

# REGULATIONS ON INTERVIEWS AND VENUE ACCESS

## FOOTBALL SEASONS

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

Date of release: 28th June 2024



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## INTRODUCTION

### 1.1 Beneficiaries

These Regulations on Interviews and Venue Access are addressed to and binding for all those involved in the audiovisual production of Events, for all Clubs, for all Licensees of media rights packages granted by the Lega Serie A and all those who legitimately use images of Events (by way of example, the holders of news access rights). Furthermore, it regulates the procedures and timing of Interviews and access to the pitch to be carried out at Events and identifies areas and members that each Club is required to make available ("**Regulations**").

Lega Serie A reserves the right to update the Regulations during the term of the License Agreements entered into with Broadcasters. In this case, the Licensees will be informed and relevant information will be published on the official Lega Serie A website.

### 1.2 Definitions

For the purposes of these Regulations, the following definitions apply:

Pay Transmission	means the transmission modality of Media Rights through a conditional access system and upon payment of a fee by the User to view such content, including on individual demand (such as, by way of example, <i>pay tv</i> , <i>pay-per-view</i> and <i>video-on-demand</i> systems or their possible future evolutions).
Privileged Area	means the fully-equipped area located near the changing rooms identified in agreement between Lega Serie A and the Club organising the Event.
Sideline	means the fully-equipped area located close to the sideline.
Most representative players	means the best performing players during the Match, included in a short list of five names specified by the Package Licensee as provided for in the Regulations, unless otherwise indicated.
Competitions	means the Serie A Championship, Coppa Italia and Supercoppa Italiana or other future names, of each Football Season.
License Agreement	means each License contract signed between Lega Serie A and each Broadcaster or Independent Intermediary.
Decree	means Italian Legislative Decree No. 9 dated 9th January 2008, as amended and currently in force; for any words not defined in Art. 1 of these Regulations, the meaning attributed to them by Art. 2 of said Decree will apply.
Delayed transmission	means the broadcast of the interview after its conclusion.
Live transmission	means the real-time broadcast of the interview and/or stand-up commentary.
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.
Matchday	means the round of the Competition consisting of all the Events played on one or more calendar days, according to the calendar drawn up by the Competition organiser.
Interviews	means each interview to members that can be carried out in the spaces and according to the methods provided for by each Package, License Agreement and these Regulations.
Licensee	means each Broadcaster or Independent Intermediary assignee of one or

	more Packages.
Licensee of the 15terA Package	means the assignee of the 15terA Package regarding the Invitation to Tender for the Serie A Championship, in other words DAZN.
Licensee of the 15terB Package	means the assignee of the 15terB Package regarding the Invitation to Tender for the Serie A Championship, in other words SKY.
Licensee of Coppa Italia and Supercoppa Italiana Live Rights	means the assignee of Coppa Italia and Supercoppa Italiana Live Rights Package relating to the Invitation to Tender for the Coppa Italia and Supercoppa Italiana competitions, in other words 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 as well as/or Coppa Italia and Supercoppa Italiana referred to in the Non-Exclusive Offer to the Market published on 17th May 2024.
Sports Betting and Data Package Licensee	means the assignee of the Packages relating to the Sports Betting and Data Rights procedure.
International Media Rights Licensees	means the assignees of the media rights of 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.
Man of the Match	means the best player in each Match selected by users by scanning a QR Code inserted in the Signal at the end of the Match or using any other method, at the discretion of Lega Serie A.
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 Serie A Championship, identified at the discretion of Lega Serie A, according to criteria of rationality and alternation between the teams involved.
Mixed Zone	means the fully-equipped area normally located between the changing rooms and the garage/bus parking area.
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 Supercoppa Italiana or even only one of the Competitions
Package	means the series of Media Rights relating to the Events of one or more Competitions.
Post-Match	means the phase of the Event that starts from the final whistle of the Match until the last occurrence between the players' exit from the sports facilities and the 75th minute following the final whistle of the Match.
Pre-Match	means the phase of the Event that starts from the first occurrence between the moment the players arrive at the stadium and the 90th minute before the Match, until the kick-off whistle is blown.
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.
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 Productions Regulations	means to the Regulations drawn up by Lega Serie A and published on its institutional website, which Lega Serie A reserves the right to modify every Football Season or, in any case, prior to the start of the Football Season, except in urgent cases, by giving written notice to all interested parties and on the official Lega Serie A website, which establishes regulations and procedures regarding the production and audiovisual transmission of Events as well as any other production, organisational and technical matters concerning the Competition, the Invitation and License

