected to the Internet Platform and/or the Wireless Platform for Mobile Networks;
- (ii) on the Official Digital Accounts of the Licensee, subject to sublicensing prohibitions;
- (iii) on the Official Digital Channels of the Licensee,
- (iv) in the Territory, and
- (v) Archive Footage, limited to the Audiovisual Rights related to the Package, of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, with the express prohibition of the creation thereby of monothematic content (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their players, Lega Serie A and/or the Competition.

3) Audiovisual Products

The Licensee is granted the rights to publish the following content for each Event included in the Main Packages assigned to the Licensee:

During the Match:

- a) Near Live Correlated Images (excluding Interviews), limited to the celebrations of the players on the pitch and the reactions of the public in the stands with a maximum duration of 10 seconds per content and up to a maximum of five (5) contents for each Match and per each Official Digital Account of the Licensee (except YouTube);
- b) Pre, during and Post Match, Short Content with a maximum duration of ten (10) minutes featuring Near Live Correlated Images of the stands on Licensee's Official Digital Accounts (excluding YouTube) and Licensee's Official Digital Channels, produced by the Licensee also making use of third party individuals contracted/commissioned by them (for example, Creators/Tiktokers/influencers/Communities), who may also share such Images on their own social media accounts in the manner that will be defined by Lega Serie A in the Digital Guidelines to be published or updated within three (3) months from the start of each Football Season.

In the Post-Match period:

- a) Short Content, with a maximum total duration of twenty (20) seconds per Match, on Licensee's Official Digital Accounts (with the exception of YouTube) and on Licensee's Official Digital Channels, featuring Highlights published from two (2) hours after the end of the Match made by the Licensee, also using third parties individuals commissioned/contracted by the latter (for example Creators/Tiktokers/influencers/Communities), who may also share such Images on their own social media accounts in the manner that will be defined by Lega Serie A in the Digital Guidelines to be published within three months from the start of the Football Season.
- b) Highlights and Correlated Images with a maximum duration of three (3) minutes per each Match on Licensee's Official Digital Channels, free to broadcast from the end of the Match. This duration doubles in the case of single clips that include images from more than one Match. The maximum duration will be extended to fifteen (15) minutes for each Match starting two (2) hours after the end of each Match;
- c) Interviews on Official Digital Accounts, up to one (1) minute per singles content, up to a maximum of 3 pieces of content for each Licensee's Official Digital Account, starting 2 hours after the end of each Match. This duration doubles in the case of single clips that include images from more than one Match;
- d) Highlights and Correlated Images on Licensee's Official Digital Accounts (with the exception of YouTube), up to ninety (90) seconds per individual content, up to a maximum of 3 pieces of content for each Licensee's Official Digital Account, starting three (3) hours after the end of each Match. This duration doubles in the case of single clips that include images from more than one Match. With reference to YouTube: Highlights and Correlated Images, up to two (2) minutes per each Match, starting three (3) hours after the end of each Match. This duration doubles in the case of single clips that include images from more than one Match. From 12:00 pm the day after each Match, the duration of the Highlights and Correlated Images is extended up to a maximum of ten (10) minutes per Match.

ANNEX 4 – OPTIONAL PACKAGES – COMBINATION 2

GOLD Package 2B

This Optional Package Gold 2B may only be acquired by one (1) of the Licensees of Package 2B.

1) Ancillary Rights

The following exclusive ancillary rights are granted to the Licensee in respect of the 114 Events of Package 2B:

- (i) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, “Virtual Reality, Augmented Reality, Replay 360” or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking, produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up performances and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;

2) Access to the pitch

The following exclusive right is granted to the Licensee in respect of the Events included in Package 2B:

- (i) the right to make stand up presentations and commentaries of the matches of the Matches of the Package 2B by way of Live Broadcast, both by means of audio commentary and video images in the Pre-Match period up to 5 minutes before the start of the Match, in the Half-Time and Post-Match, including stand up presentations, but in any case always outside the pitch perimeter, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests. By way of example, some players from the past who are part of the Legends group managed by Lega Serie A may be selected up to a maximum of four (4) times during each Football Season. Any further requests with respect to such 4 (four) selections included in this Package will be managed on the basis of rate cards that will be communicated to the Licensee of the Package. For the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, such presentations may also be made within the pitch perimeter in a position identified in agreement with Lega Serie A

and the Club, subject to any limitations, including logistical and time limitations, indicated in the Regulations on Interviews and Access to Stadia.

3) Integrations

The Licensee has the right to the following Signal Integrations of the 114 exclusive Events of Package 2B, to be exercised according to the Media Production Regulations:

- (i) the right to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (ii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;
- (iii) the right to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (iv) the right to integrate the Signal with images filmed inside a TV position located in a “VIP” area of the stadia and set up by the Licensee at its own cost and expense, in stadia that have such an area available and that, from a logistical and safety point of view, allow such a set-up;
- (v) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

4) Interviews

The following rights are granted to the Licensee of the Package in relation to the Interviews of the 114 Events of Package 2B, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each “Match of the Week” or “Top Match”, to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 2B:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 v 1” manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that

was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- the right to carry out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- the right to conduct Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach.

5) The Pick right

The right to exercise the “Pick right” rights, i.e. the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the Invitation, as set out in Article 14 of Annex 1.

Any rights not specified herein are excluded from this Package.

ANNEX 4 – OPTIONAL PACKAGES – COMBINATION 7

GOLD Package 7A

This Optional Package may only be acquired by one (1) of the two Licensees of Package 7A

1) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 380 Events of Package 7A:

- (i) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, “Virtual Reality, Augmented Reality, Replay 360” or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking, produced and processed centrally by Lega Serie A, upon request made by the Licensee no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;

2) Access to the pitch

The following right is granted to the Licensee in respect of the Events included in Package 7A:

- (i) the right to make comments on the Matches by means of 1 (one) additional pitch reporter positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia.

3) Integrations

The Licensee has the right to the following Signal Integrations of the 380 exclusive Events of Package 7A, to be exercised according to the Media Production Regulations:

- (i) the right to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (ii) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific

images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (iii) the right to integrate the Signal with images filmed in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (iv) the right to integrate the Live Broadcast Signal with the optional technical service of an extra commentary position at the stadium or remotely, with the possibility of filming commentary in vision;
- (v) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

4) Interviews

The following rights are granted to the Licensee of the Package in relation to the Interviews of the 380 Events of Package 7A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each “Match of the Week” or “Top Match”, to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 7A:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 v 1” manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

(ii) In the Pre-Match:

- priority in carrying out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- priority in conducting Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of

the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- priority in conducting Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- priority in conducting Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

5) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

ANNEX 4 – OPTIONAL PACKAGES – COMBINATION 8

GOLD Package 8A

This Optional Package may only be acquired by one (1) of the two Licensees of Package 8A

1) Ancillary Rights

The following ancillary rights are granted to the Licensee in respect of the 342 Events of Package 8A:

- (i) the right to obtain and broadcast an extra Signal of the Events with additional cameras (by way of example only, tactical cameras) or technologies, such as, by way of example and without limitation, “Virtual Reality, Augmented Reality, Replay 360” or other new technologies depending on the future development of filming technique and technology, in association with statistical data generated by the data collection activities and basic tracking produced and processed centrally by Lega Serie A, upon request made by the Licensee of the Package no less than 15 days prior to each Event concerned, prior reimbursement of the related technical costs. The methods of implementation will be laid down in the Media Production Regulations;
- (ii) the right to obtain, by means of a dedicated extra Signal in addition to the Signal of the Events, unilateral segments dedicated to Interviews and/or customised connections, in the Pre-Match, Half-Time or Post-Match phases, for stand-up presentations and Interviews, prior reimbursement of the related technical costs. The methods of implementation and broadcasting will be laid down in the Media Production Regulations;

2) Access to the pitch

The following right is granted to the Licensee in respect of the Events included in Package 8A:

- (i) the right to make comments on the Matches of the Package by means of 1 (one) additional pitch reporter positioned on the sideline of the pitch in a position identified by Lega Serie A between the two benches and indicated in the Regulations on Interviews and Access to Stadia.

3) Integrations

The Licensee has the right to the following Signal Integrations of the 342 Events of Package 8A, to be exercised according to the Media Production Regulations:

- (i) for the “Match of the Week” or “Top Match” only, to be defined in the Regulations on Interviews and Access to Stadia, the right to integrate the Signal with images Broadcast on a delayed basis of players filmed in the Post-Match phases by the Producer’s mobile or remote camera positioned in the locker room of the winning team, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside the locker room may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least 2/3 of the

players and with the option for the Licensee to focus the images on a single player, for the transmission of a maximum of 60 seconds of images Broadcast on a delayed basis, including near live;

- (ii) the right to make a Pre-Match presentation inside the locker rooms with only one stand-up journalist before the players enter such locker room;
- (iii) the right to integrate the Signal with images taken in a television studio located inside the stadia in the areas identified in agreement with Lega Serie A and the host Club and set up by the Licensee at its own cost and expense, in stadia that, from a logistical and safety point of view, allow such set-up;
- (iv) the right to integrate the Live Broadcast Signal with the optional technical service of an extra commentary position at the stadium or remotely, with the possibility of filming commentary in vision;
- (v) the right to receive isolated Signals from the cameras (isocameras) up to a maximum of 9, to be used exclusively in the Pre-Match, Half-Time and Post-Match periods, in full compliance with the provisions of the Editorial Guidelines issued by Lega Serie A.

4) Interviews

The following rights are granted to the Licensee of the Package in relation to the Interviews of the 342 Events of Package 8A, to be exercised according to the indications of Lega Serie A and according to the Regulations on Interviews and Access to Stadia:

- (i) On the day preceding each “Match of the Week” or “Top Match”, to be defined in the Regulations on Interviews and Access to Stadia, if included in Package 8A:
 - the non-exclusive right to conduct Live Broadcast Interviews of a maximum duration of 10 minutes, during the press conference of the presentation of the Match, if organised, in the presence of the single coach of each Club or, alternatively and at the discretion of the Club, in the “1 v 1” manner with both coaches connected remotely at the same time;
 - the right to conduct Interviews, in Live Broadcast or Broadcast on a delayed basis, after the aforementioned press conference, with the guaranteed presence of the coach or a player that was in the starting eleven of the immediately preceding Match. Maximum Interview duration: 5 minutes for each Club.

It is understood that the aforementioned Interviews will concern the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have participated in such activities at least 3 times during each Football Season.

- (ii) In the Pre-Match:

- priority in carrying out Live Broadcast Interviews on the pitch before the start of the warm-up of the players, between 60 and 35 minutes before the start of the Match, following the publication of the official line-ups, with the guaranteed presence of one of the most representative players who is in the starting eleven of the Match. Maximum interview duration: 90 seconds;
- priority in conducting Live Broadcast Interviews on the pitch, between 45 and 10 minutes before the start of the Match (pre-flash), following the publication of the official line-ups, with the guaranteed presence of the coach in at least 50% of the Matches or a representative member of

the Club individually or, at the discretion of the Clubs, together with the coach or with a representative member of the other Club. Maximum interview duration: 3 minutes.

