

AUDIOVISUAL PRODUCTION REGULATIONS

DIRECTIVES AND GUIDELINES FOR THE AUDIOVISUAL PRODUCTION OF THE SERIE
A CHAMPIONSHIP, COPPA ITALIA AND SUPERCOPPA ITALIANA

FOOTBALL SEASONS

2024/2025, 2025/2026, 2026/2027,
2027/2028 and 2028/2029

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1. INTRODUCTION

1.1 Beneficiaries

These Regulations are addressed and binding for all those involved in the Audiovisual Production of the Events, for all Clubs, for all Licensees of media rights packages granted by Lega Serie A and all those who legitimately use images of Events.

The document regulates the procedures and timing of the Audiovisual Production together with the performance of the unilateral activities during the Events and it identifies the spaces and services that each Club is required to make available.

Lega Serie A reserves the right to update this document during the term of the License Agreements entered into with the Broadcasters, even following meetings with the Clubs and the Producers to further develop and detail these Regulations in order to facilitate their implementation.

1.2 Definitions

For the purposes of this document, the following definitions apply:

- **"Audiovisual Production Specifications"** mean the Multilateral Production technical implementation specifications;
- **"Competition(s)"** means the Serie A championship, Coppa Italia and the Supercoppa Italiana of each Football Season;
- **"Event"** means the event consisting of the Pre-Match phase, the first half of the Match, half-time, the second half of the Match and the Post-Match phase with reference to each Competition;
- **"Match"** means the part of the Event that starts with the whistle to signal the Match kick-off and ends with the final whistle;
- **"IBC"** means the International Broadcast Centre where the production, contribution, post-production and distribution activities relating to Events organised by Lega Serie A are carried out;
- **"Interview"** means each interview to Club members that can be carried out in spaces and according to the methods provided for by each media rights package licensed by Lega Serie A, the License Agreement, the Regulations on Interviews and Venue Access, and these Regulations;
- **"Licensee of the 15terA Package"** means the assignee of Package 15terA regarding the Invitation to Tender for the Serie A Championship: DAZN;
- **"Licensee of the 15terB Package"** means the assignee of Package 15terB regarding the Invitation to Tender for the Serie A Championship: SKY;
- **"Coppa Italia and Supercoppa Italiana Media Live Package Licensee"** means the assignee of Coppa Italia and Supercoppa Italiana Live Rights Package relating to the Invitation to Tender for Coppa Italia and Supercoppa Italiana competitions: RTI;
- **"Licensees of National Radio Live Rights Package"** means one or more assignees of the National Radio



Live Rights Package referring to the Serie A Championship or to Coppa Italia and the Supercoppa Italiana referred to in the Non-Exclusive Offer to the Market published on 17th May 2024;

- **"International Media Rights Licensees"** means all assignees of the media rights of the Serie A Championship, Coppa Italia and Supercoppa Italiana, or even only one of the Competitions, outside the Italian territory (including Italy, San Marino and the Vatican City) each with reference to the territory/territories defined in the respective License Agreement;
- **"Match of the Week"**: as far as the International Media Rights Licensees are concerned, this term means the most relevant Match of each Round of the Series A Championship, identified at the discretion of Lega Serie A, according to criteria of rationality and alternation between the teams involved.
- **"Production Equipment"** means the series of technical systems used by the Producer for the production and audiovisual transmission of each Event, such as, by way of example but not limited to, the direction techniques, cameras, microphones and broadcasting equipment; it also refers to the technical systems used by the Broadcasters exercising rights granted to them by Lega Serie A;
- **"Multilateral Running Order"** means the chronological order of all the Event-related content, in terms of audiovisual footage, carried out in the Pre-Match, half-time and Post-Match phases, that must be carried out by the Producer;
- **"Broadcaster"** means each Broadcasting Licensee or, if authorised by Lega Serie A, each sub-licensee of media rights for the Serie A Championship, Coppa Italia and the Supercoppa Italiana or even only one of the Competitions;
- **"Package(s)"** means the series of media Rights relating to the Events of one or more Competitions;
- **"Production Staff"** means both the staff that in any capacity, on behalf of the Producer, is in charge of the Audiovisual Production of each Event, and the technical staff through which the Broadcasters exercise the rights granted to them by Lega Serie A;
- **"Producer"** means the individual who, under his/her own responsibility, is in charge of the different phases of the Audiovisual Production of Events pursuant to Art. 4 of Italian Legislative Decree No. 9 dated 9th January 2008;
- **"Audiovisual Production"** means the combination of all the phases and activities relating to the audiovisual production of Events, including the Multilateral Production, the Interviews with members as well as the Unilateral Productions reserved to Broadcasters;
- **"Multilateral Production"** means the series of activities relating to the Audiovisual Production of Events aimed at developing the Multilateral Signal;
- **"Unilateral Production"** means the series of phases and activities relating to Audiovisual Production aimed at the exploitation of the media rights acquired by Licensees;
- **"Competition Area"** means the pitch, the pitch-related area (including the technical area, around the benches), any athletics tracks and platforms up to the goal net or other means of enclosure, the tunnel or, in any case, the space linking the pitch and the access area to the changing rooms;
- **"Audiovisual Production Regulations"** means these regulations, which Lega Serie A reserves the right to update every Football Season, and in any case before the start of a Football Season except in urgent cases, by giving written notice to all those concerned;
- **"Multilateral Signal"** means the audiovisual signal containing the images of cameras filming the Events as well as the sound of the Events including the brands and/or logos of the *Title sponsor*, the *Time Keeper sponsor*, the *Data sponsor* as well as Lega Serie A *Technology partners* and, with reference to the Signal

intended for International Media Rights Licensees, the *International/Regional Presenting Sponsor*. The delivery of the Signal by Lega Serie A to the Licensees of the Packages takes place when it is made available at the mobile control room located either at the Event site or at the IBC. From that moment onwards, all risks and liabilities, of both a technical and economic nature, shall be borne by the Package Licensees;

- **"Clubs"** means the Clubs that take part in each of the Football Seasons in the Serie A Championship and, as far as applicable, in Coppa Italia and the Supercoppa Italiana;
- **"Football Season"** according to sports regulations, this term normally means the period ranging between 1st July and 30th June of the following calendar year;
- **"Stadium"** means the sports facility where the Events are played, at the disposal of the Club for first team home matches and/or , at the disposal of Lega Serie A with regard to Coppa Italia and Supercoppa Italiana final: by way of example, the Stadium includes the Competition Area, the changing rooms, the stands and any other area within the perimeter of the sports facility;
- **"Pitch"** means the rectangular field within which the game actually takes place;
- **"Top Matches Serie A Championship"** means the 20 Matches to be defined by the Licensees of the 15terA and 15terB Packages within 10 working days following the publication of the calendar, of each Football Season, as provided for by the aforementioned Packages assigned on the basis of the Invitation to Tender for Serie A Championship Media Rights - Live Pay Packages issued by Lega Serie A on 19th May 2023;
- **"Top Matches Coppa Italia and Supercoppa" or "Match of the Round"** means the 12 matches eligible for the quarter-finals, semi-finals and final of Coppa Italia and the semi-finals and final of the Supercoppa Italiana, as determined by Lega Serie A.

Unless otherwise defined, capitalised terms refer to the definitions set out in the *Invitation to Tender for Serie A Championship Media Rights - Live Pay Packages for the Italian Territory* published on 14th June 2023, in the *Invitation to Tender for the Italian Territory for Coppa Italia and Supercoppa Italiana Live Rights Packages* published on 27th June 2023 in the *General License Terms and Conditions* dated 2nd August 2023 and 4th August 2023 referring respectively to *International Media Rights* as well as to *Sports Betting and Data Package rights*.

2. INFRASTRUCTURE AND VENUE AREAS

In order to enable the fulfilment of the Audiovisual Production of the Events within its Stadium, each Club is obliged to comply with the obligations described below and in the document entitled *Criteri Infrastrutturali Serie A (Serie A Infrastructure Criteria)* issued for every Football Season by the F.I.G.C. (The Italian Football Federation).

2.1 Inspections

The Club must grant access to the Stadium to Lega Serie A representatives and to the partners authorised by the latter to carry out inspections, before the start and during each Football Season.

The Club must guarantee the attendance of its own representatives at the on-site inspections, who, due to their role and responsibilities, are deemed necessary. Moreover, the Club must take immediate action to undertake, or have undertaken, all the works on its Stadium premises, requested as a result of the inspections for the best possible fulfilment of the Audiovisual Production, so that such works are completed within 30 days prior to the first Event of the Football Season, unless a shorter deadline is set by Lega Serie A on a case-by-case basis due to specific circumstances and/or where administrative authorisations are required. In general, any structural work carried out, even during the Football Season,

regardless of whether it was requested by the Club or by Lega Serie A must be agreed upon in advance between the parties.

2.2 TV Compound

An area must be reserved to place Production Equipment close to the Stadium. More specifically, the Club is obliged to carry out the activities described as follows.

2.2.1 General specifications

Put at the disposal of the Producer an area dedicated to the *TV Compound*, measuring at least 600 sqm for already existing Stadiums and 1000 sqm for newly built sports facilities. The *TV Compound* is to be located as close as possible to the Stadium, on a flat, solid surface that has been suitably fenced, well-lit and equipped with a power supply, if possible on the same side as the main camera. This area is to be divided into three specially delimited areas in accordance with current regulations:

- An area designated to Production Equipment Vehicles such as: Multilateral OB-Vans, Unilateral OB-Vans (if requested by the Broadcasters), means of support and any other technical vehicle or temporary installation that may be deemed necessary for the Producer or Guest Broadcasters; or, alternatively, spaces inside the Stadium agreed upon between Lega Serie A and the Clubs;
- An area designated to broadcasting equipment or temporary installations, by way of example, satellite dishes or *shelters* for fibre optic cable transmissions;
- An area designated to generator sets to supply electricity;
- A secure parking space for the storage of technical recording equipment, if necessary.

The *TV Compound* must be made accessible to the Producer by the Club, starting from 8:00 a.m. on the day before the Event until the conclusion of Post-Event de-installation activities, or on any other days or times requested by the Producer.

The Club must pay tax on public land occupation, if required; moreover, in agreement with the Producer, it undertakes to provide a detailed *layout* of the area and to provide a co-ordinator to manage the arrival and positioning of authorised Broadcasters. Within five days of the Event taking place, the Producer and the Broadcasters must provide the Club organising the Event with all details of the vehicles, including their size, number plates and arrival times.