	Agreements.
Press Room	means the fully-equipped room where Post-Match Press Conferences are usually held.
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, 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 Live Signal by Lega Serie A to the Package Licensees takes place when it is made available at the Lega Serie A International Broadcast Centre. 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 Supercoppa Italiana.
Official Sponsors	means the Competition sponsors that acquire the "official" status as a Lega Serie A sponsor, currently the Title sponsor, the Time Keeper sponsor, the Data sponsor, the Official Ball Supplier, the Technology partners, the Official Awards partners (Man of the Match, Player of the Month, Coach of the Month) and, with reference to the Signal intended for International Media Rights Licensees, the International/Regional Presenting Sponsor.
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 finals: 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.
Football Seasons	according to sports regulations, this term normally means the period ranging between 1st July and 30th June of the following calendar year.
Technology Partners	means the official Lega Serie A partners of specific formats such as, at present and by way of example, the VAR, GLT as well as the Innovation & Technology Partners.
Pitch	means the rectangular field within which the game actually takes place.
Representative Club Members	means the Club owner, its Chairman, Chief Executive Officer, General Manager, Sports Manager and/or Coach.
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 Italiana or "Match of the Round"	means the 12 matches eligible for the quarter-finals, semi-finals and final of the Coppa Italia and the semi-finals and final of the Supercoppa Italiana tournaments, as determined by Lega Serie A.

As far as applicable and 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 Invitation to Tender for the Serie A Championship, Coppa Italia and Supercoppa Italiana Non-Exclusive Packages for the Italian Territory published on 17th May 2024, and 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. PITCH ACCESS FOR LICENSEES

### 2.1 Pitch reporter

The pitch reporter is a television journalist authorised to report during the Event within the framework of the unilateral activities provided for the Licensees mentioned below and to be positioned only inside the Competition Area but off the pitch:

- As for Licensees of 15terA and 15terB, Coppa Italia and Supercoppa Italiana Live Rights Packages: in the space between the two benches, except for the 114 Matches of the Serie A Championship during which the Licensee of the 15terA Package will occupy a position on the external side of the benches;
- As for International Media Rights Licensees: they will occupy a position on the external side of the benches or along the short side of the pitch in a position to be determined in advance by Lega Serie A.

During the Match, the pitch reporter, who must remain seated in his/her allocated position, is strictly forbidden to talk to or have contact of any kind with match officials, players or coaches of the two teams or other Representative Club Members.

Authorised Licensees in the presence of their own pitch reporters are listed below.

#### 2.1.1 Serie A Championship - 266 Matches

- The Licensee of the 15terA Package (up to a maximum of two pitch reporters); and
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match) with only one pitch reporter for each of them.

#### 2.1.2 Serie A Championship - 114 Matches

- The Licensee of the 15terB Package (up to a maximum of two pitch reporters);
- The Licensee of the 15terA Package (only one pitch reporter); and
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match) with only one pitch reporter for each of them.

#### 2.1.3 Coppa Italia and Supercoppa Italiana

- The Live Media Rights Package Licensee (up to a maximum of two pitch reporters); and
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match) with only one pitch reporter for each of them.

## 2.2 Presentations and commentaries in the Competition Area (Stand-Up)

Stand-Up presentations and commentaries of Live Matches may be carried out by means of both audio commentary and video images during Pre-Match phase up to 5 minutes prior to kick-off, at half-time and during the Post-Match phase also on the sidelines, however, in any case, always off the pitch and in positions determined by Lega Serie A or agreed upon with a Lega Serie A delegate and in co-ordination with the Club, with the presence of a maximum of 4 (four) people including a journalist, a technical commentator and 2 (two) guests.