(iii) During the Match:

- the right to conduct a Live Broadcast Interview at half-time on the pitch (mini-flash) before the start of the second half, upon returning to the pitch, with a player indicated by the Licensee from a shortlist of a maximum of 3 players from the starting eleven of the Match or with a representative member of the Club, at the discretion of the Club, lasting a maximum of 30 seconds.

(iv) In the Post-Match:

- the right to conduct a joint Interview with two players from the same team, including the “Man of the Match”, to whom the aforementioned prize will be handed over at the same time, and a player selected by the Club from a shortlist of a maximum of 3 names indicated by the Licensee of the Package, in Live Broadcast, at the end of the Match, on the pitch (superflash), lasting a maximum of 3 minutes;
- priority in conducting Live Broadcast Interviews with the coaches in the Privileged Area, with guaranteed presence of the coaches within 10 minutes after the end of the Match. Maximum duration of a single Interview: 5 minutes, with priority given to the host team’s coach;
- priority in conducting Live Broadcast Interviews with one of the most representative players that participated in the Match per Club in the Privileged Area, with guaranteed presence of such player within 25 minutes after the end of the Match. Maximum duration of a single Interview: 3 minutes.

5) The Pick right

The right to exercise the choice (“Pick right”), i.e. the distribution of Matches among Licensees in compliance with the schedule published for each Football Season by Lega Serie A, the time slots allocated to various Packages and the other provisions of paragraph 8.4 of the Invitation.

6) Right of Retransmission on other Platforms (“Wholesale Right”)

Notwithstanding the prohibition of sublicensing pursuant to Article 11, paragraph 6, of the Decree, the Licensee has the right, by virtue of the express authorisation granted herein pursuant to Article 11, paragraph 7, of the Decree, to retransmit its own Programming Schedule and/or its own catalogue containing the Audiovisual Products whose rights have been purchased by the Licensee, in full and simultaneously, on third-party Audiovisual Platforms, also in OTT mode, provided that the latter do not offer the same Audiovisual Products on a pay-per-view basis.

Any rights not specified herein are excluded from this Package.

ANNEX 5 – RESERVED RIGHTS

SECTION 1. RESERVED RIGHTS OF THE CLUBS

The Clubs have exclusive ownership of the archive right indicated in Article 2, letter p) of the Decree and may use the Archive Footage of the Events in accordance with Article 4(2) of that Decree.

Notwithstanding the above, Archive Footage may also be used:

- a) by the Licensees, if such right is included in the relevant Packages, in relation to the Events comprising the acquired Packages and limited to the images of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, with the express prohibition of the creation, by means of such Archive Footage, of monothematic programmes (such as, for example, documentary films, documentaries and other similar formats) on the Clubs and their representative members, Lega Serie A and/or the Competition;
- b) by Lega Serie A, limited to the images of the Football Season in progress at that specific time and of the Football Season immediately preceding that one, exclusively for the purposes of the exploitation of the Rights reserved to Lega Serie A described in section 2 of this Annex.

After the awards by Lega Serie A to the Licensees, the Clubs may exercise Audiovisual Rights of secondary nature that are the subject of autonomous commercial initiatives by the Event organisers in accordance with Article 6(3) of the Decree, as identified below:

- the Broadcast on a repeat basis and/or the Condensed Match of the Event by a single local TV position by way of Free Broadcast, starting no earlier than 48 hours after the end of the Event, in any case never overlapping, even if only minimally, with the playing times of other Competition Events; and
- the Radio Live Broadcast reporting of the entire Event by only two local radio stations, one of which in the capacity of the Club's official radio station.

The above-mentioned rights may be awarded by the Club organising the Event only to local television broadcasters transmitting on the Digital Terrestrial Platform and only to local radio broadcasters transmitting on the Radio Platform on condition that:

- the catchment area of the local television or radio station is within the technical area or the catchment area in which the Club is based, and
- the television or radio broadcaster does not broadcast the Events beyond the borders of the aforementioned technical area or catchment area and is not, under any circumstances, interconnected with or retransmitted by any other television or radio broadcaster of any kind or type during the broadcasts of the Events.

The Clubs will send to Lega Serie A the list of the names of the entities indicated in this point.

A. ON THE CLUBS OFFICIAL DIGITAL CHANNELS AND ON THE OFFICIAL DIGITAL ACCOUNTS EXCEPT FOR THE YOUTUBE PLATFORM

The Clubs are permitted to transmit:

1. Pre-Match:

- a) Images from inside the stadium including the competition area and reserved areas on the Official Digital Accounts, on Free Broadcast and Live Broadcast, Near Live and/or Broadcast on a delayed basis, filmed Pre-Match up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in the case of special initiatives on the pitch (for example award ceremonies, announcements, artistic performances).

2. During the Match:

- a) Free Broadcast of Correlated Images (excluding Interviews) on Near Live, limited to the celebrations of the players on the pitch and the reactions of the public in the stands with a maximum duration of 10 seconds per content and up to a maximum of three (3) contents for each Official Digital Account (except YouTube);
- b) pre, during and Post-Match, video content filmed with mobile devices (e.g., smartphones, action cams) not comparable to TV broadcast shot (“Short Content”) of a maximum duration of ten (10) minutes concerning Near Live Correlated Images of the stands on the Clubs’ Official Digital Accounts (except YouTube) and Official Digital Channels, produced by Clubs also making use of third party individuals contracted/commissioned by the latter (for example Creators/Tiktokers/influencers/Communities), who may also share such Images on their own social media accounts in the manner that will be defined by Lega Serie A in the Digital Guidelines to be published within three (3) months from the start of the Football Season.

3. Post-Match:

- a) Short Content, with a maximum total duration of twenty (20) seconds per Match, on the Clubs Official Digital Accounts (with the exception of YouTube) and Official Digital Channels, featuring Highlights published from four (4) hours after the end of the Match produced by the Clubs, also making use of third parties individuals contracted/commissioned by the latter (for example Creators/Tiktokers/influencers/Communities), who may also share such Images on their own social media accounts in the manner that will be defined by Lega Serie A in the Digital Guidelines to be published within three (3) months from the start of the Football Season;
- b) Free Broadcast Highlights and Correlated Images, with a maximum duration of three (3) minutes per Match, on the Clubs Official Digital Channels, from one hour after the end of the Match. The aforementioned duration will be extended to 15 minutes per Match from 8:00 AM on the day after the Match;
- c) Free Broadcast Interviews on Official Digital Accounts, for a maximum of one (1) minute per single piece of content up to a maximum of 3 pieces of content, starting from 2 hours after the Match;

- d) Free Broadcast Highlights and Correlated Images on Official Digital Accounts, for a maximum of one (1) minute per single piece of content up to a maximum of 3 contents for each Official Digital Account, starting from 8:00 am the day after the Match.

B. ON THE YOUTUBE PLATFORM

The Clubs are permitted to transmit:

1. In the Post-Match period:

- a) Free Broadcast Interviews, for a maximum of one (1) minute per single piece of content up to a maximum of three (3) pieces of content, starting from two (2) hours after the Match;
- b) Free Broadcast Highlights and Correlated Images, for a maximum of two (2) minutes per Match, starting from four (4) hours after the Match, with duration extended to a maximum of 10 minutes from 12:00 pm the day after the Match.

C. ON OFFICIAL THEMATIC CHANNELS

1. The Clubs are permitted to broadcast on their own **Official Thematic Channel for Pay Broadcast** only and exclusively as an integral part of the programming of the entire Official Thematic Channel:
 - a) In the pre and Post-Match and during the half-time, Correlated Images and Interviews carried out in respect of the priorities established by the Regulations on Interviews and Access to Stadia, even on Live Broadcast. In the Pre-Match period this is permitted in the slot from minus 90 minutes to minus 10 minutes before kick-off with the possibility of sending a stand-up journalist. From minus 90 to minus 60 minutes Correlated Images may be broadcast from inside the stadium, including the competition area and reserved areas; from minus 60 to minus 10 minutes images of the competition area and other areas of the stadium may be broadcast. Lega Serie A may authorise the broadcast of the aforementioned Images up to less than 5 minutes from kick-off in case of special initiatives on the pitch (for example prize-giving, announcements, artistic performances).
 - b) In the Pre-Match, pre-warm-up Interviews may be carried out. In the Post-Match, Interviews may be carried out in the Privileged Area (home Matches only) and in the Mixed Zone/Press Room.
 - c) During the Match, full Live Broadcast Audio commentary can be made and broadcast.
 - d) In the Post-Match, the following can be broadcast:
 - Highlights with a maximum duration of three (3) minutes per Match starting from thirty (30) minutes after the end of the Match;
 - Condensed Match and Broadcast on a delayed basis starting ninety (90) minutes after the end of the Match.
2. Clubs are permitted to broadcast on their own **Official Thematic Channel For Free Broadcast** only and exclusively as an integral part of the programming of the entire Official Thematic Channel: in pre- and Post-Match Correlated Images, even Live Broadcast. In the Pre-Match period this is permitted in the slot from

minus 90 minutes to minus 10 minutes before kick-off. From minus 90 to minus 60 minutes Correlated Images may be broadcast from inside the stadium, including the competition area and reserved areas; from minus 60 to minus 10 minutes images of the competition area only may be broadcast; from minus 60 to minus 10 minutes images of other areas of the stadium may also be broadcast only in the form of clips of a maximum of one minute each, making a total maximum 5 clips even in Near Live mode. In the Post-Match period, interviews may be carried out in the Mixed Zone/Press Room.

In the Post-Match, the following can be broadcast:

- Highlights with a maximum duration of 3 minutes per Match starting from 11:30 PM on the day of the matches.
- Condensed Match and Broadcast on a delayed basis starting from 24 hours after the end of the Match.

3. Clubs are permitted to broadcast on their own **Official Digital Accounts for Pay Broadcast** only and exclusively as an integral part of the programming of the entire Official Thematic Channel:

- a) Correlated Images and Interviews carried out in respect of the priorities established by the Regulation on Interviews and Access to Stadia, even on Live Broadcast. In the Pre-Match period this is permitted in the slot from minus 90 minutes to minus 10 minutes before kick-off with the possibility of sending a stand-up journalist. From minus 90 to minus 60 minutes Correlated Images may be broadcast from inside the stadium, including the competition area and reserved areas; from minus 60 to minus 10 minutes images of the competition area and other areas of the stadium may be broadcast. Lega Serie A may authorise the broadcast of the aforementioned Images up to less than 5 minutes from kick-off in case of special initiatives on the pitch (for example award ceremonies, announcements, artistic performances);
- b) Highlights and Correlated Images with a maximum duration of 3 minutes per Match starting from 3 hours after the end of the match.

4. Clubs are permitted to broadcast on their own **Official Digital Channels** only and exclusively as an integral part of the programming of the Official Thematic Channel:

- a) Pay Broadcast: Highlights and Correlated Images with a maximum duration of four (4) minutes per Match starting from thirty (30) minutes after the end of the Match;
- b) Pay Broadcast and/or Free Broadcast: Condensed Match and Broadcast on a delayed basis starting from 24 hours after the end of the Match.