2.2.2 Audiovisual Production Set-up Activities

In accordance with the sports activities of the Clubs (e.g. training sessions) that may take place at particular times, to allow access to the Stadium and the *TV Compound* for the positioning, installation and arrangement of the Production Equipment (in particular, the cameras inside the Stadium), during the set-up phases of the audiovisual recording system, according to the technical production requirements. In any case, these activities must be carried out by the Producer ensuring the best possible balance between the requirements to obtain an optimal fulfilment of the Audiovisual Production and those regarding compliance of visibility conditions for spectators inside the Stadium.

2.2.3 Audiovisual Cabling

The provision of a fixed technologically advanced audiovisual cabling system linking the *TV Compound* and the Stadium, or at least the provision of a temporary audiovisual cabling system appropriate to the technical production standards provided for in this document.

With reference to the cabling system, the following criteria must be met:

- Cabling connections within the Stadium must be equipped with a dedicated *wall-box* and be able to reach all the audiovisual workstations identified during the inspection;
- Cables must not pose a danger to Match Officials, players, coaches, or any other individuals authorised to access the pitch in accordance with the applicable sports regulations or to the public and must comply with the applicable safety regulations and the Stadium's regulations of use;
- Cables must not be strung over *LED lighting/advertising hoarding boards*;
- All necessary measures must be taken to ensure that the cabling is as unobtrusive as possible both inside the Stadium and around the Pitch. Where necessary, underground passages with inspection facilities, cable gland covers, and any other means to guarantee safety must be provided, under the supervision of the safety officer of the Club organising the Event.

2.2.4 Power supply

Provision of a fixed mains power point at the *TV Compound* (with 2 x 63 A 5 pin sockets or more) to protect the installed electronic equipment, in order to keep the heating or cooling systems active in the video studios during the night, in case of adverse weather conditions.

Clubs equipped with a generator set installed at the Stadium may extend its use to support Audiovisual Production activities. In any case, this power supply must comply with the technical requirements set forth in the *Audiovisual Production Specifications* issued by Lega Serie A, including the supply of lighting equipment and technical staff.

2.2.5 Data and telephone lines

Provision of high-speed data lines of no less than 50Mb/s as well as analogue or digital telephone lines as required by the Producer and Broadcasters.

2.2.6 Parking area

Provision of a parking area close to the *TV Compound* for the Production and Operating Staff involved in the Audiovisual Production of the Event if the spaces made available to the Club are sufficient.

2.2.7 Toilet facilities

Provision of periodically sanitised toilet facilities put at the disposal of the Production Staff on duty at the *TV Compound*, or, only if not available in that area, in an adjacent area within the Stadium.

2.2.8 Security Services

Put the night security services at the Producer's disposal to safeguard the Production Equipment, for a total of 24 hours to be spread over two nights for events held in the evening and for 12 hours spread over one night with events having other starting times. These security services covers both the *TV Compound*, where the Production Equipment Vehicles are parked, as well as inside the Stadium where the cameras and microphones are positioned the day before the Event.

2.3 Competition Area

The appearance of the Competition Area must have a positive influence on the spectator's audiovisual experience both in the Stadium and at home. To achieve this, the Club is obliged to carry out the following activities as described below.

2.3.1 Positioning of the cameras

Provision of adequate spaces for the positioning of the cameras, to be identified in the positions provided for in the *camera plan* drawn up by Lega Serie A; in full compliance with safety regulations, these spaces must be able to guarantee cameras full view. Moreover, upon notification by the Producer, Clubs must immediately take action to solve any impediments caused by individuals or objects.

2.3.2 Turf

Provide a turf pitch that meets the regulatory requirements established by Lega Serie A set forth in the document entitled *Regulations for the Laying and Maintenance of a Natural Turf or Natural Reinforced Turf Football Pitch for the Football Seasons 2024/2027*, with specific reference to the conditions relating to uniform grass coverage and green colouring of the entire surface including the pitch-related area as well as the area that reaches the first perimeter line of the *LED lighting/advertising hoarding boards*.

- I. **Pitch Watering:** The Club must notify the Producer of the pitch watering schedule on the day of the Match no later than 10:00 a.m. on the day of the Match itself;
- II. **Virtualisation Service Areas:** guarantee adequate goal-side areas in order to provide virtualisation services within the Competition Area, ensuring the same colour as the pitch.

2.3.3 Lighting

Provision of a lighting system (including a suitable emergency generator) during the Event, regardless of whether it is played at night or during the day, and with the sole aim of avoiding any lighting contrasts on the grass surface, so that it can guarantee the best possible fulfilment of a *UHD (Ultra High Definition)* Audiovisual Production, with the following characteristics:

- $E_{vmed} \geq 1650 \text{ lux}$ and $E_{vmin} \geq 1000 \text{ lux}$ in the direction of the main camera;
- $E_{vmed} \geq 1000 \text{ lux}$ and $E_{vmin} \geq 650 \text{ lux}$ on vertical planes at 0° , 90° , 180° and 270° ;
- $E_{hmed} \geq 1650 \text{ lux}$ and $E_{hmin} \geq 1150 \text{ lux}$.

$E_{hmed} \geq 1650 \text{ lux}$ and $E_{hmin} \geq 1150 \text{ lux}$ in all directions. The lighting system must guarantee vertical illuminance uniformity, both in the direction of the main camera, and on each individual vertical plane, certified via compliance with the following ratios:

- $E_{vmin}/E_{vmax} \geq 0.5$;
- $E_{vmin}/E_{vmed} \geq 0.6$.

Furthermore, horizontal illuminance uniformity must be guaranteed in every area of the pitch, certified via compliance with the following ratios:

- $E_{hmin}/E_{hmax} \geq 0.5$;
- $E_{hmin}/E_{hmed} \geq 0.7$.

Both on the horizontal plane and on each vertical plane, the ratio between the values measured between two adjacent points must be greater than 0.6 "MAUR". Finally, lighting of the first 12 rows of the grandstands must be guaranteed, with values of no less than 200 lux in terms of vertical illuminance.

Emergency generators must be sufficient so as to guarantee the continuity of the television transmissions and must be able to produce the following values in the direction of the main camera $E_{vmed} > 1100 \text{ lux}$ and $E_{vmin} > 650 \text{ lux}$ and in general at least 2/3 of the above-mentioned illuminance

values, guaranteeing the greatest possible uniformity and with a sufficient operating time to guarantee coverage of the Sports Event until its conclusion.

The colour temperature of the lights must be between 5000° K and 6200° K with a Colour Rendering Index of ≥ 80 .

The installation of floodlights must comply with the safety requirements for use in public spaces and specifically for sports events. The projectors used in the Stadium must ideally be of the *hot re-strike* type for conventional lighting systems.

In order to guarantee optimal TV production, lighting must be able to reach 100% capacity at least 90 minutes before kick-off for daytime Matches, and 120 minutes before kick-off for evening and night-time Matches. Furthermore, due to the need to calibrate both the *Goal Line Technology (GLT)* and the virtualisation systems, the lighting system may be required to be switched on earlier than specified.

- I. **Light show:** It must be guaranteed that the *light show* activities organised by the Clubs and previously agreed upon with Lega Serie A, take place during the pre-Match phases (up to the players' exiting the tunnel, prior to the greeting ceremony), at half-time and Post-Match phases, without interfering with the Interviews as well as the *stand up* presentations and commentaries carried out in the Competition Area. In any case, requests must be received by Lega Serie A no later than three days before the date of the Event;
- II. **Lighting Services:** to provide, if requested, on the day before the Match and on the Matchday itself, during the Pre-Match and Post-Match phases, lighting of the Stadium either as a whole or in part, during the set-up and dismantling phases of the audiovisual recording system, according to the technical and production requirements specified on a case by case basis.

2.3.4 Access restrictions and aesthetic improvements

Regulate the presence around the pitch of officials, fire brigades and medical staff, which must be limited to what is strictly necessary.

The aesthetic improvement of the areas adjacent to the pitch, including the athletics tracks, where present, by adopting solutions of scenic embellishment with uniformity of the perimeter advertising hoarding boards, as well as prohibiting the positioning of any material or machinery that is functional to the care and maintenance of the turf and that may hamper the camera shots during the Pre-Match warm-up or Match phases.

2.3.5 Sound Diffusion

Ensure that the sound diffusion systems installed inside the Stadium, such as, by way of example, those adopted for entertainment activities, carried out during the Event, including and not only through the speaker, have a sound volume level so as not to jeopardise the activities carried out by the Broadcasters, such as the performance of Interviews and or *stand up presentations and commentaries*.

2.3.6 LED Lighting/Advertising hoarding boards

Guarantee that the position, shape, materials and method of installation of the *LED lighting/Advertising* hoarding boards inside the Stadium do not jeopardise the safety of players, referees, Production Staff and workers.

At each Stadium, a maximum of two contiguous rows of *LED lighting/Advertising* hoarding boards may be positioned within the Competition Area, both along the sidelines and along the goal lines. In the event of both categories of space being occupied, the Advertising hoarding boards (fixed billboards) must occupy the second row, or rather, the one furthest from the Pitch. The configuration of *LED*

lighting/Advertising hoarding boards is permitted either in a continuous mode (also occupying the spaces behind the corner flag posts), or foreseeing an interruption to allow for the corner flag posts.

The minimum distance from the pitch of the first row must be at least 2.5 metres from the sidelines and at least 3.5 metres from the goal lines. In the event of structural restrictions that cannot be eliminated, a reduction in the distance from the goal lines to a minimum of 2.5 metres is tolerated.

The *LED lighting*/Advertising hoarding boards must have a maximum height of 1.20 m and, in any case, so as not to obstruct the visibility of the Pitch of spectators behind.

The quality of the *LED lighting*, in particular with regard to brightness, must guarantee a good television performance; they must be set according to unambiguous, compliant reference parameters that, should it become necessary and in agreement between the Producer and Lega Serie A, may be modified to safeguard the quality of the television production.

2.3.7 Club Activities

All activities organised during Events by the Clubs within the Competition area (such as, but not limited to, exhibitions by performers, award ceremonies, activities involving Club sponsors) must be agreed upon in advance with Lega Serie A in order to provide the best possible exposure by including them in the *Multilateral Running Order*.

2.3.8 Bibs

Accredited Production Staff inside the Competition Area must be provided with bibs, issued by Lega Serie A to the Club bearing the progressive number valid for all Competitions on the front and back, in order to allow the immediate identification of each accredited individual. The Club is responsible for distributing the bibs to the technical production "service" staff on-site, who, in turn, is in charge of making sure that the bibs are worn correctly and of keeping them in a good condition as well as collecting them at the end of the Event.