Each of the Licensees of the 15terA and 15terB Packages as well as the Licensees of Coppa Italia and Supercoppa Italiana Live Rights Packages has the right to select, for a maximum of 4 (four) times during each Football Season, certain former football players who are part of the group of the so-called "Legends" managed by Lega Serie A limited to the Events forming part of the respective Package. International Media Rights Licensees will also have the same option, subject to the availability and on-site presence of the so-called "Legends". Any requests in addition to the 4 (four) players mentioned above will be dealt with on the basis of rate cards that will be notified by Lega Serie A to the authorised Licensees.

It is strictly forbidden to interview Club members during Stand-Up interviews and commentaries.

The individuals authorised to carry out Stand-Up Interviews and commentaries are described below.

### 2.2.1 Serie A Championship - 266 Matches

- the Licensee of the 15terA Package;
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match);
- the Club's Official Pay TV Channel up to 10 minutes prior to kick-off or up to 5 minutes prior to kick-off in case of special initiatives on the pitch; and
- Lega Serie A's Official Pay TV Channel up to 10 minutes prior to kick-off or up to 5 minutes prior to kick-off in case of special initiatives on the pitch.

### 2.2.2 Serie A Championship - 114 Matches

- the Licensee of the 15terB Package;
- the Licensee of the 15terA Package;
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match);
- the Club's Official Pay TV Channel up to 10 minutes prior to kick-off or up to 5 minutes prior to kick-off in case of special initiatives on the pitch; and
- Lega Serie A's Official Pay TV Channel up to 10 minutes prior to kick-off or up to 5 minutes prior to kick-off in case of special initiatives on the pitch.

### 2.2.3 Coppa Italia and Supercoppa Italiana

- the Licensee of the Live Rights Package;
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match);
- the Club's Official Pay TV Channel up to 10 minutes prior to kick-off or up to 5 minutes prior to kick-off in case of special initiatives on the pitch; and
- Lega Serie A's Official Pay TV Channel up to 10 minutes prior to kick-off or up to 5 minutes prior to kick-off in case of special initiatives on the pitch.

## **2.3 Stand-Up presentations and commentaries on the pitch for Top Matches Serie A Championship (or for "Match of the Week" with references to International Media Rights Licensees) and for Top Matches Coppa Italia and Supercoppa Italiana or "Match of the Round"**

In addition to the above, only for Top Matches of the Serie A Championship (or "Match of the Week" with reference to International Media Rights Licensees) and only for Top Matches Coppa Italia and Supercoppa Italiana or "Match of the Round", Stand-Up presentations and commentaries may also be carried out on the pitch in a position determined in agreement with Lega Serie A and the Club, without prejudice to any restrictions, including those of a logistical and time-related nature. By way of example, certain restrictions may relate to watering the pitch or permission to walk on the pitch according to the instructions issued by the host Club.

Licensees authorised to perform Stand-Up Interviews and commentaries on the pitch are described below.

### *2.3.1 Serie A Championship - 266 Matches*

- the Licensee of the 15terA Package;
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match).

### *2.3.2 Serie A Championship - 114 Matches*

- the Licensee of the 15terB Package;
- the Licensee of the 15terA Package;
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match).

### *2.3.3 Coppa Italia and Supercoppa Italiana*

- the Licensee of the Live Rights Package;
- International Media Rights Licensees (up to a maximum of 3 Licensees per Match)

## **2.4 Pitch access for cameras of local television broadcasters and individuals granted news access rights**

Licensees of the Local TV Highlights Package for the Serie A Championship, the Local TV Highlights Package for the Serie A Championship, Coppa Italia and Supercoppa Italiana together with the individuals authorised to exercise only news access rights are not permitted to film the stands and/or images of the pitch, the tunnel or any other corridor linking the pitch to the changing rooms and the coach garage/parking area.

Individuals authorised to enter the stadium are required to deposit their audiovisual recording equipment in a special room set up by the Club organising the Event, preferably in an area adjacent to the Mixed Zone, from the time of their entry until 10 minutes after the final whistle of the Match. Please note that no cameras are allowed in the Press Room.

## **2.5 Pitch access for the Sports Betting and Data Package Licensee**

The Sports Betting and Data Package Licensee is permitted to enter the stadium with a maximum of two individuals per Match for the sole purpose of integrating the Match Data for subsequent distribution to authorised betting operators as per the Package. The Licensee is obliged to comply with the stadium accreditation rules.