5. Clubs are permitted to broadcast on their own **YouTube platform** only and exclusively as part of the programming of the Official Thematic Channel:

- a) Pay Broadcast and/or Free Broadcast: Condensed Match and Broadcast on a delayed basis starting from 24 hours after the end of the Match.

SECTION 2. RESERVED RIGHTS OF LEGA SERIE A

A. ON LEGA SERIE A'S OFFICIAL DIGITAL CHANNELS AND ON THE OFFICIAL DIGITAL ACCOUNTS EXCEPT FOR THE YOUTUBE PLATFORM

Lega Serie A is allowed to broadcast:

1. In the Pre-Match:

- a) Images from inside the stadium including the competition area and reserved areas on the Official Digital Accounts, on Free and Live Broadcast, Near Live and/or Broadcast on a delayed basis, filmed Pre-Match up to 10 minutes before the start of the Match or up to 5 minutes before the start of the Match in case of special initiatives on the pitch (for example award ceremonies, announcements, artistic performances).

2. During the Match:

- a) Free Broadcast and Near Live Correlated Images (excluding Interviews), limited to the celebrations of the players on the pitch and the reactions of the public in the stands with a maximum duration of 10 seconds per content relating to each Match and up to a maximum of three (3) contents for each Official Digital Account (except YouTube);
- b) Pre, during and Post-Match, Short Content with a maximum duration of ten (10) minutes featuring Near Live Correlated Images of the stands on Lega Serie A's Official Digital Accounts (excluding YouTube) and Official Digital Channels, produced by Lega Serie A also making use of third party individuals contracted/commissioned by the latter (for example, Creators/Tiktokers/influencers/Communities), who may also share such Images on their own social media accounts in the manner that will be defined by Lega Serie A in the Digital Guidelines to be published within three (3) months from the start of the Football Season.

3. In the Post-Match period:

- a) Short Content, with a maximum total duration of twenty (20) seconds per Match, on Clubs Official Digital Accounts (with the exception of YouTube) and Official Digital Channels, featuring Highlights published from four (4) hours after the end of the Match produced by Lega Serie A, also making use of third parties individuals contracted/commissioned by the latter (for example Creators/Tiktokers/influencers/Communities), who may also share such Images on their own social media accounts in the manner that will be defined by Lega Serie A in the Digital Guidelines to be published within three (3) months from the start of the Football Season.
- b) Highlights and Correlated Images with a maximum duration of three (3) minutes per match on Lega Serie A's Official Digital Channels, free to broadcast from one hour after the Match ends. This duration doubles in the case of single clips that include images from more than one Match. The aforementioned duration is extended to 15 minutes per match starting at 8:00 AM on the day following the Match.
- c) Free Broadcast Interviews on Official Digital Accounts, up to one (1) minute per single content, up to a maximum of 3 pieces of content for each official digital account, starting 2 hours after the match. This duration doubles in the case of single clips that include images from more than one Match.

- d) Free Broadcast Highlights and Correlated Images on Official Digital Accounts, for up to one (1) minute per single content, up to a maximum of 3 pieces of content for each official digital account, starting from 8:00 AM on the day after the Match. This duration doubles in the case of single clips that include images from more than one Match.

B. ON THE YOUTUBE PLATFORM

Lega Serie A is allowed to broadcast:

- 1. In the Post-Match period:**
 - a) Free Broadcast Interviews, up to one (1) minute per single content, up to a maximum of three (3) pieces of content for each Match, starting two (2) hours after the Match. This duration doubles in the case of single clips that include images from more than one Match;
 - b) Free Broadcast Highlights and Correlated Images, up to two (2) minutes per Match, starting four (4) hours after the Match. This duration doubles in the case of single clips that include images from more than one match. From 12:00 PM the day after each match, the duration of the Highlights and Correlated Images is extended to a maximum of ten (10) minutes per Match.

C. ON OFFICIAL THEMATIC CHANNELS

1. Lega Serie A is allowed to broadcast on its own **Lega Serie A Thematic Channel through Pay Broadcast** only and exclusively as an integral part of the programming of the entire Official Thematic Channel:
 - a) in the pre and Post-Match and during half-time, Correlated Images and Interviews carried out in respect of the priorities established by the Regulation on Interviews and Access to Stadia, even on Live Broadcast. In the Pre-Match period this is permitted in the slot from minus 90 minutes to minus 10 minutes before kick-off with the possibility of sending a stand-up journalist. From minus 90 to minus 60 minutes Correlated Images may be broadcast from inside the stadium, including the competition area and reserved areas; from minus 60 to minus 10 minutes images of the competition area and other areas of the stadium may be broadcast. Lega Serie A may authorise the broadcast of the aforementioned Images up to less than 5 minutes from kick-off in case of special initiatives on the pitch (for example award ceremonies, announcements, artistic performances); and
 - b) in the Pre-Match, pre-warm-up Interviews may be carried out. In the Post-Match, Interviews may be carried out in the Privileged Area and in the Mixed Zone/Press Room .
 - c) During the Match, full Live Broadcast Audio commentary can be made and broadcast.
 - d) In the Post-Match, the following can be broadcast:
 - 1) Highlights with a maximum duration of three (3) minutes per Match beginning from thirty (30) minutes after the end of the Match. This duration doubles in the case of single clips that include images from more than one Match;

- 2) Condensed Match and Broadcast on a delayed basis starting ninety (90) minutes after the end of the Match.
2. Lega Serie A is allowed to broadcast on its own **Official Digital Accounts for Pay Broadcast** only and exclusively as an integral part of the programming of the Official Thematic Channel:
 - a) Correlated Images and Interviews carried out in respect of the priorities established by the Regulation on Interviews and Access to Stadia, even on Live Broadcast. In the Pre-Match period this is permitted in the slot from minus 90 minutes to minus 10 minutes before kick-off with the possibility of sending a stand-up journalist. From minus 90 to minus 60 minutes Correlated Images may be broadcast from inside the stadium, including the competition area and reserved areas; from minus 60 to minus 10 minutes images of the competition area and other areas of the stadium may be broadcast. Lega Serie A may broadcast the aforementioned Images up to less than 5 minutes from kick-off in case of special initiatives on the pitch (for example award ceremonies, announcements, artistic performances);
 - b) Highlights and Correlated Images with a maximum duration of three minutes per Match beginning from three hours after the end of the Match. This duration doubles in the case of single clips that include images from more than one Match.
3. Lega Serie A is allowed to broadcast on its own **Official Digital Channels** only and exclusively as an integral part of the programming of the entire Official Thematic Channel:
 - a) Pay Broadcast: Highlights and Correlated Images with a maximum duration of four (4) minutes per Match beginning from thirty (30) minutes after the end of the Match. This duration doubles in the case of single clips that include images from more than one Match;
 - b) Pay Broadcast and/or Free Broadcast: Condensed Match and Broadcast on a delayed basis starting from 24 hours after the end of the Match.
4. Lega Serie A is allowed to broadcast on its own **YouTube platform** only and exclusively as part of the programming of the entire Official Thematic Channel:
 - a) Pay Broadcast and/or Free Broadcast: Condensed Match and Broadcast on a delayed basis starting from 24 hours after the end of the Match.
5. Lega Serie A is allowed to broadcast on the **Lega Serie A Radio Channel** only as an integral part of the programming of the entire channel:
Highlights and Correlated Images in Radio-television mode with a maximum duration of 3 minutes per match, this duration doubles in the case of single clips that include images from more than one Match, starting from 1 hour after the end of each Match. This duration extends to a maximum of 15 minutes per Match starting at 8:00 AM the day after the Match.

D. OTHER RESERVED RIGHTS OF LEGA SERIE A

Lega Serie A is allowed:

- a) to create audiovisual productions (such as, by way of example, official magazines) dedicated to each Serie A Round, containing images and other extracts of the Events of the maximum duration of 4 minutes per Match, which may be communicated to the public three (3) hours after the end of the Match or after 11:30 PM for matches starting after 3:00 PM, with the same Broadcast on a delayed basis referred to in letter (a) above, via its own Internet channels, its own thematic channel and its own distribution platform;
- b) to exploit at any time, within their own Lega Serie A Thematic Channel or their own distribution platform, under Article 13 of the Decree: (i) Audiovisual Rights included in the Packages for any reason not awarded at the outcome of a competitive procedure, (ii) Audiovisual Rights not exercised or for any other reason returned to the availability of Lega Serie A, (iii) Audiovisual Rights included in non-exclusive Packages and (iv) Audiovisual Rights related to magazines and other similar editorial products produced by Lega Serie A.
- c) to authorise Lega Serie A's Official Sponsors to use Highlights up to a maximum length of 90 seconds comprised of images of all goals of the Round (but not images of individual Matches) through their own digital platforms from 48 hours after the end of the relevant Round and until midnight of the eighth day following the conclusion of the Matches.
- d) to authorise the sponsor of the “Man of the Match” to use images of the prize-giving ceremony after each match for Broadcast on a delayed basis on their own digital platforms and until midnight on the eighth day following the conclusion of the Matches. This is subject to the Licensee's approval if the prize is presented during the Superflash Interview.
- e) to authorise the broadcasting in any format of the Events on screens or big screens positioned in stadia during the Events or on devices for the public consumption of interactive applications inside stadia during the Events. Broadcasts on screens or big screens to be positioned in areas other than stadia may take place by order of the government or other relevant authorities issued for reasons of public order.
- f) Lega Serie A reserves the right to commercialise, autonomously from the licences comprised in the Packages, the audiovisual rights related to the presentation of the Competition's schedules, the awards ceremonies organised by Lega Serie A or other similar events.
- g) Lega Serie A reserves the right to create and commercialise, directly or through one third party service provider, all types of data relating to the Events, the Competition, the Clubs and the players, including, by way of example, metadata, data feeds and statistics. Lega Serie A may offer such data to the market on a standalone basis.

Each Licensee acknowledges and accepts that third parties may exercise the news access right within the limits and in the manner established in Article 5(3) of the Decree and in the regulations for the exercise of audiovisual reporting issued by the Italian Communications Authority and in force from time to time.

ANNEX 6 – BRIEF DESCRIPTION OF OTHER EXCLUSIVE PACKAGES

Without prejudice to the provisions of Articles 8.3 (Rights Reserved to the Clubs and Lega Serie A), 8.5 (Other Exclusive and Non-Exclusive Packages) and to the Audiovisual Rights assigned to Licensees of Live Broadcast.