2.3.9 Photographers

Adequate positions for photographers must be made available behind the line where the *LED lighting*/Advertising hoarding boards are positioned, starting from the beginning of the Audiovisual Production activities, in accordance with the *Regulations for Photographers* issued by Lega Serie A.

2.4 Stands

Stands must be functional for the spectators' enjoyment of the Events and must facilitate the recording of the Audiovisual Production. To achieve this, the Club is obliged to carry out the following activities as described below.

2.4.1 Positioning of the cameras

Provision of adequate spaces for the positioning of the cameras, to be identified in the *camera plan* locations drawn up by Lega Serie A, even if this involves changing seating arrangements; these spaces must guarantee, in absolute compliance with safety regulations, full view to allow the cameras to film.

Provision of any support for the positioning of the cameras (by way of example, the scaffolding and any similar temporary or permanent constructions) and, in full compliance with safety regulations, the tools necessary for the handling of loads on these platforms (e.g. pulleys, *cherry pickers*, etc.).

2.4.2 Spectator flow management and seating arrangements

Facilitate the flow of spectators into the sectors most closely filmed by the cameras (central grandstand opposite the main filming area), or, in any case, to the most attractive from an aesthetic viewpoint, which must be the ones preferably highlighted in the TV coverage.

2.4.3 Giant screens

Equip the Stadium with giant screens that, in addition to guaranteeing the display of the score, the playing time and authorised video images, through the use of a dedicated control room, are an important source of information and entertainment for the spectators attending so as to improve the experience inside the Stadium during the Pre-Match phase as well as during the Match.

The images of the Match's Multilateral Signal made available by the Event Producer, the images relating to the Clubs' Activities inside the Competition Area, the images relating to the weekly television shows produced by Lega Serie A as well as the images showing CSR initiatives promoted by Lega Serie A, may be broadcast on the giant screens, during the Pre-Match phase, during half-time or in the Post-Match phase. Match *highlights* can also be broadcast on the giant screens, provided that they do not contain any dubious/controversial episodes contested from a regulatory point of view.

The broadcasting of images of Events on the big screen at the Stadium during the Match is permitted, only following authorisation by Lega Serie A, meeting the following requirements:

- the Match images transmitted live must be exclusively of the Match currently being played at the Stadium and must be broadcast only once and never shown in slow motion;
- the Match images from another Event may be broadcast on the giant screen when the Match is not being played at the Stadium, provided that the Club has obtained all the necessary permits to broadcast said images from the competent authorities and rights holders.

More specifically, the live images broadcast on the giant screen during the Match may feature the following elements:

- indication of the effective playing time of the match and the electronic scoreboards at the Stadium, displaying the score, on condition that the clock is stopped at the end of the 45th minute of each half of the game and no indication of the passing of injury time is given;
- the indication of the results of the other scheduled Matches;
- goal validated by the Referee;
- clear goal-scoring opportunity (e.g. a save, goalpost strike or off-target shot);
- 'goal/no-goal' episodes for which the *GLT* system has been used, and related virtualisation of the same, only after the referee has made any appropriate decisions and always when play has been stopped;
- any checks made by *Video Assistant Referees (VAR)* are carried out only after the referee has made any necessary decisions and always when play has been stopped; in any case, during the interruption of play ordered by the referee in order to perform a review with the aid of the *VAR*, the wording "*VAR*" must be displayed".

Instead, images must not contain:

- any controversial actions relating to for offside and/or fouls committed by players;
- any controversial images encouraging or inciting any type of public disorder, civil disobedience and/or offensive material (e.g. banners or placards) displayed in the stands or on the Pitch;

- any images compromising or jeopardising the reputation or authority of Match Officials and players and/or any other individuals at the Stadium, including images showing errors or behaviour that are contrary to the principles of *fair play*.

With regard to the provision of giant screens, exceptions are made and authorised by Lega Serie A, subject to prior notification to the F.I.G.C., only for Clubs that have been recently promoted to the Serie A Championship in each Football Season, on the basis of objective justified reasons.

2.5 Television Footage Areas

All areas affected by the television filming of the Multilateral Production and Broadcasters, identified by Lega Serie A, must be adequately prepared and set up by the Clubs and access must be limited to the staff strictly necessary during the filming and/or interview phases. For all Interviews with their own players, Clubs must provide a press officer to assist the Broadcasters.

The following areas must be made available to the Producer for the creation of audiovisual content to be included in Multilateral Production activities and to Broadcasters for their own filming and/or Interview activities:

- I. **Bus arrival area:** garage/parking area consisting of a fully-equipped area near the teams' buses arrival and/or parking area, identified by Lega Serie A in agreement with the Club organising the Event. The arrival of the football players at the Stadium must be filmed by two audiovisual recording stations; one located near the bus parking area and another located along the route leading to the changing rooms. Lighting for these stations must be appropriately provided by the Club;
- II. **Changing rooms:** areas to be made available to the Broadcasters before the arrival of the players, prepared with the official kits, for the purpose of a Pre-Match *stand up* presentation; in the period prior to the teams' entrance onto the pitch after the warm-up phase, to be filmed by an audiovisual recording station in the presence of the players; in the Post-Match phases of only the *Top Matches Serie A* Championship as well as the *Top Matches Coppa Italia* and *Supercoppa Italiana*, this activity will be carried out in the winning team's changing room. Lighting for these areas must be appropriately provided by the Club;
- III. **Tunnel:** This area is to be made available for the entire duration of the Event starting from the moment before the teams enter the pitch for the warm-up phase, to be filmed by a fixed audiovisual recording station. This area shall be suitably illuminated by the Club.
- IV. **Sideline Station:** This is a fully-equipped area located within the Competition Area, generally near to the sideline, identified by Lega Serie A in agreement with the Club organising the Event, to be made available, to carry out *Stand ups* and Interviews in the Pre-Match, half-time and Post-Match phases, along the sideline on the external side of the benches or at the back of the goal area; to carry out audio commentaries, during the Match, with seats located either on the internal or external side of the benches with regards to the Licensee of the 15terA Package, the Licensee of the 15terB Package, the Licensee of Coppa Italia and Supercoppa Italiana Live Rights Package or on the external side of the benches or on the short side of the pitch in a position identified by Lega Serie A with regards only to International Media Rights Licensees;
- V. **Miniflash Station:** This area is to be made available during half-time before the start of the second half on the sidelines to carry out a flash Interview;
- VI. **Superflash Station:** This area is to be made available at the end of the Match on the sidelines with a Lega Serie A *backdrop* in order to carry out flash Interviews;

- VII. Press box:** The press box must be a covered area, including a minimum capacity of 60 workstations, 30 of which must be equipped with an electrical socket, a telephone line, an Internet connection and/or Wi-Fi connection as well as a work surface that is large enough for a laptop computer. These workstations must guarantee an unobstructed view of the Pitch and easy access to any other media-related areas. Two fixed seasonal stations must be reserved for the *Match Analysts* for the purposes of the cabling required for the delivery of the tactical camera signal;
- VIII. Commentary Workstations:** the Stadium must be equipped with at least 5 covered workstations for radio commentators and commentators located at the press box or main grandstand, equipped with an electrical socket, an Internet connection and/or a Wi-Fi connection and a work surface sufficient to accommodate three people as well as the necessary technical equipment. These workstations must guarantee an unobstructed view of the Pitch and easy access to any other media-related areas;
- IX. Mixed zone:** the Stadium must be provided with a fully-equipped area normally located along the route between the area in front of the changing rooms and the area designated for the parking of the team buses, dedicated to Interviews, a covered, protected area, forbidden to the public, suitably lit and, if necessary, equipped with partition walls, with the possibility of accommodating workstations for a maximum of fifty individuals;
- X. Privileged Area:** the Stadium must be provided with a fully- equipped area located near the changing rooms, indicated by Lega Serie A in agreement with the Club organising the Event, with at least 5 workstations for Interviews, separated from one another, equipped to anchor lighting fixtures and adequately soundproofed;
- XI. TV Studios:** the Stadium must be equipped with a maximum of two television studios, identified by Lega Serie A in agreement with the Club organising the Event, venues that allow such an arrangement from a logistical and safety point of view;
- XII. Press Room:** the Stadium must be equipped with a suitably lit and soundproofed press conference area with a seating capacity of at least 50 individuals, a conference table located on a podium, a camera platform as well as sound diffusion system to broadcast the entire conferences to all entitled members. Furthermore, this must be equipped with monitors so that the journalists in the Press Room can be promptly updated on statements made during previous Interviews.
- XIII. "VIP" Station:** the Stadium must be equipped with a television station identified by Lega Serie A together with the Club organising the Event and located in a "VIP" area, in order to carry out Interviews to celebrities, in any case, excluding members.

2.6 Centralised Multilateral Production Activities

In order to carry out activities relating to *officiating*, tactical camera supply, Event data collection as well as the implementation of television graphics, managed thanks to a centralised model, which contribute to the creation of a Lega Serie A audiovisual product, the individual Clubs are requested to provide the following support:

2.6.1 Officiating Activities

In order to carry out the *officiating* activities, such as *Video Assistant Referees (VAR)*, *Goal Line Technology (GLT)* and *Electronic Performance and Tracking Systems (EPTS)* services, the Club must make a room available at the Stadium, possibly near the *TV Compound*, of an appropriate size, a maximum of 4m x 3m, with a partition wall separating the technical and the operational areas housing the staff, equipped with at least two seats, a 2.5 m table and an air conditioning unit guaranteeing a cooling capacity of 60,000 BTU and a humidity rate of below 70%.

The premises must be equipped with 2 x 32A 3-phase sockets and 4 x 220V sockets, powered by the Producer's generator sets on Matchdays and by the fixed power supply on Non-Matchdays, and with a symmetric Internet service regarding a minimum of 50Mb/s, also available on non-Matchdays.

Moreover, the Club must also provide a minimum power supply of 10A with relative UPS at all *cabinet* points located near the *GLT/EPTS* cameras.

The Producer must provide a 16A power supply and 2 x 220V sockets at the *Referee Review Area (RRA)* located on the pitch.

2.6.2 Tactical Camera

With regards to the installation of the tactical camera, the Club must reserve a location on the main grandstand with a central, full view of the Pitch equipped with a power supply as well as 50Mb/s Internet connectivity.

2.6.3 Event data collection

The Club must guarantee to the operator of the supplier appointed by Lega Serie A a place in the press box in order to collect the official Event data.