The aforementioned Licensee's representatives are entitled to a reserved seat at the stadium, in the press box if one is available, and to have a private, dedicated, securely isolated internet connection via cable or wireless, or, failing that, the best available alternative solution. All technical costs must be agreed upon with the host Club. The same individuals commissioned by the Licensee must also be granted access to the stadium in advance (either on or before the Matchday) in order to test the technical infrastructure.

Under no circumstances may individuals authorised to enter the stadium collect, record or transmit any audiovisual (or other) media data other than what is expressly authorised in the relevant License Agreement.

### 3. INTERVIEWS

Where specifically provided for, Interviews are an integral part of the media rights packages licensed by Lega Serie A and are organised as follows:

- Interviews carried out on the Matchday -1 (MD-1) for Top Matches for the Serie A Championship (or "Matches of the Week" with references to International Media Rights Licensees) and for Top Matches Coppa Italia and Supercoppa Italiana or "Match of the Round";
- Interviews to be carried out on the Matchday, throughout the three time phases of each Event ("Pre-Match", "during the Match" and "Post-Match"), for all Matches.

Each interview area must comply with safety regulations for all participants and all interviews with members must take place in the designated areas. It should be noted that in the event of adverse weather conditions, Interviews carried out on the pitch and/or on the sidelines will be performed in a different area agreed upon between the host Club and Lega Serie A.

In principle, Interviews on the MD - 1 can be carried out in the Press Room at the Clubs' sports facilities or at another location chosen at the Clubs' discretion.

On the Matchday, Interviews may be carried out in the following areas:

- a) The pitch (during the Pre-Match phase) in a position determined by Lega Serie A together with the Club organising the Event;
- b) The pitch, on the sidelines ( upon returning after half-time and during the Post-Match phase), in the fully-equipped area located close to the sidelines, designated by Lega Serie A together with the Club organising the Event;
- c) The Privileged Area (during the Post-Match phase), consisting in a fully-equipped area located near the changing rooms identified in agreement between Lega Serie A and the Club organising the Event;
- d) The Mixed Zone (during the Post-Match phase) consisting in a fully-equipped area normally located between the changing rooms and the garage/bus parking area;
- e) The fully-equipped Press Room (during the Post-Match phase).

During the period between the 10th minute before kick-off and the end of the match, all interviews with team members are strictly prohibited, with the sole exception of the (Miniflash) interview of a player on the sidelines, which may be carried out on the pitch after returning from the half-time interval.

With regards to Interviews carried out the day preceding each Top Match for the Serie A Championship (or each "Match of the Week" with reference to the International Media Rights Licensees) as well as Top Matches Coppa Italia and Supercoppa Italiana or "Match of the Round", the Clubs must allow the Licensees of the Packages that include such rights:

- a) to carry out Interviews during the Press Conference presenting the Match (if organised) at the Club's sports facilities or in any other location at the Club's discretion, or remotely through the so-called "1 vs 1" modality with both coaches remotely connected at the same time; and
- b) to carry out Interviews after the aforementioned Press Conferences;

With regards to Interviews carried out on the Matchday, the Club organising the Event must:

- a) allow "pre-warm-up", "pre-flash", "Miniflash" and "superflash" Interviews to be carried out on the pitch and/or on the sidelines in a position determined by Lega Serie A, for Licensees of the Packages that include this right;
- b) authorise access to the Privileged Area to Licensees of Packages that include the right to carry out Interviews in this area ("flash" Interviews);
- c) authorise access to the Mixed Zone to Licensees of Packages that include the right to carry out Interviews in this area;
- d) make sure that the Press Room is equipped with a sound system to transmit questions asked to members and the relevant answers so that the entire Press Conference can be broadcast to all Licensees. Moreover, it should be equipped with monitors so that journalists in the Press Room are promptly informed of any statements already made.

### 3.1 Serie A Championship - 266 Matches

#### 3.1.1 MD-1 interviews (only for Top Matches Serie A Championship or "Matches of the Week" with reference to the International Media Rights Licensees)

##### *Match Presentation Press Conference*

On the day preceding each Top Match for the Serie A Championship (or "Match of the Week" with reference to the International Media Rights Licensees), the right to carry out Live Interviews, during the Press Conference presenting the Match, of a maximum duration of 10 minutes for each Club, where organised, to be confirmed within 10 days of the Match itself, in the presence of the individual coach of each Club or, alternatively and at the discretion of the Clubs, in the so-called "1 vs 1" modality with both coaches remotely connected at the same time.