Package:	NATIONAL A HIGHLIGHTS
Platforms:	Any Audiovisual Platform, also in OTT mode
Events:	All Serie A Championship Events
Brief description:	<p>Free Broadcast rights within the scope of a sports content programme or section related to the Competition of Audiovisual Products featuring:</p> <p>A) Highlights and Correlated Images of a maximum duration of three minutes for each Event on the days on which the Competition Matches are held and to be Broadcast on a delayed basis during the following time slots, but in any case, not earlier than 10 minutes after the end of each Match, and until midnight on the eighth day following the Event:</p> <ul style="list-style-type: none"> i) for matches starting from 3:00 PM inclusive: starting from 6:30 PM; ii) for Matches starting after 3:00 PM: starting from 10:50 PM. <p>B) Interviews according to the priorities and modalities established by the Regulation on Interviews and Access to Stadia.</p> <p>The use of on-demand Highlights and Correlated Images (i.e. not linked to a linear Programming Schedule) and the use of the same Images in standalone mode on digital platforms and social media are strictly excluded.</p>

Package:	NATIONAL B HIGHLIGHTS
Platforms:	Any Audiovisual Platform, also in OTT mode
Events:	All Serie A Championship Events
Brief description:	<p>Free Broadcast rights within the scope of a sports content programme or section related to the Competition of Audiovisual Products featuring:</p> <p>A) Highlights and Correlated Images of a maximum duration of three minutes for each Event on the days on which the Competition Matches are held and to be Broadcast</p>

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	<p>on a delayed basis during the following time slots, but in any case, not earlier than 10 minutes after the end of each Match, and until midnight on the eighth day following the Event:</p> <ul style="list-style-type: none"> i) for matches starting from 3:00 PM inclusive: starting from 10:00 PM; ii) for Matches starting after 3:00 PM: starting from 11:00 PM. <p>B) Interviews according to the priorities and modalities established by the Regulation on Interviews and Access to Stadia.</p> <p>The use of on-demand Highlights and Correlated Images (i.e. not linked to a linear Programming Schedule) and the use of the same Images in standalone mode on digital platforms and social media are strictly excluded.</p>
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Lega Serie A reserves the right, following the award of the Main Packages, to market, to the Licensees of exclusive Main Packages, Highlights and Correlated Images Packages by means of Pay Broadcast, referring to Events not included in the respective Main Packages, on a co-exclusive basis with the Licensees of such Packages.

Package:	NATIONAL STADIUM REPORTS
Platforms:	Any Audiovisual Platform, also in OTT mode
Events:	All Serie A Championship Events
Brief description:	<p>Free and/or Pay Broadcast rights within the scope of a sports content programme or section related to the Competition of Audiovisual Products featuring:</p> <p>A) the following Correlated Images created through reports from the stadiums:</p> <ul style="list-style-type: none"> i) in the pre and Post-Match, Correlated Images, also on a Live Broadcast basis, of the pitch and the stands, as well as of a maximum of three commentators in the stand (in the Pre-Match: in the time slot between 90 minutes and 10 minutes before the kick-off, and in the Post-Match: in the time slot between 10 minutes after the final whistle and the end of the press conference); ii) during the Match, namely in the time slot between 10 minutes before the kick-off of the Match and 10 minutes after the final whistle of the Match, Correlated Images, also on a Live Broadcast basis, of the stands excluding any use of images of the pitch and the tunnel or of any other access way from the locker rooms, the press room and the other areas dedicated to Interviews from any angle taken and broadcast. <p>B) Interviews according to the priorities and modalities established by the Regulation on Interviews and Access to Stadia.</p>

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	The use of on-demand Highlights and Correlated Images (i.e. not linked to a linear Programming Schedule) and the use of the same Images in standalone mode on digital platforms and social media are strictly excluded.
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Package:	PLAY-OFFS
Events:	All play-off Events, if any
Platforms:	All Audiovisual Platforms
Brief description:	Free and/or Pay Broadcast rights of the Live Broadcast, Broadcast on a delayed basis (Broadcast on a repeat basis and Condensed Match), Highlights and Correlated Images until midnight on the eighth day following the Event.

Package:	NATIONAL RADIO
Platform:	Radio Platform
Events:	All Serie A Championship Events
Brief description:	Rights to Live Broadcast and Broadcast on a delayed basis of the following Audio Products: <ul style="list-style-type: none"> A) full or excerpted radio commentary, in Live Broadcast or Broadcast on a delayed basis, of all Events; B) the radio commentary in streaming video mode also with associated images provided they are not related to the Events; C) Interviews according to the priorities and modalities established by the Regulation on Interviews and Access to Stadia.

Package:	METAVERSE
Platforms:	Internet, IPTV and/or Wireless for Mobile Networks
Events:	All Serie A Championship Events
Description Condensed:	Pay Broadcast Rights in the so-called Metaverse (meaning a digitally simulated virtual world in which users can interact with other users) related to i) 3D reworks of the images of all the Live Broadcast Events and/or Events Broadcast on a delayed basis and ii)

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	<p>Highlights and Correlated Images Broadcast on a delayed basis until midnight of the eighth day after the Event is played.</p> <p>Commercialisation modalities to be defined according to the evolution of technology and user usage patterns.</p>
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Package:	BETTING STREAMING
Platforms:	Internet, IPTV and/or Wireless for Mobile Networks
Events:	All Serie A Championship Events
Brief description:	Pay Broadcast Rights, within dedicated sports betting websites and with display allowed only for users who have opened an account for sports betting on these sites, of Audiovisual Products accessible through devices interconnected to the Internet Platform, IPTV and/or Wireless for Mobile Networks, featuring 3D reworks of Live Broadcast Images and/or Images Broadcast on a delayed Basis of all Events and Highlights and Correlated Images Broadcast on a delayed Basis (up to midnight of the eighth day after the Event is played) streamed (with data flow not exceeding 600KBPS) and with partial screen display (meaning 1/3 of the screen size).

Following the award of the Main Packages and subject to the respective approval of the IFAB (International Football Association Board), and the FIGC (Italian Football Federation), and the AIA (Italian Referees' Association), Lega Serie A reserves the right to market, only to the Licensees of Main Packages, the following Packages referring to Events included in the respective Main Packages:

Package:	AUDIO VAR
Events:	Serie A Championship Events included in the Main Package(s)
Platforms:	The Platforms included in the Main Package(s)
Brief description:	Broadcasting rights, including Broadcast on a delayed basis, of sound excerpts taken from the communications between the referee and VAR/AVAR during the Events.

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Package:	REFEREE INTERVIEWS
Events:	Serie A Championship Events included in the Main Package(s)
Platforms:	The Platforms included in the Main Package(s)
Brief description:	Rights to use exclusive Interviews dedicated to the explanation of certain refereeing decisions on Events conducted by referees selected by AIA and/or representatives of the AIA.

ANNEX 7 – BRIEF DESCRIPTION OF NON-EXCLUSIVE PACKAGES

Without prejudice to the provisions of Articles 8.3 (Rights Reserved to the Clubs and Lega Serie A), 8.5 (Other Exclusive and Non-Exclusive Packages) and the Audiovisual Rights assigned to Licensees of Live Broadcast.

Package:	LOCAL TV HIGHLIGHTS
Platforms:	Digital Terrestrial
Events:	All Serie A Championship, Coppa Italia (including the preliminary round if produced) and Supercoppa Italiana Events
Brief description:	<p>Free Broadcast rights, in the local territory, within the scope of a sports content programme or section related to the Competition and the Events, of Audiovisual Products featuring:</p> <ul style="list-style-type: none">A) In Pre. and Post-Match periods: Live Broadcast audio reports from stadiums (in the Pre-Match period: in the time slot between 90 minutes and 10 minutes before the kick-off);B) Correlated Images from inside the stadium (but outside the pitch) of the stands in the Pre-Match (in the time slot between 90 minutes and 10 minutes before the kick-off);C) During the Match: Live Broadcast audio reports from 10 minutes before the start of the Match until the end of the Match exclusively for 4 slots for the entire Match each of 2 minutes duration;D) Highlights and Correlated Images with a maximum duration of 3 minutes per Event Broadcast on a delayed basis in respect of the following embargos:<ul style="list-style-type: none">i) Regarding the Serie A Championship: from 24:30 on Sunday (or the day of maximum contemporaneity), it being understood that for Matches played on a later day (so called “posticipo”) the broadcast will start from 24:30 of that day;ii) Regarding the Coppa Italia (including the preliminary round, if produced) and the Supercoppa Italiana: from 24:30 of that day;E) Interviews according to the priorities and modalities established by the Regulation on Interviews and Access to Stadia.

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Package:	SCOUTING DATA
Platforms:	Internet, IPTV and/or Wireless for Mobile Networks
Events:	All Serie A Championship Events
Brief description:	Rights to make available, after the conclusion of each Event, the Images of the Events within online databases reserved for professional use (B2B) containing cataloguing of the Images of the Events and statistical data of the players, Clubs and Events, in addition to the full signal of the tactical tracking camera, for the exclusive purpose of analysing the gameplay actions and the performance and tactics of the players and teams, with access reserved only for licensee customers, by which we mean individuals or legal entities operating in the football industry such as for example clubs, federations, players, coaches, agents.

Package:	DIGITAL OUT OF HOME (DOOH)
Platforms:	Closed Circuit
Events:	All Serie A Championship Events
Brief description:	Rights to broadcast Audiovisual Products featuring Highlights with a maximum duration of 1 minute for each Event Broadcast on a delayed basis starting from 3 hours after the end of each Match within a Closed Circuit channel that allows the programming of content on a network of fixed digital screens (for example displays, monitors, LEDs) located in public places (for example stations, shopping centres, public transport stops).

Package:	NATIONAL RADIO – EXCERPTS
Events:	All Serie A Championship, Coppa Italia (including the preliminary round if produced) and Supercoppa Italiana Events
Platforms:	Radio Platform
Brief description:	Rights to Live Broadcast audio excerpts commenting on the Events divided into 4 slots of 2 minutes each (2 slots for each half of the Match).

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Package:	LOCAL RADIO
Events:	All Serie A Championship, Coppa Italia (including the preliminary round if produced) and Supercoppa Italiana Events
Platforms:	Radio (excluding DAB) Platform
Brief description:	Rights to Live Broadcast audio excerpts commenting on the Events of the Clubs in the broadcaster's catchment area, divided into 4 non-divisible and non-cumulable slots of 8 minutes each (2 slots for each half of the match) to be exhausted in a single context once started.

ANNEX 8 – COSTS FOR ACCESSING THE SIGNAL OF THE EVENTS

The costs for accessing the audiovisual Signal of the Events vary and apply to each transmission medium used and type of use. Therefore, each individual Licensee shall pay the cost for accessing to the Signal for each individual transmission and retransmission. Access costs are determined primarily on the basis of production costs (editorial and technical realisation of the production and filming), distribution costs and insurance costs to cover production risks) and according to the various production standards envisaged.

The costs are determined at the beginning of the competitive procedure, so that each bidder can be aware of and assess, at the time of the Bid, the price of access to the Signal to be paid for each Platform and each type of use covered by the Package they are to be awarded. Therefore, the entity that is awarded a Package involving more than one Platform or more than one type of use is required to pay a price for accessing the Signal that is the sum of the prices provided for each of the Platforms and for each of the types of use covered by the Package awarded.

Under this system, the Licensees contribute, *pro rata*, to the payment of the technical costs related to the multi-destination audiovisual Signal made available to them by the Lega Serie A. It should be added that the price is proportionate to the value and consistency of the rights covered by the Package and is thus consistent with the value of such Package.