2.6.4 TV graphics

The Club must inform Lega Serie A production coordinator of the official team line-ups one hour before kick-off of the Match in order to be included in the TV graphics under the *Multilateral Running Order*.

2.7 Accreditation

All Production Staff shall be provided with accreditation issued by the Clubs upon instruction of the Producer.

3. AUDIOVISUAL PRODUCTION

The Producer, who carries out and technically supervises all the phases and activities of the Audiovisual Production of the Events including the Multilateral Production and the Unilateral Productions reserved for the Broadcasters, must comply with the provisions of these Regulations, in addition to the provisions of the *Audiovisual Production Specifications* and the technical specifications provided by the Broadcasters.

3.1 Production Equipment

The supply of Production Equipment is provided at the Producer's expense, cost and responsibility, without prejudice to Lega Serie A's centralised coordination and control prerogatives.

These supplies mainly consist of:

- I. Multilateral *OB-Vans*
- II. *Multilateral OB-Van* support means
- III. Generator Set
- IV. Unilateral *OB-Vans* (if requested by the Broadcasters),

Unilateral Production can be carried out by dedicated *OB-Vans*, or alternatively, according to the Producer's availability, on board the *Multilateral OB-Vans* with reserved resources, staff and space.

Production Equipment vehicles must be positioned the day before the Match (*MD-1*) inside the *TV Compound* under the supervision of Lega Serie A Producer and Production Co-ordinator in agreement with the Club, and must

comply with the cabling route, positioned, in the case it is laid on the ground, inside certified cable glands, in order to protect the staff and the vehicles in transit as well as the cables themselves.

It is to be noted that the power supply provided by the generator sets must be supplied to all Production Equipment Vehicles and to Lega Serie A centralised services (*officiating* services, the tactical camera supply, Event data collection and the implementation of TV graphics) carried out within the Stadium and upon TV Compound premises, both on the Matchday and on the day before the Match itself.

3.2 Production Staff

The Producer, for each pitch-related area, with regard to the provision of its own professional representative staff dedicated to Multilateral Production activities, must guarantee professional continuity throughout the entire Football Season, and must notify the list of staff members employed by Lega Serie A at least five days before each Event.

The clothing of Production Staff working inside the Stadium must be characterised by dark colours and uniforms without visible logos and, in particular, for staff working inside the Competition Area, must be accompanied by an identification bib.

The Production Staff must behave in a manner that is not detrimental to the image as well as to the moral and material values of Lega Serie A, avoiding attitudes, gestures, incitements, invitations even indirectly and by implication contrary to the values in question. Furthermore, it is forbidden for Production Staff to take photos using personal devices with the intention of posting them on their own *social* media channels.

3.3 Match Safety Criteria

The Production Equipment must not pose any danger to Match Officials, players, coaches or any other individuals authorised to access the Pitch according to the current sports regulations.

In particular, fixed cameras must be at a distance of at least 3.5 metres from the end line and 2.5 metres from the sideline and must be positioned behind the first row of (*LED lighting/Advertising hoarding boards*); without the latter, the cameras must be suitably protected by so-called "*bumpers*", possibly in green just like the Pitch itself.

The Pitch must be kept clear of any Production Equipment and members of Production Staff at all times, with the exception, during the Pre-Match, half-time and Post-Match phases, of the Producer's cameras filming the players' warm-up on the Pitch, the line-up of the teams, the Post-Match celebrations as well as the cameras of the Broadcasters authorised to carry out Interviews and/or *stand up* Presentations and Commentaries. The cameras are only authorised to operate on the Pitch during any *intervals* that precede any extra time and/or penalty shoot-outs.

The Producer and the Broadcasters must work in compliance with the needs of the Match Officials, players, and coaches. For this reason, the Production Equipment must not obstruct the view of or impede any movement or create any disturbance for Match Officials, players, coaches and Lega Serie A delegates. The Production Equipment and Staff in charge must not obstruct the view of the Pitch or cause any damage to spectators in the stands, without prejudice to the camera stations provided for in the camera plan set out in these Regulations.

It is strictly forbidden for anyone, including journalists, to approach, and in any case, speak to players and/or coaches to obtain information or comments during the Match, in those moments prior to the kick-off whistle (see warm-up on the pitch) and during those moments after the final whistle, with the

exception of those involved in the activities set forth in the document entitled *Regulations on Interviews and Venue Access*.

3.4 Camera access to the sidelines and other technical areas

Access to so-called technical areas is allowed on a priority basis to the Producer's cameras. Technical areas refer to the changing room, the sidelines, the tunnel that links the access area to the changing rooms as well as the Privileged Area.

The positioning of fixed or mobile television filming stations in the underground passages leading from the changing rooms to the pitch and in the hallway areas facing the teams' dressing rooms, where permitted by these Regulations, the Regulations on Interviews and Venue Access and in agreement with the Club organising the Event, is subject to the availability of space. The presence of cameras and operators must not, under any circumstances, hinder the free movement of individuals.

Camera positions on the sidelines, whether fixed or mobile, with the relevant Broadcasters, may be located on the four sides of the pitch, provided that the minimum distances established by Lega Serie A are respected, compatibly with the available spaces, and, where appropriate, must not obstruct the view of the pitch to the occupants of the benches and the fourth Official.

Filming of the benches is permitted as long as the cameraman stands on the external side of the benches without obstructing the view of their occupants and without hindering the coaches in their movements within the technical area of the bench. Video footage of the Referee is also permitted near the monitor during *on field reviews*.

It is forbidden to place any equipment or instruments that are not Match-related (cameras, microphones, etc.) in the goal area, on the goal nets, on flag posts and their poles.

3.5 Multilateral Production Activities at the Stadium

3.5.1 OB Van inspection

Lega Serie A proceeds to verify the suitability of the technical and professional resources made available by the Producer as well as the compliance of their work with the requirements set forth in this document and the *Audiovisual Production Specifications*, by means of inspections, planned prior to the start of the Football Season and during the season, by specialised technical staff selected by Lega Serie A.

3.5.2 Production management staff and Lega Serie A delegate

The roles of Director, Assistant Director, Production Co-ordinator and Lega Serie A delegate are identified, assigned and paid for all Events by Lega Serie A and their duties are described in the document entitled *Editorial Guidelines* produced and distributed by Lega Serie A.

More specifically, with reference to Lega Serie A Production Co-ordinator, who oversees the Multilateral Production activities at the Stadium together with the Event Producer within the scope of his/her competence, reference is made to the primary tasks of supervising the individual production, contribution and distribution activities of the Multilateral Signal, Lega Serie A centralised services and the Unilateral Productions of Broadcasters in accordance with the rights obtained by them, in compliance with the prerogatives and faculties outlined in this document and in the document entitled *Editorial Guidelines*.

In the days leading up to the Event, he/she must liaise with the Director and the Assistant Director in order to ensure that the professionals employed are appropriate for the required operational duties and, on the Matchday,

must ensure that the *camera plans* for each Event, are applied in a compliant manner, taking any necessary steps to resolve any possible application discrepancies. He/she convenes and co-ordinates the technical *briefing* with the Director, Assistant Director and Broadcasters. He/she liaises with delegates and Clubs to receive the official team line-ups and all the information necessary to ensure the best possible efficiency at the production sites as well as the maximum performance of all the resources employed, also handling any extraordinary demands. He/she takes action to monitor, report and solve any possible disruptions and/or irregularities encountered during the production phase and, during the Post-Match phase, takes part in the *de-briefing* meeting with the Broadcasters, after having met the directing staff. No later than the day after the Match, he/she draws up the report to be sent to Lega Serie A.

3.5.3 Multilateral Production Quality Standards

The Production Standards to which the Producer must comply with are indicated in the *Guidelines for the Centralised Marketing of Audiovisual Rights 2024-2029* and in the annexes thereto, in these Regulations and in the documents (such as, by way of example but not limited to, the *camera plan*, *Audiovisual Production Specifications* etc.) that Lega Serie A reserves the right to adopt before the start or during the course of each Football Season, making any changes to them that are deemed necessary for the best performance of the product, also on the basis of any technological innovations that become available, taking into account the conformation of the Stadiums. These changes must be agreed upon in advance and authorised by the Clubs and are updated on the basis of the Clubs participating in the Serie A Championship, Coppa Italia and Supercoppa Italiana, starting from the 2024/2025 Football Season. Lega Serie A is responsible for ensuring compliance with the aforementioned Production Standards by the parties carrying out the media activities.

Lega Serie A defines the configuration and positioning of the cameras with reference to the individual stadiums, by means of suitable standards to guarantee a high level of television coverage: A+, A, B, C

- Video Format: 4K/UHDTV1: 2160p50 in 2SI in SDR.
The technical implementation units must be capable to simultaneously distribute the output signals in *FHD (Full High Definition) 1080p50* and in *FHD 1080i50*
- Audio format:
 - L/R Stereo
 - Surround 5.1.2
 - Audio multiplexing – no.2/4 AES groups (8/16 ch.)

Filming is carried out with native (manned or unmanned) cameras in *UHD 2160p50*, including Steadicam and Polecam, with the exception of SSM, RF Gimbal and drone cameras that can be up-converted to *FHD 1080p50* or even native *UHD technology*. Moreover, *GLT* and tactical camera systems are also added.

The recording of the individual camera signals for replays is carried out in a *FHD 1080p50* format and replays are up-converted to *UHD technology*.

Productions may be carried out by the Producer upon indication of Lega Serie A in different technological formats, such as, but not limited to, *HD HDR (High Dynamic Range)* technology, as a replacement for the main production format.

Productions may also be carried out by the Producer upon indication of Lega Serie A in the 8K technological format, where required or deemed feasible, as a consequence of the development of such technology, as a replacement for, or in addition to the main production format, with the relevant Signal access price being charged in addition to the price foreseen for the 4K format.

3.5.4 Camera plan

I. Standard A+

In agreement with the Clubs and the Producer, Lega Serie A. may upgrade Standard A into Standard A+ through the integration and positioning of additional and innovative camera systems, suitable to enrich and improve product quality, as a consequence of the development of technology, taking into account the conformation of the venues.

This configuration is defined on a case-by-case basis for Serie A Events of particular sporting importance within each Round or for ranking purposes (e.g. the decisive events to determine the winning Club of the Serie A Championship), for the semi-finals and final of Coppa Italia and for the Supercoppa Italiana, up to a maximum of 20 Matches.