Individuals authorised to carry out the Interviews are listed below, in the following order:

1. the Licensee of the 15terA Package;
2. International Media Rights Licensees (maximum one per Press Conference) or Lega Serie A, at the latter's discretion, who will arrange for the distribution of the content to the International Media Rights Licensees;
3. Lega Serie A;
4. Clubs.

With reference to International Media Rights Licensees only, attendance at the Press Conference may be replaced by the provision of audiovisual material from the Press Conference itself, either in full or in the form of excerpts.

##### *Match presentation interviews*

After the aforementioned Press Conference, the right to carry out Interviews on a Live or Delayed basis, with the guaranteed presence of the coach or a player in the starting eleven of the immediately preceding Match, lasting 5 minutes for each Club, for each of the authorised individuals.

Individuals authorised to carry out the Interviews are listed below, in the following order:

1. the Licensee of the 15terA Package;
2. International Media Rights Licensees (maximum one per Press Conference) or Lega Serie A, at

- the latter's discretion, who will arrange for the distribution of the content to the International Media Rights Licensees;
3. Lega Serie A;
  4. Clubs.

It is to be understood that for both Interviews, these will be held with the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have taken part in such activities at least 3 times during the same Football Season.

A backdrop bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

### 3.1.2 Pre-Match interviews on the pitch

#### *Before the warm-up phase*

The right to carry out Live interviews before the start of the warm-up of the players (who will be wearing either the official or technical kit, at the Club's discretion) between 60 and 35 minutes before the Match kick-off, following the issue of the official line-ups, with questions relating to the Match to be played without the option of asking questions from the television studio, lasting a maximum of 90 seconds for each authorised individual, on the pitch, in spaces set aside for this purpose by the Club organising the Event, with the guaranteed presence of one of the most representative players in the Match for each Club.

Notwithstanding the above, it is specified that in the event of adverse weather conditions, Interviews, whether relating to the host or visiting Club, will be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event organising team - rather than on the pitch.

It should also be noted that the visiting Club may request that the Interview be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event - instead of on the pitch, if the environmental conditions are not suitable to guarantee the interviewee's safety.

A backdrop (which may be transparent for Interviews carried out on the pitch) bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed upon between Lega Serie A and the Clubs. The positioning of the aforementioned backdrop will be determined by the Club organising the Event.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. the Licensee of the 15terA Package;
2. International Media Rights licensees (maximum of one per Match);
3. Clubs;
4. Lega Serie A.

#### *Pre-Flash Interviews*

The right to carry out Live Interviews, between 45 and 10 minutes before the Match kicks off and following the issue of the official line-ups, with the coach (with a guaranteed presence in at least 50% of the Matches) or a representative Club Member on the pitch, either individually or, at the discretion of the Clubs, subject to notification to Lega Serie A within 5 days of the Match, jointly with the coach or representative Member of the other Club.

Notwithstanding the above, it is specified that in the event of adverse weather conditions, Interviews, whether relating to the host or visiting Club, will be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event organising team - rather than on the pitch.

It should also be noted that the visiting Club may request that the Interview be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event - instead of on the pitch, if the environmental conditions are not suitable to guarantee the interviewee's safety.

Questions must be relevant to the Match to be played and in the event that the coach is interviewed, no questions may be asked from the television studio. A backdrop (which may be transparent for Interviews carried out on the pitch) bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed upon between Lega Serie A and the Clubs. The positioning of the aforementioned backdrop will be determined by the Club organising the Event. The maximum duration of each Interview is 3 minutes.

Without prejudice to the provisions of the preceding paragraph, all Matches in which the coach is not present must be attended by a representative Club member, who may also be asked questions from the television studio.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. the Licensee of the 15terA Package;
2. International Media Rights Licensees (maximum of one per Match).

### 3.1.3 Miniflash interviews

The Miniflash interview is a quick live exchange of comments during the Match, lasting a maximum of 30 seconds.