The aforementioned price list may be revised from one Football Season to the next in agreement with AGCOM, in accordance with the provisions of Article 4 clause 7 of the Decree, in order to adapt it to the developments and dynamics of the relevant market.

Any revisions to the price list shall be forwarded to AGCOM to the extent of its competence and published, with the attribution of sufficiently high profile, on the Lega Serie A website.

1) Live Event

	Standard A	EUR 85,000
	Standard B	EUR 67,000
	Standard C	EUR 15,000
	Standard D	EUR 10,000
a) Per Product (*)		
b) Satellite Television, Terrestrial Television and/or OTT Platform (**)	Standard A	EUR 42,500
	Standard B	EUR 33,500
	Standard C	EUR 7,500

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	Standard D	EUR 5,000
c) IPTV Platform, Internet and/or Wireless Platform for Mobile Networks (***)	Standard A	EUR 5,500
	Standard B	EUR 4,000
	Standard C	EUR 1,000
	Standard D	EUR 800

(*) The price for access “per product” is also applied to each assignee, which is *de facto* the only broadcaster to live broadcast the match in the national territory regardless of the transmission platform.

(**) The indicated price is to be divided by the number of licensees broadcasting the same event within the same platform.

(***) The price indicated is applicable to each retransmission by the licensee.

With reference to items sub b) it is specified that in the event that the live broadcast of the event is carried out on more than two platforms by more than one Licensee, reference shall be made to the access price sub a), which shall be divided equally for each platform. The price of any retransmissions under c) shall be added to such price.

In case of an event produced in HDR (high dynamic range), 8K and/or subsequent evolutions, the assignee transmitting it will be charged, in addition to the price for accessing the signal provided for in the table above, the price for accessing the signal to be quantified depending on the development of this technology.

In case of several licensees transmitting or retransmitting the same event in such formats, the amount is to be divided by the number of the licensees.

2) Event Broadcast on a delayed basis, Broadcast on a repeat basis or Condensed Match

a) Local TV (*)	Access price for the entire Serie A Championship season	EUR 8,000
	Access price for individual events	EUR 900
b) Official Thematic Channels (*)	Access price for the entire season of Serie A Championship, Coppa Italia, Supercoppa Italiana and Primavera Competitions	
	Satellite Television, Terrestrial Television and/or National OTT Platform	EUR 55,000
	Local Terrestrial Television Platform	EUR 11,000
	IPTV, Internet Platform and/or Wireless Platform for Mobile Network	EUR 11,000

(*) The indicated price is applicable to each individual licensee broadcasting or retransmitting the event.

3) Highlights Event

a) Satellite Television, Terrestrial Television and/or OTT Platform (*)	Access price for the entire Serie A Championship season	EUR 120,000
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b) IPTV, Internet Platform and/or Wireless Platform for Mobile Network (*)	Access price for the entire Serie A Championship season	EUR 200,000
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c) Local TV (*)	Standard A	EUR 150
	Standard B	EUR 100
	Standard C	EUR 50
	Standard D	EUR 34

d) Local TV consortia with more than 50% coverage of the national territory (**)	Standard A	EUR 730
	Standard B	EUR 415
	Standard C	EUR 164
	Standard D	EUR 110

(*) The indicated price is applicable to each individual licensee broadcasting or retransmitting the event.

(**) In case of interconnected broadcasting between several local broadcasters or consortia of local broadcasters with less than 50% coverage of the national territory, the access price is payable by each individual local broadcaster transmitting the programme under interconnection.

4) Access to the Signal for specific types of image use

In addition to the prices due under the previous paragraphs 1, 2 and 3, Lega Calcio Serie A reserves the right to apply the following prices for accessing the signal in relation to the following specific uses or exploitations of the images of the Events, as specified in the description of each Package contemplating such uses or exploitations.

a) Access to images of the entire Event for broadcasts or performances in public premises of any kind, including betting shops, film circuits and television services for closed circuits of commercial users (*)	Standard A	EUR 7,000
	Standard B	EUR 5,000
	Standard C	EUR 600
	Standard D	EUR 500
b) Access to Highlights of the Event for broadcasts or performances in public premises of any kind, including betting shops, film circuits and television services for closed circuits of commercial users (*)	Access price for the entire Serie A Championship season	EUR 60,000
c) Access to images of the entire Event in conjunction with betting activities ("betting on line") (*)	Access price for the entire Serie A Championship season	EUR 1,000,000

(*) The indicated price is applicable to each individual licensee broadcasting or retransmitting the event.

Each of the amounts indicated in this Price List is exclusive of VAT and constitutes the price payable by the holders of the right for accessing the images for the purposes of each type of exercise of rights assigned thereto. If the allocated package includes rights exercisable on several broadcasting platforms and provides for different types of

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exercise, the price is due for each platform and type of exercise.

Each amount will be revalued annually by application of the ISTAT cost-of-living index (blue- and white-collar households) for each football season. Any subsequent monetary adjustment will be applied to the sums gradually revalued. If the increase of the above index exceeds 5%, each amount will be updated taking into account the actual increases of the individual cost items for audiovisual production.

For any new use not covered by the price list in this Annex, the price shall be established on the basis of the criteria used for this price list, in agreement with the Italian Communications Authority.

Payment of the amounts due under this Annex may not be suspended or delayed by any claims or objections of the rights holder for whatever reason and even if they are disputed in court. In the event that the rights holder fails to pay the prices for accessing the signal for the exercise of audiovisual rights in due time for whatever reason, Lega Serie A may legitimately suspend the service of accessing the signal. In such case, the provisions of Article 5, paragraph 5 of Legislative Decree No. 9/08 do not apply insofar as they provide that *“if the acquisition of the images is not guaranteed within the above-mentioned terms, the competition organiser and the event organiser shall allow broadcasters to enter the stadia in order to film the event”*.

5) General Terms and Conditions

- a) Each of the amounts indicated in this Price List is exclusive of VAT and constitutes the price payable by the holders of the right for accessing the images for the purposes of each type of exercise of rights assigned thereto. If the allocated Package includes rights exercisable on several broadcasting Platforms and provides for different types of exercise, the price is due for each Platform and type of exercise.
- b) Each amount will be revalued annually by application of the ISTAT cost-of-living index (blue- and white-collar households) for each Football Season. Any subsequent monetary adjustment will be applied to the sums gradually revalued. If the increase of the above index exceeds 5%, each amount will be updated taking into account the actual increases of the individual cost items for audiovisual production.
- c) For any new use not covered by the Price List in this Annex, the price shall be established on the basis of the criteria used for this price list, in agreement with the Italian Communications Authority.
- d) Payment of the amounts due under this Annex may not be suspended or delayed by any claims or objections of the rights holder for whatever reason and even if they are disputed in court. In the event that the rights holder does not persistently provide reimbursement of the costs for access to the Signal for the purposes of reporting or payment of the prices for accessing the Signal for the exercise of audiovisual rights in due time for whatever reason, Lega Serie A may legitimately suspend the service of accessing the Signal. In such case, the provisions of Article 5, paragraph 5 of the Decree No. 9/08 do not apply insofar as they provide that *“if the acquisition of the images is not guaranteed within the above-mentioned terms, the competition organiser and the event organiser shall allow broadcasters to enter the stadia in order to film the event”*.

ANNEX 9 – PRICES OF TECHNICAL SERVICES

PRICES OF TECHNICAL SERVICES

The following list of services is purely illustrative and may be updated from one football season to the next in line with any technological innovations.

OB-Van HDp single camera + staff	EUR 7,220
OB-Van HDp 2-cameras unit + staff	EUR 8,500
OB-Van HDp 3-cameras unit + staff	EUR 10,200
OB-Van HDp 4-cameras unit + staff	EUR 11,680
SNG + staff	EUR 2,130
SNG HDp single camera + staff	EUR 3,930
SNG HDp 2-cameras unit + staff	EUR 5,200
TLC HDp + standard optics (per event)	EUR 1,070
TLC HDp + long optics (per event)	EUR 1,010
TLC HDp + wide optics (per event)	EUR 1,280
TLC UHD + standard optics (per event)	EUR 1,320
TLC UHD + long optics (per event)	EUR 2,240
TLC UHD + wide optics (per event)	EUR 1,580
Steadycam with wired HDp camera with operator	EUR 2,130
Steadycam with wired UHD camera with operator	EUR 2,670
Steadycam RF with UHD cinema camera with lens set + remote focus with operator and remote focus specialist	EUR 5,250
Gimbal + camera mount with lens set with operator	EUR 2,100
HDp RF system	EUR 1,070
UHD RF system	EUR 1,780
SSM 3x full chain camera with long lens, HDp and operator	EUR 3,190
SSM 3x full chain camera with long lens, UHD and operator	EUR 3,940

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SSM 6x full chain camera with long lens, HDp and operator	EUR 4,550
SSM 6x full chain camera with long lens, UHD and operator	EUR 5,250
SSM 8x full chain camera with long lens, HDp and operator	EUR 6,100
Ultra-Motion HDp camera complete with replay + video technician, installation, power and cabling	EUR 10,620
Ultra-Motion UHD 4K camera complete with replay + video technician, installation, power and cabling	EUR 13,130
Jimmy Jib camera HDp with operator (without mechanic)	EUR 2,130
Jimmy Jib camera UHD with operator (without mechanic)	EUR 2,630
Polecam UHD camera with operator (without mechanic)	EUR 2,850
3D Cable Cam complete with HDp camera, driver, operator and installation	EUR 31,850
3D Cable Cam complete with 4K UHD camera, driver, operator and installation	EUR 39,380
2D Cable Cam complete with HDp camera, driver, operator and installation	EUR 24,000
2D Cable Cam complete with UHDp camera, driver, operator and installation	EUR 30,000
Tower cam complete with HDp camera + operator	EUR 6,370
Tower cam complete with UHD camera + operator	EUR 7,880
Remote HDp camera head with operator	EUR 1,810
UHD remote camera head with operator	EUR 2,240
Rail camera: 60 metre electric track (track only)	EUR 4,040
Mini HD camera	EUR 650
Mini UHD camera	EUR 900
Remote mini HDp camera	EUR 1,250
Remote mini UHD camera	EUR 1,650
Drone for live broadcasting with operator and licences	EUR 2,450
ENG light troupe with operator	EUR 950
ENG heavy troupe with operator and assistant/sound engineer	EUR 1,700
HDp camera with operator and data line/Wi-Fi transmission system	EUR 1,950
Video (Aux Bus Panel)	EUR 1,560
EVS 6 CH	EUR 1,280

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EVS 12 CH	EUR 2,550
Intercom station (unit)	EUR 540
Fully equipped news workstation in the grandstand with microphone, cabling and 1 KW illuminator	EUR 800
Partially Equipped news workstation with cabling and 1 KW illuminator	EUR 390
VIP area with cabling and 1 KW illuminator	EUR 640
Pitch Presentation workstation with wiring and 1 KW illuminator	EUR 640
Mini and Super Flash station with cabling	EUR 540
Flash station with wiring and 1 KW illuminator	EUR 640
Mixed Zone station with wiring and 1 KW illuminator	EUR 640
Garage / Parking space with wiring and 1 KW illuminator	EUR 640
Bi-camera Pitch View studio with cabling and 1 KW illuminators	EUR 3,400
Bi-camera on-site studio with cabling and 1 KW illuminators including assembly and disassembly	EUR 2,450
Pitch Reporter station (audio only) with cabling	EUR 540
Wiring for camera point (including wiring for commentary)	EUR 350
Electricity TV compound (up to 10 KW)	EUR 1,070
Electricity TV compound (10 to 30 KW)	EUR 1,600
Electricity TV compound extra over 10 hours (cost per hour)	EUR 70
Wiring and power for Cable Cam 3D/2D	EUR 3,050
Additional electrical equipment (1 x 1200 projector, 1 x 575, 1 x 1000 quartz, 20 m lines 125A-63A-32A-16A)	EUR 480
Cameraman	EUR 480
RVM/EVS technician	EUR 480
Camera Control Technician (CCU)	EUR 480
Sound engineer	EUR 480
Shooting specialist	EUR 380
Microphonist	EUR 380
Mixer video	EUR 480

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Assistente Steadycam	EUR 380
Assistant Jimmy Jib	EUR 380
Electrician	EUR 430
ISO Cam	EUR 450
Clip Editing	EUR 1,280
1 Digital Recorder or XDCAM Disk	EUR 430
Discs on completion	EUR -

The aforementioned price list may be revised from one football season to the next in agreement with AGCOM, in accordance with the provisions of Article 4 clause 7 of Legislative Decree No. 9/08, in order to adapt it to the technological innovations and evolutions of the relevant market.