The following is an illustrative but not exhaustive list of implementable technologies:

- BUGGY-CAM
- CAM 2-BIS
- CINEMATIC TELESCOPIC CRANE
- AEROBATIC DRONE
- FLY CAM
- INTELLIJIB
- JIMMY JIB
- MICROCAMERA/NET CAM
- POLECAM SSM 3x
- RAILCAM
- REF CAM/BODY CAM
- SKY-CAM/CABLE-CAM (fixed at a height of no less than 18 m during the Match phases and no less than 3m during the Pre-Match, Post-Match, half-time and penalty kick phases)
- STEADICAM WITH CAMERA AND CINEMATOGRAPHIC OPTICS
- SSM CAMERA 6x OR UPWARDS (OR AN UPGRADE OF AN EXISTING CAMERA)
- UM CAMERA
- REMOTE/PTZ HEAD

The cameras listed above and/or additional camera systems and technologies may be implemented by the Producer and/or at the request of the Broadcasters, only if previously authorised by Lega Serie A. The Match images filmed with these types of cameras must be used for the purpose of enriching the Multilateral Signal. The use of such additional camera systems must not, in any way, interfere with Multilateral Production activities and/or jeopardise the quality of the latter.

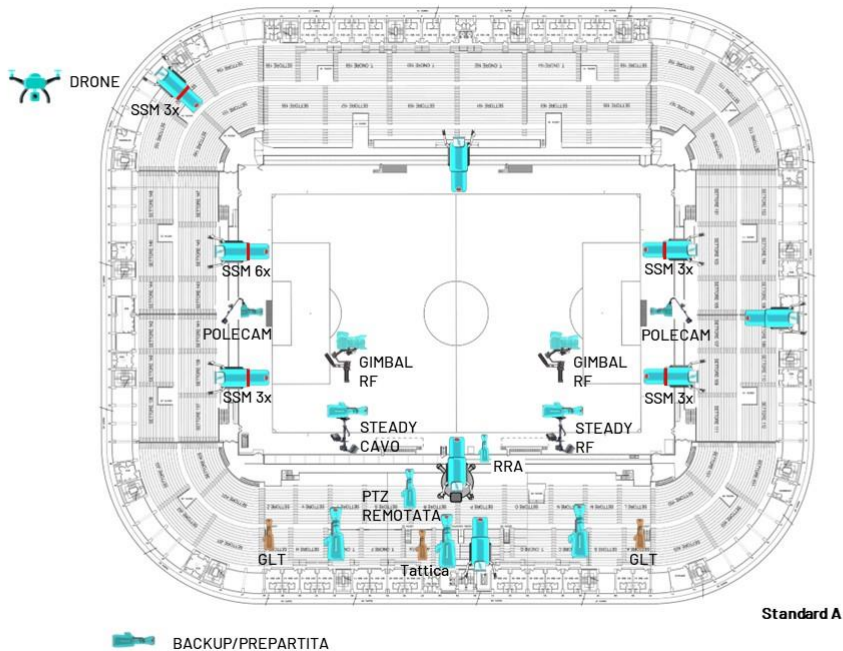
II. Standard A

Configuration: 20 Cameras + 2 GLT + Tactical Camera + RRA Micro Camera

AUDIOVISUAL PRODUCTION REGULATIONS

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

DIRECTIVES AND GUIDELINES FOR THE AUDIOVISUAL PRODUCTION OF THE SERIE A CHAMPIONSHIP, COPPA ITALIA AND SUPERCOPPA ITALIANA



- Main camera
- Narrow Angle Camera
- Railcam on the sidelines
- 3x Super Slow Motion Camera (LEFT)
- RF Steadicam (RIGHT)
- Cable Steadicam (LEFT)
- 3x Super Slow Motion Camera (RIGHT)
- 3x Super Slow Motion Camera (45° LEFT High)
- 16m Camera (Left)
- 16m Camera (Right)
- High behind goal camera
- Reverse camera
- 3x Super Slow Motion Camera (RIGHT OPPOSITE)
- Polecam (LEFT)
- Polecam (RIGHT)
- Drone
- RF Gimbal
- RF Gimbal
- Remote tunnel camera
- 6x Super Slow Motion Camera (LEFT OPPOSITE)
- Tactical Camera
- GLT
- GLT
- RRA Microcamera

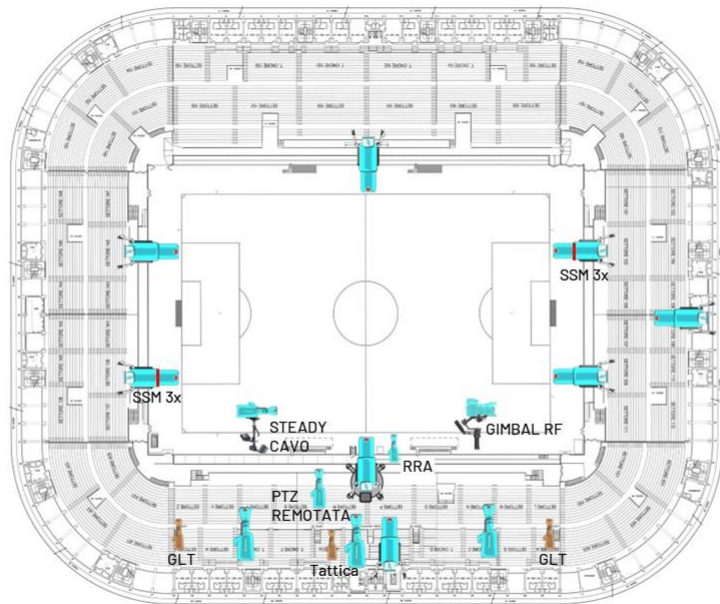
III. Standard B

Configuration: 14 Cameras + 2 GLT + Tactical Camera + RRA Micro Camera

AUDIOVISUAL PRODUCTION REGULATIONS

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

DIRECTIVES AND GUIDELINES FOR THE AUDIOVISUAL PRODUCTION OF THE SERIE A CHAMPIONSHIP, COPPA ITALIA AND SUPERCOPPA ITALIANA



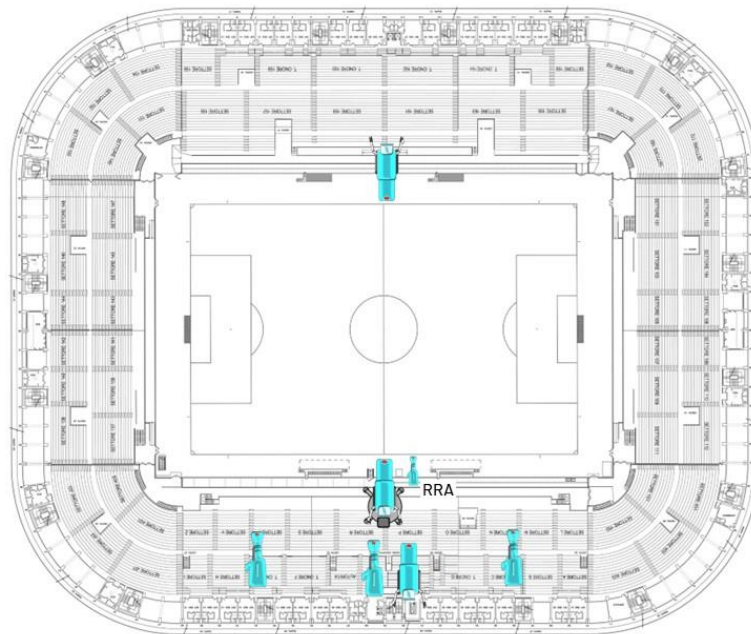
Standard B

BACKUP/PREPARTITA

- Main camera
- Narrow Angle Camera
- Railcam on the sidelines
- 3x Super Slow Motion Camera (Left)
- RF Gimbal
- Cable Steadicam (Left)
- Low behind goal camera (Right)
- Low behind goal camera (Left Opposite)
- 16m Camera (Right)
- 16m Camera (Left)
- High behind goal camera
- Reverse camera
- 3x Super Slow Motion Camera (Right Opposite)
- Remote tunnel camera
- Tactical Camera
- GLT
- GLT
- RRA Microcamera

IV. Standard C

Configuration: 6 cameras + RRA Microcamera



 BACKUP/PREPARTITA

Standard C

- Main camera
- Narrow Angle Camera
- Railcam on the sidelines
- 16m Camera (LEFT)
- 16m Camera (RIGHT)
- Reverse camera
- RRA Microcamera

3.5.5 Camera description (valid for all production standards)

MAIN CAMERA

(Standard/wide-angle lens)

It is mounted on a tripod or on a "bracket" in the centre grandstand and exactly at the centre line, not against the light.

It is used to provide a wide shot of the match action with a full view of the perimeter lines of the pitch, without any structural or spectator hindrances. It is used in the Pre-Match, half-time and Post-Match phases as a *beauty* camera.



NARROW ANGLE CAMERA

(Long-Focus Lens)

It is mounted on a tripod or on a "bracket" near the main camera at an angle so as to allow the full-length filming of an individual on the Pitch, not against the light.

It is used to provide a narrow angle shot of the match action free, without any structural or spectator hindrances.



RAILCAM ON THE SIDELINES

(Long-Focus Lens)

It is mounted on a rail on the sidelines or near the halfway line, with a full view of the perimeter of the pitch, including corner kicks.



SUPER SLOW MOTION BEHIND GOAL CAMERA

(Long-Focus Lens)

It is mounted on the sidelines on a tripod (or on a low Hi-Lo bracket only in the case of Stadium infrastructure restrictions), on the short side of the pitch behind the first row of LED lighting/Advertising hoarding boards, near the external line of the penalty area.



BEHIND GOAL CAMERA

(Long-Focus Lens)

It is mounted on the sidelines on a tripod (or on a low Hi-Lo bracket only in the case of Stadium infrastructure restrictions), on the short side of the pitch behind the first row of LED lighting/Advertising hoarding boards, near the external line of the penalty area.



45° SUPER SLOW MOTION CAMERA

(Long-Focus Lens)

It is mounted on a tripod at a medium height in the grandstand, at 45° compared to the pitch. In the event that the layout of the stadium does not allow for such positioning, the camera must be placed in the opposite behind goal position.



CABLE OR RF STEADICAM

(Standard/wide-angle lens)

It is mounted between the corner kick position and the bench.

It is used to film the arrival of the teams, the changing rooms, the tunnel, the entrances to the pitch and the line-up of the teams in the Pre-Match phase, as well as for close-up and moving shots during the Match that enhance the spectacular nature of both the Match and the celebrations.