The 15ter Package A Licensee shall be entitled to select 3 players in the starting eleven of the Match, from among whom the Club, supported by the Lega Serie A delegate, must select one to be made available for the interview. Alternatively, at the Club's discretion, a representative Club member may also be interviewed.

The Miniflash Interview must take place on the sidelines, when the players return from half-time, close to the start of the second half of the Match, in the area determined by Lega Serie A, without a backdrop.

### 3.1.4 Post-Match interviews on the pitch (Superflash)

The Superflash interview is a quick joint interview featuring 2 football players from the same team, including the "Man of the Match", who will be awarded the aforementioned prize live, together with a player selected by the Club from a short list of a maximum of 3 names specified by the Licensee of the 15terA Package, of a maximum duration of 3 minutes for each of the authorised Broadcasters, with questions relating to the Match played and without interaction with the Licensee's studio.

With reference to International Media Rights Licensees, the Interview will be carried out with the "Man of the Match" or another player selected by the Club, provided that he speaks English.

The aforementioned Interview takes place at the end of the Match, on the pitch, in a fully-equipped area close to the sideline, as identified by Lega Serie A and marked by a Lega Serie A delegate with a Lega Serie A backdrop.

The Superflash interviewer can put him/herself in position five minutes before the interview takes place.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. the Licensee of the 15terA Package;
2. International Media Rights Licensees (maximum of one per Match).

### 3.1.5 Post-Match interviews in the Privileged Area (Flash)

Flash Interviews are Live Post-Match Interviews with coaches as well as the most representative players among the starting eleven, for each Club, with interaction from the Licensee's studio in a fully-equipped area identified in agreement between Lega Serie A and the Club organising the Event. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

#### **Flash interviews with coaches**

Individuals authorised to carry out Live Flash interviews with the coaches with guaranteed presence of the same within 10 minutes after the end of the match are as listed below, in the following order:

1. the Licensee of the 15terA Package;
2. International Media Rights Licensees (up to a maximum of 5 Licensees per Match);
3. Licensees of the Serie A Championship - National Radio Live Rights Package;
4. The Club;
5. Lega Serie A.

The maximum duration of each interview is 5 minutes with priority given to the visiting team's coach.

#### **Flash interviews with football players**

Individuals authorised to carry out Live Flash interviews with one of the most representative Club players who took part in the Match, with the guaranteed presence of the same within 25 minutes after the end of the Match, are listed below, in the following order:

1. the Licensee of the 15terA Package;
2. International Media Rights Licensees (up to a maximum of 5 Licensees per Match);
3. Licensees of the Serie A Championship - National Radio Live Rights Package;
4. The Club;
5. Lega Serie A.

The maximum duration of each Interview is 3 minutes with priority given to the visiting team's player.

It is to be understood that players other than those who took part in the previous Miniflash and Superflash Interviews will be made available by the Club for the aforementioned Interview, unless otherwise indicated by the Licensee of the 15terA Package.

### 3.1.6 Interviews in the Mixed Zone

Live and/or Delayed Interviews carried out in the Mixed Zone, with the guaranteed presence of one of the most representative Club players who took part in the Match, may be carried out immediately after the end of the flash Interviews, i.e. starting approximately 30 minutes after the end of the Match, and may last a maximum of 3 minutes each. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used, on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

Individuals authorised to carry out Interviews in the Mixed Zone are listed below in the following order:

Live transmissions:

1. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
2. Licensees of National Highlights Packages  
  
- (with priority right to the Licensee of Serie A Championship - Sunday A National Highlights Package who will adhere first to the Offer to the Market)
3. Licensee of the Serie A Championship - National Stadium Interaction Package;
4. Clubs;
5. Lega Serie A;

Delayed Transmission: Licensees of the Serie A Championship - Local TV Highlights Package and the Serie A Coppa Italia and Supercoppa Italiana - Local TV Highlights Package, subject to agreement with the Clubs within the relevant region.

### 3.1.7 Interviews in the Press Room

At the end of the Match, each Club is required to take part in two Press Conferences, one with its own coach and another with one of the most representative Club players from among those who took part in the Match, lasting 10 minutes each (total duration of the four conferences is 40 minutes), with priority given to the members of the visiting Club. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

Post-Match Press Conferences take place after the end of Flash Interviews with the following time schedule:

- Press Conferences with the coach, no later than 30 minutes after the end of the Match,
- Press Conferences with the player, no later than 35 minutes after the end of the Match.