Each of the above amounts is net of VAT and constitutes the maximum applicable cost for each additional technical service requested by those entitled thereto.

The cost items for each type of camera are applicable on a per-use basis. If operating conditions permit it and, at the production coordinator's discretion, it does not jeopardise the production of the multilateral signal, the duplication of use of one or more of the same cameras is permitted, possibly at a lower cost than the maximums indicated above. Duplication is the use of cameras, at different times, for two or more filming activities.

Each amount will be revalued annually by application of the ISTAT cost-of-living index (blue- and white-collar households) for each Football Season. Any subsequent monetary adjustment will be applied to the sums gradually revalued. If the increase of the above index exceeds 5%, each amount will be updated taking into account the actual increases of the individual cost items for audiovisual production.

The annual adjustments and any revisions to the price list shall be forwarded to AGCOM to the extent of its competence and published, with the attribution of sufficiently high profile, on the Lega Calcio Serie A website.

ANNEX 10 – BID LETTER – MAIN PACKAGES

This Annex contains the form to which each Bidder must adhere when formulating their Bid for one or more of the Main Packages.

[place and date]

To
Lega Nazionale Professionisti Serie A
Via Rosellini 4
20124 Milan

BID FOR THE ACQUISITION OF PACKAGE OF SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS 2024/2025, 2025/2026, 2026/2027, 2027/2028 AND 2028/2029 FOOTBALL SEASONS MAIN PACKAGES

In relation to the Invitation to tender (“ITT”) published by Lega Nazionale Professionisti Serie A on 19 May 2023, the undersigned company submits its Bid for the acquisition of the Main Package(s) indicated in the table attached hereto and for the Term indicated therein, to Lega Nazionale Professionisti Serie A (“Lega Serie A”), acknowledging that Bids may be submitted for 3 and/or 4 and/or 5 Football Seasons.

In return for the acquisition of the licence of the aforementioned Main Package(s), the undersigned company bids Lega Serie A the fees, net of VAT, indicated in the table attached hereto in relation to each selected Package and each selected Term.

The attached table forms an integral part hereof.

In order to complete their bid and to allow Lega Serie A to evaluate it, the Bidder provides the following information:

Company name:	
Name, surname, and position of the underwriter:	
Name and characteristics of the Bidder Platform:	

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Title reference, if any:	
The assets of the Bidder, within the meaning of Article 10.2.1 of the ITT, exceed the fee offered for the licence on an annual basis, including VAT:	[YES] [NO]
The parent company's assets, within the meaning of Article 10.2.1 of the Invitation, exceed the fee offered for the licence on an annual basis, including VAT:	[YES] [NO]
The undersigned Company is directly or indirectly controlled, controlling or under common control, whereby control has the meaning indicated in Article 2359, paragraph 1 of the Italian Civil Code, by or with the other broadcasters participating in the procedure for the same Packages:	[YES] [NO]
The undersigned Company is referable to a single decision-making centre as governed by Article 43, paragraph 15, letter c of Italian Legislative Decree No. 177 of 31 July 2005, with respect to other broadcasters participating in the procedure for the same Packages:	[YES] [NO]
The undersigned Company, its parent company, one of its subsidiaries or a company connected to it pursuant to Article 43, paragraphs 13, 14 and 15 of Italian Legislative Decree No. 177 of 31 July 2005, has a pending dispute with the Lega Serie A for non-payment or delayed payment of the fees provided for in the licence agreements concerning audiovisual rights assigned as a result of the competitive procedures prior to the current one (Article 4.1 of the ITT):	[YES] [NO]

The following documents are attached to the Bid:

- a) Chamber of Commerce certificate of registration or, where the bidder is a company of non-Italian nationality, a copy of a certificate issued by a foreign authority performing similar functions to the Companies Register;
- b) certificate of registration in the Register of Broadcasters or, if the Bidder is a Broadcaster in possession of a licence acquired in another State (other than Italy) of the European Economic Area, a copy of the licence required by the applicable regulations of the State of establishment;
- c) documentation proving a corporate structure and an organisation of means and personnel suitable to support all activities resulting from the possible licensing;
- d) if the Bidder is an entity operating on Internet Platforms through Over the Top services, pursuant to Article 4.1 of the Invitation, a report drawn up by a qualified third party certifying their technical and distribution capacity;

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



- e) documentation or self-declaration stating that the Bidder is not subject to bankruptcy or liquidation proceedings;

The Bidder also undertakes to submit the following additional documentation within 21 working days after the possible Package licensing:

- a) a copy of the Bidder's latest filed financial statements and other appropriate documentation proving the existence of the Bidder's assets (shareholders' equity as recorded in the latest filed financial statements or the latest consolidated financial statements, which in either case must be certified by an auditing firm, as defined in Article 1 of Italian Legislative Decree no. 39 of 27 January 2010, of primary standing) in excess of the annual fee envisaged, VAT included, by the licence;
- b) alternatively, a copy of the latest filed financial statements and other suitable documentation proving that the company controlling the Bidder, even indirectly, pursuant to Article 2359 of the Civil Code, have assets (shareholders' equity as recorded by the latest filed financial statements or from the latest consolidated financial statements, which in either case must be certified by an auditing company, as defined in Article 1 of Italian Legislative Decree No. 39 of 27 January 2010, of primary standing) in excess of the annual fee, VAT included, envisaged by the licence, together with a first-demand surety issued by such parent company;
- c) in the absence of requirements under a) or b), a first-demand bank guarantee issued by a primary credit institution in accordance with Article 10.2 of the ITT, drafted in accordance with the text reproduced in Annex 11 of the ITT;
- d) any documents in addition to the above documents that are deemed necessary by the Lega Serie A as useful in the Bids' evaluation.

The following persons are indicated as the recipients of official communications in connection with this Bid:

First and last name:	
Job description:	
Address for postal communications:	
Fixed phone number:	
Mobile phone number:	

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



Certified email address (if any)	
E-mail address:	

In the event Lega Serie A accepts the Bid, the Licence Agreement with Lega Serie A shall be deemed to be entered into in accordance with the terms and conditions set forth in the ITT and with the full acceptance of all agreements included therein; it shall therefore be immediately in force and fully effective between the parties, that shall be bound from that moment onwards to perform their respective services.

The Bidder undertakes to hold their Bid irrevocable until 15 October 2023 included.

The Bidder acknowledges and accepts that:

- any determination as to the acceptance hereof is subject to the evaluation and acceptance by the competent bodies of Lega Serie A, which may occur at any time from the date provided for in the Invitation for the opening of the Bids and until 15 October 2023 included;
- Lega Serie A has the right to cancel the Invitation at any time, without anything being due to the Bidders for any reason whatsoever;
- therefore, the publication of the ITT and the receipt of Bids do not entail any obligation on the part of Lega Serie A to grant the licence to the Bidders, nor any right to any performance on the part of Lega Serie A or its associates, officers, employees, or consultants.

Capitalised terms have the meaning indicated in the ITT.

Date:	
Place:	
First name, Last name:	
As:	
Legible signature:	

(please attach notarised private deed or public deed of legal value equivalent to the original in case of signature by an authorised special attorney)

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



This Bid incorporates all the terms and conditions set out in the ITT, which are deemed to be referred to *per relationem*. The Bidder, pursuant to and for the purposes of Articles 1341 and 1342 of the Italian Civil Code, hereby declares, in particular, to have evaluated, approved and therefore to expressly adhere to the content of the following paragraphs of the Invitation: 10.2 (guarantees); 10.3.1 (legal default interest); 10.3.2 (unenforceability of objections - *solve et repete*); 12.2 (express termination clause); 15.2 (unenforceability of objections); 15.3 (prohibition of sub-concession, sub-licences or deals having similar effects); 15.4 (transferability of the contract to entities succeeding the Lega Serie A); 21 (right to rectification); 22 (any invalidity or ineffectiveness of one or more clauses of the Invitation); 25 (exclusive jurisdiction).

Legible signature:

INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS



MODELLO OFFERTA ECONOMICA PACCHETTI PRINCIPALI

Compilare tutte le stagioni, con un importo in euro €, in ciascun Pacchetto per il quale si desidera fare un'offerta

nome offrente

3 STAGIONI (2024/25 - 2026/27)

COMBINAZIONE 1

	2024/25	2025/26	2026/27
1A			
1B			
1C			

4 STAGIONI (2024/25 - 2027/28)

COMBINAZIONE 1

	2024/25	2025/26	2026/27	2027/28
1A				
1B				
1C				

5 STAGIONI (2024/25 - 2028/29)

COMBINAZIONE 1

	2024/25	2025/26	2026/27	2027/28	2028/29
1A					
1B					
1C					

COMBINAZIONE 2

	2024/25	2025/26	2026/27
2A			
2B*			
2C			

COMBINAZIONE 2

	2024/25	2025/26	2026/27	2027/28
2A				
2B*				
2C				

COMBINAZIONE 2

	2024/25	2025/26	2026/27	2027/28	2028/29
2A					
2B*					
2C					

*Corrispettivo variabile, indicare solo con un segno "X" se interessati al Pacchetto 2B

COMBINAZIONE 3

	2024/25	2025/26	2026/27
3A			
3B			

COMBINAZIONE 5

	2024/25	2025/26	2026/27
5A			
5B			

COMBINAZIONE 4

	2024/25	2025/26	2026/27	2027/28
4A				
4B				

COMBINAZIONE 4

	2024/25	2025/26	2026/27	2027/28	2028/29
4A					
4B					

COMBINAZIONE 6

	2024/25	2025/26	2026/27
6A			
6B			
6C			

COMBINAZIONE 6

	2024/25	2025/26	2026/27	2027/28
6A				
6B				
6C				

COMBINAZIONE 6

	2024/25	2025/26	2026/27	2027/28	2028/29
6A					
6B					
6C					

COMBINAZIONE 7

	2024/25	2025/26	2026/27
7A			

COMBINAZIONE 7

	2024/25	2025/26	2026/27	2027/28
7A				

COMBINAZIONE 7

	2024/25	2025/26	2026/27	2027/28	2028/29
7A					

COMBINAZIONE 8

	2024/25	2025/26	2026/27
8A			
8B			

COMBINAZIONE 8

	2024/25	2025/26	2026/27	2027/28
8A				
8B				

COMBINAZIONE 8

	2024/25	2025/26	2026/27	2027/28	2028/29
8A					
8B					

luogo e data

firma leggibile

ANNEX 11 – BID LETTER – OPTIONAL PACKAGES

This Annex contains the form to which each Bidder must adhere when formulating its Bid for one or more of the Optional Packages.