16m CAMERAS

(Standard optics)

It is mounted on a tripod in the central grandstand, preferably at the same height as the main camera, between 14m and 18m from the end line with a full view of the perimeter lines of the Pitch and without any structural or spectator hindrances.



HIGH BEHIND GOAL CAMERA

(Long-Focus Lens)

It is mounted on a tripod in the grandstand behind the goal, at a height that allows a view of the penalty spot above the crossbar and opposite the stand hosting the home team, providing a full view of the perimeter lines of the Pitch and without any structural or spectator restrictions.



REVERSE CAMERA

(Long-Focus Lens)

It is mounted on a tripod (or on a low Hi-Lo bracket in the case of infrastructural restrictions in the stadium), on the side opposite the main camera in the half of the field that is not manned by the linesman and at an ideal distance of 1.5 metres from the midfield line. The camera may only be positioned in the grandstand opposite the main camera front, at the half-way line, in Stadiums that from a logistical and safety point of view do not permit such positioning.



POLECAM

(Wide-angle lens)

It is positioned behind the goal, with the typical characteristics of a mobile arm, but with a smaller encumbrance and with such ease of movement that its movement is extremely smooth.



DRONE

This aerial camera is intended for filming outside the Stadium, along the bus route to the Stadium and during the Match, more specifically during the Match on the side of the main camera, subject to the necessary authorisations.



GIMBAL RF CAMERA

This mobile camera is used to cover the arrival of the teams, the changing rooms, the tunnel, the entrances to the pitch and the stands, as well as for close-up and moving shots during the Match.

Its use is aimed at the cinematic enhancement of the subjects filmed.



REMOTE TUNNEL CAMERA

This is a remote camera, positioned inside the tunnel and anchored to the ceiling near the exit.



TACTICAL CAMERA

(Standard/wide-angle lens)

This remote camera is positioned in the main grandstand with a full view of the perimeter lines of the pitch and without structural or spectator restrictions, in order to enable the understanding and analysis of the teams' movements during the Match.



GLT CAMERAS

These are unmanned cameras located on the main camera front, above or below the Stadium roof where possible or in a similar agreed position, in any case on axis with the end line.



RRA MICROCAMERA

This camera is used during *on field reviews* inside the *multi-box*, to take shots of the referee's face when close to the RRA monitor.



The positioning of all cameras is indicative and subject to any changes that may be necessary due to Lega Serie A's production or editorial requirements. Any variations must be agreed in advance with the Clubs and authorised by Lega Serie A.

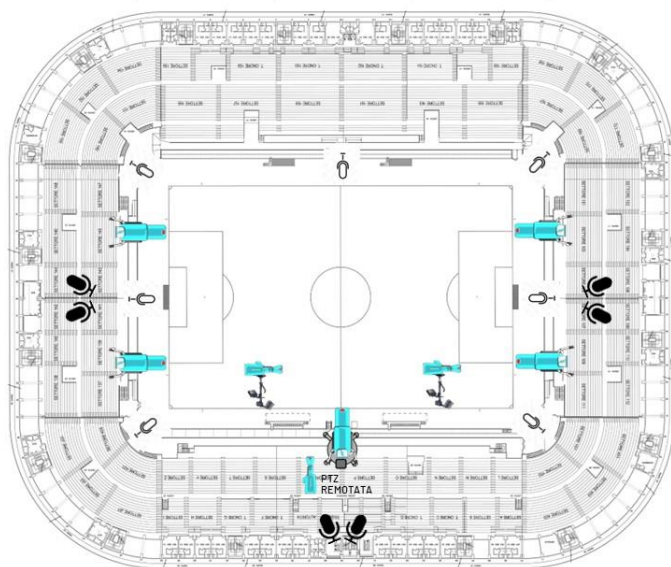
3.5.6 Tactical Camera

For the duration of each Football Season, The Producer undertakes to support the installation of the tactical camera (centrally supplied by Lega Serie A), with the relative audiovisual cabling between the Stadium and the TV Compound, a data line as well as a suitable power supply.

Through its centralised tactical camera supplier, Lega Serie A provides for the distribution of the relative video signal in an *HDMI/SDI* format towards the two fixed football season *Match Analyst* workstations located in the press box.

3.5.7 Microphones

The Producer must provide a minimum of 10 microphones in addition to those mounted on the cameras for coverage of the Match with Stereo audio and, if requested and agreed upon with the Producer, multichannel 5.1 (also in a discrete form).



The minimum microphone positions are identified in the illustration above. Microphones must be positioned with the utmost care so that:

- do not pose a danger to Match Officials, players, coaches or any other individuals authorised to access the pitch in accordance with the sporting regulations currently in force;
- they do not pick up or record any sounds from the benches;
- they are not mounted on goal posts or touch goal nets;
- they do not obstruct the view of Match Officials, players, coaches, Lega Serie A delegates or spectators;
- they are not positioned in front of the row of (*LED lighting/Advertising hoarding boards*). Moreover, microphone cables must not be strung over *LED lighting/Advertising hoarding boards*, but positioned either behind or underneath them; otherwise, and in any case in agreement with the Club,

they may be positioned in front of the line of advertising hoarding boards, provided that they do not obstruct the full visibility of the advertisement itself and do not obstruct the television coverage.

Clubs may authorise alternative positioning of microphones that may be necessary, only in Stadiums characterised by limited space, with the aim of favouring sound recordings.

The Producer must be able to receive and, in turn, transmit audio signals from external sources, such as Lega Serie A anthem and entertainment activities.

Furthermore, during the *on field review*, the audio of the final decision made by the Referee must be transmitted throughout the venue.

3.5.8 Additional filming locations

Multilateral Production activities, by sharing the resources foreseen in the *camera plan*, are completed with the following filming points:

- I. **Bus arrival area:** The Producer must provide at least two cameras, positioned in two separate privileged points identified by Lega Serie A and the Host Club, for the audiovisual recording of the arrivals of the teams at the Stadium. One of the points is located near the bus parking area, the other is located along the route that leads to the changing rooms, without the possibility, in any case, of directing the camera inside them.
- II. **Changing rooms:** The Producer must provide a camera to film both the changing rooms, with the players present, in the moment before the teams enter the pitch after the warm-up phase and, only for the Top Matches Serie A Championship as well as the Top Matches Coppa Italia and Supercoppa, also in the Post-Match phases, exclusively in the changing room of the winning team. These audiovisual recordings may not exceed a maximum duration of 2 minutes in a single filming session, with the guaranteed presence of at least two-thirds of the players, for the transmission by the authorised Broadcasters for a maximum of 60 seconds of (*near live*) delayed transmission images.
These activities are co-ordinated and supervised by Lega Serie A delegate and the team manager. Before being handed over to the Broadcasters, the footage recorded must be viewed and listened to in order to exclude audio and video moments that are not appropriate to be broadcast.
- III. **Tunnel:** The Producer must provide a remote camera in the tunnel to carry out audiovisual recordings of the moments the members pass by during all the Event. The Producer makes available to the Broadcasters, as part of the *Multilateral Running Order* and/or as an isolated signal (exclusively by means of a switch bar), only the moments when the teams enter the pitch before the warm-up phase, the first and second halves of the Match. The images filmed during extra time in the inner tunnel are to be considered for the exclusive use of Lega Serie A and are to be recorded exclusively on board the Multilateral *OB-Van*; only following a specific request, the images may be made available by the same to the competent authorities;
- IV. **Press Room:** The Producer must provide a camera in the press room to record the conferences of both coaches and one player from each team. The Producer must pick up the audio signal from the sound system set up by the Club and provide a back-up microphone system.

3.5.9 Qualitative contribution standards

The Producer must make available the Multilateral Signal and the isolated signals of all cameras (isocameras), including the Super Slow Motion camera stages, at the boot of the *Multilateral OB-Van*.

Through its centralised technical partner, Lega Serie A, takes care of the transport of the aforementioned signals transmitted from the Stadium to the *IBC*, according to the following specifications:

UHD signal - Optical Fibre Transfer

- Encoder with JPEG2000 format compression using 250Mb/s of 4 x 3G HD quadrants, 8 AES uncompressed audio
- Video Resolution: 3840 x 2160 50p
- Ch 1-2 stereo international audio L/R
- Ch 3-4 stereo international audio L/R or upon request
- Ch 5-6 stereo international audio L/R or upon request
- Ch 7-8 stereo international audio L/R or upon request
- Ch 9-10 stereo international audio L/R or upon request

HDp signal - Optical Fibre Transfer

- Encoder with JPEG 2000 format compression using 250 Mb/s, 8 AES uncompressed audio
- Video Resolution 1920 x 1080 50p
- Ch 1-2 stereo international audio L/R
- Ch 3-4 stereo international audio L/R or upon request
- Ch 5-6 stereo international audio L/R or upon request
- Ch 7-8 stereo international audio L/R or upon request
- Ch 9-10 stereo international audio L/R or upon request

The signals listed above must be made available to the Broadcaster and the Host Club as from four hours before the start of the Event.

3.5.10 Multilateral Signal Content and Broadcasting Times

I. Multilateral Running Order for National Licensees

Pre-Match phase (45 minutes):

Pre-Event footage starts from the 90th minute before the start of the Match, i.e. with the arrival of the first team bus. The Pre-Match images consists of live and/or recorded footage of the arrival of the teams' buses, the *pitch inspection*, the players warming up on the pitch, the atmosphere in the stands, the changing rooms and the tunnel up to the entrance onto the pitch and the line-up of the teams.

Match (approx. 120 minutes):

- First half phase (45 minutes plus any injury time): Match images;
- half-time (15 minutes): images of the stands with a graphics overview and *highlights* (produced at the IBC and distributed at the Stadium via the Multilateral OB-Van);
- Second half phase (45 minutes plus any injury time): Match images;
- End-of-Match team greetings ceremony: images from the pitch.

Post-Match phase (approx. 80 minutes):

- beauty images with a graphics overview, *highlights* (created at the IBC and distributed at the Stadium via the Multilateral OB-Van) and unloading of at least 3 minutes from each isolated camera, including images in Super Slow Motion sent in a time sequence (from 0 to 90 minutes).
- images of the press conferences with the coaches and one player from each team.

Total duration of the Multilateral Production: 245 minutes

II. Multilateral Running Order for International Media Rights Licensees

The distribution of the Multilateral Signal dedicated to Licensees of International Media Rights by the IBC, deriving from the *Multilateral Running Order* intended for National Licensees, takes place in FHD 1080i50 either in a

satellite or a streaming mode (mainly via SRT protocol), with the opportunity, with regard to the latter mode, to deliver the signal to the International Media Rights Licensees who request it also in *FHD* 1080p50.