[place and date]

To
Lega Nazionale Professionisti Serie A
Via Rosellini 4
20124 Milan

**BID
FOR THE ACQUISITION OF
PACKAGE OF SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
2024/2025, 2025/2026, 2026/2027, 2027/2028 AND 2028/2029 FOOTBALL SEASONS
OPTIONAL PACKAGES**

In relation to the Invitation to tender (“ITT”) published by Lega Nazionale Professionisti Serie A on 19 may 2023, the undersigned company submits its Bid for the acquisition of the Optional Package(s) indicated in the table attached hereto and for the Term indicated therein, to Lega Nazionale Professionisti Serie A (“Lega Serie A”), acknowledging that Bids may be submitted for 3 and/or 4 and/or 5 Football Seasons.

In return for the acquisition of the licence of the aforementioned Optional Package(s), the undersigned company bids Lega Serie A the fees, net of VAT, indicated in the table attached hereto in relation to each selected Package and each selected Term.

The attached table forms an integral part hereof.

In order to complete their bid and to allow Lega Serie A to evaluate it, the Bidder provides the following information:

Company name:	
Name, surname, and position of the underwriter:	
Name and characteristics of the Bidder Platform:	

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



Title reference, if any:	
The assets of the Bidder, within the meaning of Article 10.2.1 of the ITT, exceed the fee offered for the licence on an annual basis, including VAT:	[YES] [NO]
The parent company's assets, within the meaning of Article 10.2.1 of the ITT, exceed the fee offered for the licence on an annual basis, including VAT:	[YES] [NO]
The undersigned Company is directly or indirectly controlled, controlling or under common control, whereby control has the meaning indicated in Article 2359, paragraph 1 of the Italian Civil Code, by or with the other broadcasters participating in the procedure for the same Packages:	[YES] [NO]
The undersigned Company is referable to a single decision-making centre as governed by Article 43, paragraph 15, letter c of Italian Legislative Decree No. 177 of 31 July 2005, with respect to other broadcasters participating in the procedure for the same Packages:	[YES] [NO]
The undersigned Company, its parent company, one of its subsidiaries or a company connected to it pursuant to Article 43, paragraphs 13, 14 and 15 of Italian Legislative Decree No. 177 of 31 July 2005, has a pending dispute with the Lega Serie A for non-payment or delayed payment of the fees provided for in the licence agreements concerning audiovisual rights assigned as a result of the competitive procedures prior to the current one (Article 4.1 of the ITT):	[YES] [NO]

The following documents are attached to the Bid:

- a) Chamber of Commerce certificate of registration or, where the bidder is a company of non-Italian nationality, a copy of a certificate issued by a foreign authority performing similar functions to the Companies Register;
- b) certificate of registration in the Register of Broadcasters or, if the Bidder is a Broadcaster in possession of a licence acquired in another State (other than Italy) of the European Economic Area, a copy of the licence required by the applicable regulations of the State of establishment;
- c) documentation proving a corporate structure and an organisation of means and personnel suitable to support all activities resulting from the possible licensing;
- d) if the Bidder is an entity operating on Internet Platforms through Over the Top services, pursuant to Article 4.1 of the Invitation, a report drawn up by a qualified third party certifying their technical and distribution capacity;

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



- e) documentation or self-declaration stating that the Bidder is not subject to bankruptcy or liquidation proceedings;

The Bidder also undertakes to submit the following additional documentation within 21 working days after the possible Package licensing:

- a) a copy of the Bidder's latest filed financial statements and other appropriate documentation proving the existence of the Bidder's assets (shareholders' equity as recorded in the latest filed financial statements or the latest consolidated financial statements, which in either case must be certified by an auditing firm, as defined in Article 1 of Italian Legislative Decree no. 39 of 27 January 2010, of primary standing) in excess of the annual fee envisaged, VAT included, by the licence;
- b) alternatively, a copy of the latest filed financial statements and other suitable documentation proving that the company controlling the Bidder, even indirectly, pursuant to Article 2359 of the Civil Code, have assets (shareholders' equity as recorded by the latest filed financial statements or from the latest consolidated financial statements, which in either case must be certified by an auditing company, as defined in Article 1 of Italian Legislative Decree No. 39 of 27 January 2010, of primary standing) in excess of the annual fee, VAT included, envisaged by the licence, together with a first-demand surety issued by such parent company;
- c) in the absence of requirements under a) or b), a first-demand bank guarantee issued by a primary credit institution in accordance with Article 10.2 of the ITT, drafted in accordance with the text reproduced in Annex 11 of the ITT;
- d) any documents in addition to the above documents that are deemed necessary by the Lega Serie A as useful in the Bids' evaluation.

The following persons are indicated as the recipients of official communications in connection with this Bid:

First and last name:	
Job description:	
Address for postal communications:	
Fixed phone number:	
Mobile phone number:	

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



Certified email address (if any)	
E-mail address:	

In the event Lega Serie A accepts the Bid, the Licence Agreement with Lega Serie A shall be deemed to be entered into in accordance with the terms and conditions set forth in the ITT and with the full acceptance of all agreements included therein; it shall therefore be immediately in force and fully effective between the parties, that shall be bound from that moment onwards to perform their respective services.

The Bidder undertakes to hold their Bid irrevocable until 15 October 2023 included.

The Bidder acknowledges and accepts that:

- any determination as to the acceptance hereof is subject to the evaluation and acceptance by the competent bodies of Lega Serie A, which may occur at any time from the date provided for in the Invitation for the opening of the Bids and until 15 October 2023 included;
- Lega Serie A has the right to cancel the Invitation at any time, without anything being due to the Bidders for any reason whatsoever;
- therefore, the publication of the ITT and the receipt of Bids do not entail any obligation on the part of Lega Serie A to grant the licence to the Bidders, nor any right to any performance on the part of Lega Serie A or its associates, officers, employees, or consultants.

Capitalised terms have the meaning indicated in the ITT.

Date:	
Place:	
First name, Last name:	
As:	
Legible signature:	

(please attach notarised private deed or public deed of legal value equivalent to the original in case of signature by an authorised special attorney)

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



This Bid incorporates all the terms and conditions set out in the ITT, which are deemed to be referred to *per relationem*. The Bidder, pursuant to and for the purposes of Articles 1341 and 1342 of the Italian Civil Code, hereby declares, in particular, to have evaluated, approved and therefore to expressly adhere to the content of the following paragraphs of the Invitation: 10.2 (guarantees); 10.3.1 (legal default interest); 10.3.2 (unenforceability of objections - *solve et repete*); 12.2 (express termination clause); 15.2 (unenforceability of objections); 15.3 (prohibition of sub-concession, sub-licences or deals having similar effects); 15.4 (transferability of the contract to entities succeeding the Lega Serie A); 21 (right to rectification); 22 (any invalidity or ineffectiveness of one or more clauses of the Invitation); 25 (exclusive jurisdiction).

Legible signature:

INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS



MODELLO OFFERTA ECONOMICA PACCHETTI OPZIONALI

Compilare tutte le stagioni, con un importo in euro €, in ciascun Pacchetto per il quale si desidera fare un'offerta

nome offrente

Indicare con segno "X" se interessati
al Pacchetto Opzionale Premium

MISTA

COMBINAZIONE 1		
1A		
1B		
1C		

3 STAGIONI (2024/25 - 2026/27)

GOLD 2B		
2024/25	2025/26	2026/27

4 STAGIONI (2024/25 - 2027/28)

GOLD 2B			
2024/25	2025/26	2026/27	2027/28

5 STAGIONI (2024/25 - 2028/29)

GOLD 2B				
2024/25	2025/26	2026/27	2027/28	2028/29

OPZIONALE PREMIUM		
3 stagioni	4 stagioni	5 stagioni

OPZIONALE PREMIUM		
3 stagioni	4 stagioni	5 stagioni

PRODOTTO

COMBINAZIONE 3		
3A		
3B		

OPZIONALE PREMIUM		
3 stagioni		

COMBINAZIONE 4		
4A		
4B		

OPZIONALE PREMIUM		
	4 stagioni	5 stagioni

COMBINAZIONE 5		
5A		
5B		

OPZIONALE PREMIUM		
3 stagioni	4 stagioni	5 stagioni

COMBINAZIONE 6		
6A		
6B		
6C		

OPZIONALE PREMIUM		
3 stagioni	4 stagioni	5 stagioni

COMBINAZIONE 7		
7A		

OPZIONALE PREMIUM		
3 stagioni	4 stagioni	5 stagioni

COMBINAZIONE 8		
8A		
8B		

OPZIONALE PREMIUM		
3 stagioni	4 stagioni	5 stagioni

luogo e data

firmata leggibile

ANNEX 12 – BID LETTER – COMMERCIAL PACKAGE

This Annex contains the form to which each Bidder must adhere when formulating its Bid for the Commercial Package.

To
Lega Nazionale Professionisti Serie A
Via Rosellini 4
20124 Milan
[place and date]

**BID
FOR THE ACQUISITION OF
PACKAGE OF SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
2024/2025, 2025/2026, 2026/2027, 2027/2028 AND 2028/2029 FOOTBALL SEASONS
COMMERCIAL USERS PACKAGE**

In relation to the Invitation to tender (“ITT”) published by Lega Nazionale Professionisti Serie A on 19 may 2023 the undersigned company submits its Bid for the acquisition of the following Package and for the Term indicated therein, to Lega Nazionale Professionisti Serie A (“Lega Serie A”), acknowledging that Bids may be submitted for 3 and/or 4 and/or 5 Football Seasons.