Moreover, the distribution takes place with the following (reduced) time schedule:

Pre-Match phase (15 minutes):

The Pre- Match images consist of live and/or recorded footage of the players warming up on the pitch, the atmosphere in the stands, the changing rooms and the tunnel up to the entrance onto the pitch and the line-up of the teams.

Match (approx. 120 minutes):

- First half phase (45 minutes plus any injury time): Match images;
- half-time (15 minutes): images of the stands with a graphics overview and *highlights* (produced at the *IBC* and distributed at the Stadium via the Multilateral *OB-Van*);
- Second half phase (45 minutes plus any injury time): Match images;
- End-of-Match team greetings ceremony: images from the pitch.

Post-Match phase (approx. 10 minutes):

- *beauty* images with a graphics overview, highlights (produced at the *IBC* and distributed at the Stadium at the Multilateral *OB-Van*);

Total duration of the Multilateral Production: 145 minutes

3.5.11 Giant screen signal

The Producer must make the Multilateral Signal accessible to the Big Screen for broadcasting by the Club, subject to the following limitations:

- no television graphics;
- substitution of replays (including a *multi-box* of the *on field review*) with "Match logo lid";
- Substitution of live footage with *VARDICT* graphics during VAR review activities.

3.6 Centralised remote production and distribution activities at IBC

The *IBC* is the Lega Serie A audiovisual production centre, which houses 8 *VAR* Rooms, 3 *Master Control Rooms* one of which is dedicated to *Quality Control*, 16 commentary booths, 24 *highlight* stations, 1 audio control room, 1 *colour correction* room and a *digital/social* area, within which certain activities related to *live* production are managed through remote technical *workflows*.

More specifically, a dedicated team co-ordinates stadium productions, *booking* and accreditation activities, the co-ordination of the editorial and direction team, signal contribution, *officiating* activities, the creation of television and virtualised graphics, signal recording and archiving, signal distribution via fibre/satellite/streaming platforms, the provision of technical/distribution facilities, post-production and content creation activities, as well as *content protection* activities (so-called "*anti-piracy*" activities).

One of the aims of the *IBC* is to test and implement the most up-to-date technological innovations and further workflows that can be integrated into the production process, as well as to introduce new products and services to the market.

At the *IBC*, the Multilateral Signal is completed and distributed centrally to the Broadcasters, with all the components described below:



- I. **Officiating Activities:** Through its centralised technical partner, Lega Serie A provides the *GLT*, *VAR* and *EPTS* systems, the applications of which are regulated within the scope of a circular issued by Lega Serie A at the beginning of each football season, defining the forecasts for the performance of the service at the Clubs stadiums and the technical requirements.

Lega Serie A's centralised technical partner, for the purposes of the proper functioning of the *VAR* service, starting from three hours and thirty minutes before kick-off of the Match, co-ordinates an alignment test with the signal generated by the Multilateral Production cameras.

Lega Serie A centralised technical partner also carries out the *EPTS* calibration activity by co-ordinating with the Multilateral Production cameramen, in particular the main camera, the 16-metre cameras and the high behind goal camera.

The output of the *officiating* (*VAR* and *GLT*) activities is handed to the Producer to be integrated within the Multilateral Signal; the signal of the *VARDICT* graphics of the *VAR* review is delivered to the Producer to feed the giant screen at the Stadium; the audio signal of the final decision made by the Referee during the *on field review* is transmitted inside the Stadium.

- II. **Graphics:** In order to supplement its Multilateral Signal, through its centralised technical partner, Lega Serie A produces the official infographics, in different languages, including the brands and/or logos of the *Title sponsor*, the *Time Keeper sponsor*, the *Data sponsor* and the *Technology partners*.

The insertion of the graphics and of the so-called optical "*wipe*" effect takes place via remote tele titling according to the diversification of the signals being delivered to the authorised Broadcasters.

The remotely generated *main + back-up* graphic preview signal is made available to the Producer at the *shelter* for fibre optic contribution inside the *TV Compound* of the Stadiums and is delivered to the Multilateral *OB-Van* for distribution to the Broadcasters and for use inside the Venue (i.e. *sky-box*). The impulses (so-called "*GPI*") *wipe* and graphics must be made available by the Producer to the *shelter* for the fibre optic contribution for delivery to the *IBC*.

The audio coordination signal via *intercom* between the remote graphic operator and Lega Serie A assistant director on board the Multilateral *OB-Van* at the Stadium, is made available at the *shelter* for the fibre optic cable contribution.

- III. **Virtualisation Activities:** La Lega Serie A differentiates the Multilateral Signal produced at the Stadium, by carrying out virtualisation activities that are diversified depending on the geographical area of destination according to commercial criteria, on the main camera, on a selection of isocameras (such as, including but not limited to, the main camera, two 16-metre cameras, the two behind goal cameras and any other types of camera), in the replays and *highlights*, with specification of the minimum technical requirements within the *Audiovisual Production Specifications*.

Lega Serie A's centralised technical partner, in order to ensure the correct functioning of the virtualisation service, will carry out a calibration of the technical equipment at the *IBC*, starting three hours before the Match kick-off, on the signals generated by the main camera and the two 16-metre cameras. During this activity, if daylight is insufficient, the lighting system shall be switched on at maximum capacity.

The Club may carry out further virtualisations of the Multilateral Signal, where authorised by Lega Serie A. Should such virtualisations prove to be qualitatively unsuitable, Lega Serie A, following

discussion with the Club, may request that they be brought into line with international standards or proceed with their removal.

- IV. Multilateral Signal Quality Control:** with a view of achieving greater uniformity of colour, the Events are subject to live technical quality control by specialised staff at the *MCR* dedicated to *quality control department* located within the *IBC*.

Lega Serie A draws up a *hand book* that defines the technical colorimetry parameters relating to the main camera that lead to the reference standard for the Producer and carries out monitoring during the Football Season, during the Events, aimed at verifying the suitability and qualitative consistency of the result obtained with respect to the reference standard. To this end, during the Pre-Match and half-time phases, the technical staff at the *IBC*, in connection via *intercom* with the video technicians on the Multilateral *OB-Van*, discusses any colorimetric corrections that need to be made to guarantee the uniformity of the audiovisual product.

This activity also aims to monitor that all the technological components resulting in the Multilateral Production (including but not limited to, the lighting system, *LED lighting*/Advertising hoarding boards, lighting and *the backdrop* in the press room), contribute to the best rendering of the audiovisual product.

- V. Content production:** Lega Serie A, within the rooms dedicated to post-production, *colour correction*, audio *mixing* activities and the insertion of customised graphics, creates the multimedia contents foreseen in the Licence Agreements with the Broadcasters, of various durations and drawn up in several languages, including but not limited to, clips in *short and long formats*, *goal collections*, *highlights*, promotional *trailers* relating to the Events, additional content such as *magazines* dedicated to the international market, Interviews, *shootings* carried out on the occasion of the so-called "*Media Day*", which include original content.

Furthermore, Lega Serie A creates content with which the Official Digital Channels and the Official Digital Accounts of both Lega Serie A and the Clubs are fed.

Moreover, there is the possibility for Broadcasters to access a *tool* to create *clips* in a *near live format* or short *automated highlights*.

Lega Serie A also makes available further content to the international market including in the Multilateral Production and not distributed live, including but not limited to, bus arrival, press conference and Post-Match unloading.

Finally, Lega Serie A reserves the right to provide operational details regarding the access and use also of further content, extra compared to the Licence Agreements with Broadcasters, against payment of the related technical cost.

- VI. Portals & Archive:** Lega Serie A provides eligible media operators with content access platforms, as described below:

- Accreditation portal for Production Staff at the Stadium and for staff dedicated to *officiating* activities;
- Portal for the conditional access to multimedia content.

Moreover, Lega Serie A, makes recordings available to the Clubs and Broadcasters who have the right, in specific formats, of Match signals and archive images of the current Football Season as well as the one immediately preceding, via a *MAM (Media Asset Management)* system with metadata tagging and through specific *logging* activities.

Lega Serie A reserves the right, by means of ad hoc documents and communications, to provide operational and usage details for Clubs and Broadcasters.

- VII. Remote Live Commentary:** Lega Serie A carries out live multi-language commentary of Events, either at the *IBC* or at other remote locations, by including it in the Multilateral Signal delivered to all eligible Broadcasters.
- VIII. Additional signals:** Against payment of the relative technical cost of production and distribution Lega Serie A provides Broadcasters with the possibility of accessing, live, in particular on the occasion of Top Matches Serie A Championship and Top Matches Coppa Italia and Supercoppa, the following additional signals with respect to the Multilateral Signal:
- **Enhanced World Feed:** *Feed Premium* including, in addition to the Multilateral Signal and the *Remote Live Commentary*, further pre-, intra- and post-match content, statistical graphics and Interviews produced centrally by Lega Serie A;
 - **Multi Feed:** *Parallel or second screen* feeds with diversified additional content, including but not limited to, *tactical feed, fan/emotional feed, player&team A/B feed and clip selections*;
 - Feed enriched with advanced *tracking* data, graphically processed also in augmented reality;
 - *Near live* contribution feeds of *multiple angle replays* with *tagging* via Lega Serie A's centralised platform.

These signals are produced with technical resources and production staff, mainly remotely, in addition to the resources provided for Multilateral Production.

- IX. Hybrid Remote Production:** This is the production mode that Lega Serie A, in agreement with the Club organising the Event, reserves the right to envisage during the term of these Regulations, exclusively for Matches for Coppa Italia that are part of the preliminary rounds hosted at Serie B or Serie C stadiums or for Matches for the Serie A Championship and Coppa Italia tournament hosted at stadiums with significant infrastructural restrictions or logistical-operational criticalities on site (including but not limited to, the Venues in Venice and Cagliari), even if only on an experimental basis. This modality, implemented only in these exceptional situations, contemplates the centralised production and management of a part of the replays of the Multilateral Production at the *IBC*, through the import of ad hoc technical resources and the direct activation of qualified personnel, generating a flow of contributions towards the Multilateral *OB-Van* present at the Stadium, aiming at safeguarding the editorial homogeneity of the audiovisual product in any case.

4. ANCILLARY RIGHTS AND UNILATERAL ACTIVITIES

Broadcasters entitled to make use of unilateral activities within the limits and under the conditions set out in the respective Packages, have the right to request from the Producer both ancillary Signals in addition to the Multilateral Production and to supplement the Multilateral Signal with optional technical services.