COMMERCIAL USERS PACKAGE

(place an X on the Main Package(s) chosen)

Commercial Users Package	3 Football Seasons	4 Football Seasons	5 Football Seasons
---	-------------------------------	-------------------------------	-------------------------------

In return for the acquisition of the licence of the aforementioned Package, the undersigned company bids Lega Serie A the fees, net of VAT, indicated in relation to each selected Term:

Consideration offered for each Football Season	
3 (three) Football Seasons	
2024/2025	
2025/2026	

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



2026/2027

**Consideration offered for each Football Season
4 (four) Football Seasons**

2024/2025

2025/2026

2026/2027

2027/2028

**Consideration offered for each Football Season
5 (five) Football Seasons**

2024/2025

2025/2026

2026/2027

2027/2028

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



2028/2029

In order to complete their bid and to allow Lega Serie A to evaluate it, the Bidder provides the following information:

Company name:	
Name, surname, and position of the underwriter:	
Name and characteristics of the Bidder Platform:	
Title reference, if any:	

The assets of the Bidder, within the meaning of Article 10.2.1 of the ITT, exceed the fee offered for the licence on an annual basis, including VAT:	[YES] [NO]
The parent company's assets, within the meaning of Article 10.2.1 of the ITT, exceed the fee offered for the licence on an annual basis, including VAT:	[YES] [NO]
The undersigned Company is directly or indirectly controlled, controlling or under common control, whereby control has the meaning indicated in Article 2359, paragraph 1 of the Italian Civil Code, by or with the other broadcasters participating in the procedure for the same Packages:	[YES] [NO]
The undersigned Company is referable to a single decision-making centre as governed by Article 43, paragraph 15, letter c of Italian Legislative Decree No. 177 of 31 July 2005, with respect to other broadcasters participating in the procedure for the same Packages:	[YES] [NO]
The undersigned Company, its parent company, one of its subsidiaries or a company connected to it pursuant to Article 43, paragraphs 13, 14 and 15 of Italian Legislative Decree No. 177 of 31 July 2005, has a pending dispute with the Lega Serie A for non-payment or delayed payment of the fees provided for in the licence agreements concerning audiovisual rights assigned as a result of the competitive procedures prior to the current one (Article 4.1 of the ITT):	[YES] [NO]

The following documents are attached to the Bid:

- a) Chamber of Commerce certificate of registration or, where the bidder is a company of non-Italian nationality, a copy of a certificate issued by a foreign authority performing similar functions to the Companies Register;
- b) certificate of registration in the Register of Broadcasters or, if the Bidder is a Broadcaster in possession of a licence acquired in another State (other than Italy) of the European Economic Area, a copy of the licence required by the applicable regulations of the State of establishment;
- c) documentation proving a corporate structure and an organisation of means and personnel suitable to support all activities resulting from the possible licensing;
- d) if the Bidder is an entity operating on Internet Platforms through Over the Top services, pursuant to Article 4.1 of the Invitation, a report drawn up by a qualified third party certifying their technical and distribution capacity;
- e) documentation or self-declaration stating that the Bidder is not subject to bankruptcy or liquidation proceedings;

The Bidder also undertakes to submit the following additional documentation within 21 working days after the possible Package licensing:

- a) a copy of the Bidder's latest filed financial statements and other appropriate documentation proving the existence of the Bidder's assets (shareholders' equity as recorded in the latest filed financial statements or the latest consolidated financial statements, which in either case must be certified by an auditing firm, as defined in Article 1 of Italian Legislative Decree no. 39 of 27 January 2010, of primary standing) in excess of the annual fee envisaged, VAT included, by the licence;
- b) alternatively, a copy of the latest filed financial statements and other suitable documentation proving that the company controlling the Bidder, even indirectly, pursuant to Article 2359 of the Civil Code, have assets (shareholders' equity as recorded by the latest filed financial statements or from the latest consolidated financial statements, which in either case must be certified by an auditing company, as defined in Article 1 of Italian Legislative Decree No. 39 of 27 January 2010, of primary standing) in excess of the annual fee, VAT included, envisaged by the licence, together with a first-demand surety issued by such parent company;
- c) in the absence of requirements under a) or b), a first-demand bank guarantee issued by a primary credit institution in accordance with Article 10.2 of the ITT, drafted in accordance with the text reproduced in Annex 11 of the ITT;
- d) any documents in addition to the above documents that are deemed necessary by the Lega Serie A as useful in the Bids' evaluation.

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



The following persons are indicated as the recipients of official communications in connection with this Bid:

First and last name:	
Job description:	
Address for postal communications:	
Fixed phone number:	
Mobile phone number:	
Certified email address (if any)	
E-mail address:	

In the event Lega Serie A accepts the Bid, the Licence Agreement with Lega Serie A shall be deemed to be entered into in accordance with the terms and conditions set forth in the ITT and with the full acceptance of all agreements included therein; it shall therefore be immediately in force and fully effective between the parties, that shall be bound from that moment onwards to perform their respective services.

The Bidder undertakes to hold their Bid irrevocable until 15 October 2023 included.

The Bidder acknowledges and accepts that:

- any determination as to the acceptance hereof is subject to the evaluation and acceptance by the competent bodies of Lega Serie A, which may occur at any time from the date provided for in the Invitation for the opening of the Bids and until 15 October 2023 included;
- Lega Serie A has the right to cancel the Invitation at any time, without anything being due to the Bidders for any reason whatsoever;
- therefore, the publication of the Invitation and the receipt of Bids do not entail any obligation on the part of Lega Serie A to grant the licence to the Bidders, nor any right to any performance on the part of Lega Serie A or its associates, officers, employees, or consultants.

Capitalised terms have the meaning indicated in the ITT.

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



Date:	
Place:	
First name, Last name:	
As:	
Legible signature:	

(please attach notarised private deed or public deed of legal value equivalent to the original in case of signature by an authorised special attorney)

This Bid incorporates all the terms and conditions set out in the ITT, which are deemed to be referred to *per relationem*. The Bidder, pursuant to and for the purposes of Articles 1341 and 1342 of the Italian Civil Code, hereby declares, in particular, to have evaluated, approved and therefore to expressly adhere to the content of the following paragraphs of the Invitation: 10.2 (guarantees); 10.3.1 (legal default interest); 10.3.2 (unenforceability of objections - *solve et repete*); 12.2 (express termination clause); 15.2 (unenforceability of objections); 15.3 (prohibition of sub-concession, sub-licences or deals having similar effects); 15.4 (transferability of the contract to entities succeeding the Lega Serie A); 21 (right to rectification); 22 (any invalidity or ineffectiveness of one or more clauses of the Invitation); 25 (exclusive jurisdiction).

Legible signature:	
--------------------	--

ANNEX 13 – GUARANTEE FORM

To

Lega Nazionale Professionisti Serie A

(Tax Code: 06637550960)

original copy was hand-delivered and transmitted in advance via certified email: legaseriea@legalmail.it
(hereafter: “LNPA” or “Guaranteed Creditor”).

Scope:

First **demand** Bank guarantee pursuant to Articles 1936 et seq. of the Italian Civil Code (hereinafter: “**Security**”) provided in favour of the LNPA and of its associated Clubs in each and every Season of the licence, to the extent applicable to each of them, to secure the fulfilment of the payments due and any penalties and damages deriving from non-fulfilment of all the obligations contractually undertaken by the Licensee regarding the audiovisual rights [*description of rights assigned*] in favour of the Company [*company name, registered office, and tax identification code*] (hereinafter: “**Licensee**” or “**Main Debtor**”).

On *[date]* the Licensee became the assignee of the audiovisual rights identified above as per the communication sent by LNPA.

As a result of the above-mentioned assignment, the Licensee is obliged to pay the following considerations on the following due dates in relation to the football seasons [*football seasons*]:

- on *[date]*, the sum of EUR: *[figures] [in letters]* plus VAT;
- on *[date]*, the sum of EUR: *[figures] [in letters]* plus VAT;
- on *[date]*, the sum of EUR: *[figures] [in letters]* plus VAT;
- on *[date]*, the sum of EUR: *[figures] [in letters]* plus VAT;
- on *[date]*, the sum of EUR: *[figures] [in letters]* plus VAT;

The bid for the acquisition of the rights provides for the obligation, on the part of the Licensee, to promptly deliver a suitable surety from a leading bank, upon first demand, enforceable on one or more occasions and without the possibility of exceptions, to LNPA, within 21 working days from the date of assignment, as a security for the fulfilment of the payments due and for any penalties and damages deriving from the non-fulfilment of all the obligations contractually undertaken.

The undersigned Bank

[company name]

[registered office]

[domicile in Italy compulsory if based abroad]

**INVITATION TO TENDER
SERIE A CHAMPIONSHIP AUDIOVISUAL RIGHTS
PAY BROADCAST LIVE PACKAGES
FOR THE ITALIAN TERRITORY – BROADCASTERS**



[tax code - VAT number]

[mandatory Italian certified email]

(hereinafter, “**Guarantor**”),

pursuant to and for the purposes of Articles 1936 and following of the Italian Civil Code, declares to be a joint and several guarantor of the Licensee - as in fact it is by signing this Security - in favour of the LNPA and its associated Clubs in each single licence Season, to the extent applicable to each season, for the payment of the sums established from time to time as described above in detail, in addition to the exact fulfilment and of any penalties and damages deriving from non-fulfilment of all the obligations assumed by the Licensee towards the LNPA for the term of the Licence granted, and, in any case, up to the maximum total sum of *[figures]* *[in letters]*.

The undersigned Guarantor confirms that this Security is agreed on and issued:

- (a) to secure the fulfilment of the Main Debtor's obligations in relation to the contractual commitments undertaken by the latter for the assignment of the audiovisual rights;
- (b) valid until *[date]*;
- (c) with the right for the Secured Creditor and its associated Clubs in each individual licence Season - to the extent applicable to each of them, (that can be exercised through a simple request to be sent to the Guarantor by certified e-mail to the following certified email address *[PEC]* without any other formality, cause or prior notice) - to enforce this surety, in derogation of the civil law model, also partially, in one or more solutions, according to the expiry dates of the secured debt instalments, and always within the maximum overall limit specified above;
- (d) with the express waiver on the part of the undersigned Guarantor: (i) of the right to enforce payment by the main debtor under Article 1944, paragraph 2 of the Italian Civil Code, (ii) of the enforceability against the Guaranteed Creditor of the exceptions under Article 1945 of the Italian Civil Code;
- (e) notwithstanding the limits of forfeiture set forth in Article 1957 of the Italian Civil Code, with the express agreement that the guarantor remains obliged even after the expiry of the main obligation provided that the LNPA and/or the Associated Clubs have lodged their claims against the Main Debtor within six months from the expiry of the Security;
- (f) without the benefit of requiring the division of claims in the hypothesis provided for in Article 1946 of the Italian Civil Code;
- (g) with validity of the Security from the date of issue and until the express release declaration to be transmitted by the LNPA to the Guarantor by means of certified electronic mail to the above-mentioned address, without prejudice to the provisions of paragraph b) above;
- (h) with exclusive jurisdiction on any facts relating to the formation, and/or performance, and/or termination of this Security, contractually attributed exclusively to the Court of Milan;
- (i) with express reference, for any matters not specifically provided for and/or derogated from herein, to the regulations of the Italian Civil Code pursuant to Article 1936 et seq. and, in any case, to the substantive and procedural laws of the Italian State.

[Place, date]

[stamp and signature of the Guarantor Bank]