4.1 Ancillary rights

The following ancillary rights are granted to Licensees of national and international media rights:

- I. the right to obtain and broadcast the Multilateral Signal of Events produced, by way of example, in *HDR* or possibly 8K technology, produced only in sports venues that, from a logistical and

- security point of view, allow such production, upon request made by the licensees of the media rights packages identified below, with prior notice of no less than 15 days before each Event concerned and with a charge for the relevant signal access price, to be quantified depending on the development of such technology and in addition to the signal access price already provided for. The technical specifications and the operational *workflow* are disclosed by Lega Serie A following the expression of interest and the specific technical requirements of the Package Licensees, in the subsequent *Audiovisual Production Specifications*. This right is granted to: the Licensee of the 15terA Package, the Licensee of the 15terB Package and the Licensee of Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package as well as International media rights licensees, who request it, subject to authorisation by Lega Serie A for the selected Event;
- II. the right to obtain and broadcast, an additional signal of the Events with additional cameras (by way of example only, tactical camera) or technologies including, but not limited to, "*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 and *tracking base* activities produced and processed centrally by Lega Serie A, upon request made by the licensees of audiovisual rights packages (as defined below) that contemplate the right to do so with prior notice of no less than 15 days prior to each Event concerned, against the reimbursement of the related technical costs. The technical specifications and the operational *workflow* are disclosed by Lega Serie A following the expression of interest and the specific technical requirements of the Package licensees. This right is granted to: the Licensee of the 15terA Package, the Licensee of the 15terB Package and the Licensee of Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package as well as International media rights licensees, who request it, subject to authorisation by Lega Serie A for the selected Event;
 - III. the right to create a unilateral customisation signal, in addition to the Multilateral Event Signal, including segments dedicated to Interviews and/or customised links, in the Pre-Match, half-time or Post-Match phases, for *stand up* presentations, commentaries and Interviews, by means of facilities and filming systems provided by the Producer, against the reimbursement of the related technical costs. This right is granted to: the Licensee of the 15terA Package, the Licensee of the 15terB Package and the Licensee of Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package and all International media rights licensees requesting it.

4.2 Integrations

4.2.1 Optional technical services

Licensees who have acquired the relevant right and apply for it have, at their own cost and expense as well as through the provision by the Producer:

- I. the right to integrate the Multilateral Signal, in the Pre-Match, half-time and Post-Match phases, with the images filmed in a television studio located inside the Venues in the areas indicated by Lega Serie A in agreement with the Club organising the Event and set up in the Venues that, from a logistical and security point of view, allow such an arrangement, at the expense and cost of the following Package Licensees: the Licensee of the 15terA Package, the Licensee of the 15terB Package, the Licensee of Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package and for a maximum of one International media rights licensee;

- II. the right to integrate the Multilateral Signal, in the Pre-Match, half-time and Post-Match phases, with the images filmed in a television studio located inside a VIP area of the Venues that are available and, from a logistical and security point of view, allow such an arrangement, set up at the expense and cost of the following Package Licensees: the Licensee of the 15terA Package, the Licensee of the 15terB Package, the Licensee of Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package;
- III. the right to integrate the Multilateral Signal, exclusively in the Pre-Match, half-time and Post-Match phases, with images intended for customisation from additional cameras, subject to the express authorisation of Lega Serie A as to the type of cameras to be used, also depending on the future development of filming technique and technology, with no limit in number, making such images available to Lega Serie A for inclusion in the Multilateral Signal of Events. These cameras are to be placed in the areas indicated by Lega Serie A in agreement with the Club organising the event and set up only in the Venues that, from a logistical and security point of view, allow such arrangement, upon request of the following Package Licensees: the Licensee of the 15terA Package, the Licensee of the 15terB Package, the Licensee of Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package and for a maximum of three International media rights licensees. For the purposes of officiating (VAR) activities, the signals of only the cameras used to capture the images of the Match must be made available to Lega Serie A's centralised technical partner, in charge of transporting the signals from the Stadium to the IBC;
- IV. The right to supplement the live Multilateral Signal with the technical service of a maximum of two commentary stations: the first at the sports venue (mandatory for at least 50% of the Events) or remotely, the second at the sports venue or remotely, with the possibility of filming with a camera facing the commentators ("*commentary in vision*"), by the following Package Licensees: for 266 Matches, the Licensee of the 15ter A Package, for 114 Matches, the Licensee of the 15ter B Package and the Licensee of Coppa Italia and Supercoppa Italiana Live Rights Package. The right to supplement the live Multilateral Signal with the technical service of a commentary station at the sports venue (mandatory for at least 50% of the Events) or remotely, with the possibility of filming with a camera facing the commentator(s) ("*commentary in vision*"), for 114 Matches by the Licensee of the 15ter A Package. The right to supplement the live Multilateral Signal with the technical service of a commentary station at the sports venue with the possibility of filming with a camera facing the commentator(s) ("*commentary in vision*"), by the International media rights licensees who request it. The Clubs will be notified of the number of authorised seats by Lega Serie A no later than five days before the Match. The audio of the commentary station may be embedded in the Multilateral Signal, in accordance with technical availability. The reservation of temporary telephone lines is the responsibility of each authorised Broadcaster.

The above-mentioned unilateral activities are carried out by the Producer through the provision of technical and staff resources in the following alternative modalities:

- On the Multilateral Production Equipment Vehicles ("*On Board*" production);
- on dedicated Production Equipment Vehicles;
- by activating dedicated cameras equipped with integrated data connectivity.

Any additional operating media besides those already made available by the Club for the cameras envisaged by the Multilateral Production *camera plan* (scaffolding or other temporary constructions) are made available by the

Clubs to the Producer and the Broadcasters, upon reimbursement of the mere operating costs or upon payment of the relevant fee for use.

4.2.2 Content Created in the Framework of Multilateral Production

The modalities for the implementation of the unilateral activities in favour of the Broadcasters, carried out by the Producer in co-ordination with Lega Serie A, through the technical and personnel resources of the Multilateral Production, are described as follows:

- I. With a mobile or remote camera positioned inside the changing rooms to carry out the *Pre-Match Stand up presentations and commentaries* after setting it up with the official Match kits and before the players enter the same changing room; this right is granted to the following Package Licensees: for 266 Matches: the Licensee of the 15terA Package, for 114 Matches: the Licensee of the 15terB Package and Coppa Italia and Supercoppa Italiana Live Rights Package;
- II. With video cameras, mobile or remote, positioned in the changing rooms referring to players filmed in the Pre-Match phase, subject to the express authorisation of Lega Serie A regarding the specific images to be broadcast. The audiovisual filming inside each changing room may not exceed a maximum duration of 2 minutes in a single filming session in the phase following the players' warm-up phase, with the guaranteed presence of at least 2/3 of the players and with the faculty to focus the images on a single player, for the transmission of a maximum of 60 seconds of images in delayed transmission, including *near live* transmission; this right is granted to the following Package Licensees: the Licensee of the 15terA Package; the Licensee of the 15terB Package and the Supercoppa Italiana Live Rights Package;
- III. With a mobile camera, only in the event of proven logistical impossibility of positioning a remote camera, mounted inside the tunnel the players pass through at the start and end of the warm-up phase as well as at the start of the first and second halves of the Match; this right is granted to the following Package Licensees: the Licensee of the 15terA Package; the Licensee of the 15terB Package; Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package Licensee and all International media rights licensees that request it;
- IV. With up to a maximum of 9 standard isocamera signals, in addition to the *beauty* camera signal (main camera) and the *disaster recovery* camera, to be used in the Pre-Match, at half-time and in the Post-Match phases, fully respecting the provisions set forth in the *Editorial Guidelines* issued by Lega Serie A. Any additional isocamera signals are made available upon payment of the prices of the technical services for the supplement of the Multilateral Signal. Isocamera signals are available at the boot of the Multilateral *OB-Van* and the *IBC*. This right is granted to the following Package licensees: the Licensee of the 15terA Package; the Licensee of the 15terB Package and Coppa Italia and Supercoppa Italiana Live Rights Package as well as all International media rights licensees;
- V. With a mobile or remote camera or even a camera of the Club's Official Thematic Channel authorised by Lega Serie A, positioned inside the changing room of the winning team, immediately after the end of the Match, only for the *Top Matches Serie A* Championship and *Top Matches Coppa Italia* and Supercoppa (Matches of the Week with reference to international media rights) for the delayed transmission of *near live* images. This right is granted to the following Package Licensees: for 266 Matches: the Licensee of the 15terA Package; for 114 Matches: the Licensee of the 15terB Package, the Licensee of Coppa Italia and Supercoppa Italiana Live Rights Package and all the International media rights licensees;
- VI. During half-time and at the end of the second half of the Match, the signal of each isocamera provided will be unloaded in chronological order (for a maximum duration of 3 minutes each). This

right is granted to the following Package Licensees: the Licensee of the 15terA Package, the Licensee of the 15terB Package and the Licensee of Coppa Italia and Supercoppa Italiana Live Rights Package as well as all International media rights licensees requesting it.

4.3 Content created by Lega Serie A

The methods for the creation of content in favour of the Broadcasters, carried out by the technical and staff resources centralised at the *IBC*, are described as follows:

- I. Highlights are produced at the *IBC* and distributed at the Stadium from the *Multilateral OB-Van* transmitted to complete the Multilateral Signal during half-time and at the second half of the Match. This right is granted to the following Package Licensees: the Licensee of the 15terA Package, the Licensee of the 15terB Package and the Licensee of Coppa Italia and Supercoppa Italiana Live Rights Package as well as all International media rights licensees;
- II. Statistical data is collected through its centralised partners and it is processed and distributed by Lega Serie A generated by the event data production and *tracking* base activities, as well as being used to complete the Multilateral Signal. This right is granted to the following Package Licensees: the Licensee of the 15terA Package, the Licensee of the 15terB Package and the Licensee of Coppa Italia and Supercoppa Italiana Live Rights Package as well as all International media rights licensees.

4.4 Unilateral Graphics

The following Licensees have the right to use their own customised graphics, created by them, within in-depth programmes broadcast from the studio exclusively in the Pre-Match phase (up to less than five minutes from the kick-off of the Match) and in the Post-Match phase (as from more than five minutes from the end of the Match): the Licensee of the 15terA Package, the Licensee of the 15terB Package and the Licensee of Coppa Italia and Supercoppa Italiana Audiovisual Live Rights Package. The prohibition to delete, remove or modify the official graphics provided by Lega Serie A in conjunction with the Multilateral Signal during the Match remains unaffected.