#### **Press Conference with coaches**

Individuals authorised to carry out Interviews in the Press Room with the coach, are listed below in the following order:

Live transmissions:

1. the Licensee of the 15terA Package;
2. the Licensee of the 15terB Package;
3. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
4. Licensees of the Serie A Championship - National Stadium Interaction Package, the Serie A Championship - National Saturday Highlights Package, the Serie A Championship - National Sunday A Highlights Package, the Serie A Championship - National Sunday B Highlights Package, the Serie A Championship - National Monday Highlights Package;
5. Licensees of the Serie A Championship - National Radio Live Rights Package;
6. Licensees of the Serie A Championship - Local TV Highlights Package, Serie A Championship as well as

Coppa Italia and Supercoppa Italiana - Local Highlights TV Packages, subject to agreement with the Clubs within the relative region;

7. Clubs;
8. Lega Serie A;
9. radio broadcasters accredited for the sole exercise of radio news access rights.

Delayed Transmission: broadcasters accredited for the sole exercise of media news access rights.

### **Press Conference with a football player**

Individuals authorised to carry out interviews in the Press Room with one of the most representative Club players from among those who took part in the Match are listed below in the following order:

Live transmissions:

1. the Licensee of the 15terA Package;
2. the Licensee of the 15terB Package;
3. International Media Rights Licensees, (all Licensees making a request with regard to the Match; either Live and/or Delayed);
4. Licensees of the Serie A Championship National Stadium Interaction Package, the Serie A Championship - National Saturday Highlights Package, Serie A Championship - National Sunday A Highlights Package, Serie A Championship - National Sunday B Highlights Package, Serie A Championship - National Monday Highlights Package;
5. Licensees of the Serie A Championship - National Radio Live Rights Package;
6. Licensees of the Serie A Championship Local TV Highlights Package, Serie A Championship, Serie A, Coppa Italia and Supercoppa Italiana Local TV Highlights Packages, subject to agreement with the Clubs within the relative region;
7. Clubs;
8. Lega Serie A
10. radio broadcasters accredited for the sole exercise of radio news access rights.

Delayed Transmission: broadcasters accredited for the sole exercise of media news access rights.

## **3.2 Serie A Championship - 114 Matches**

### **3.2.1 MD-1 interviews (only for Top Matches SerieA Championship or "Match of the Week" with reference to the International Media Rights Licensees)**

#### *Match Presentation Press Conference*

On the day preceding each Top Match for the Serie A Championship (or each "Match of the Week" with reference to the International Media Rights Licensees), the right to carry out Live Interviews, during the Press Conference presenting the Match, of a maximum duration of 10 minutes for each Club, where organised, to be confirmed within 10 days of the Match itself, in the presence of the individual coach of each Club or, alternatively and at the discretion of the Clubs, in the so-called "1 vs 1" modality with both coaches remotely connected at the same time.

Individuals authorised to carry out the Interviews are listed below, in the following order:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (maximum one per Press Conference) or Lega Serie A, at the

- latter's discretion, which will distribute the content to the International Media Rights Licensees;
4. Lega Serie A;
  5. Clubs.

With reference to International Media Rights Licensees only, attendance at the Press Conference may be replaced by the provision of audiovisual material from the Press Conference itself, either in full or in the form of excerpts.

### *Match presentation interviews*

After the aforementioned Press Conference, the right to carry out Interviews on a Live or Delayed basis, with the guaranteed presence of the coach or a player in the starting eleven of the immediately preceding Match, lasting 5 minutes for each Club, for each of the authorised individuals.

Individuals authorised to carry out the Interviews are listed below, in the following order:

1. the Licensee of the 15terB Package;
2. International Media Rights Licensees (maximum one per Press Conference) or Lega Serie A, at the latter's discretion, which will distribute the content to the International Media Rights Licensees;
3. Lega Serie A
4. Clubs.

It is to be understood that for both Interviews, these will be held with the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have taken part in such activities at least 3 times during the same Football Season.

A backdrop bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

### **3.2.2 Pre-Match interviews on the pitch**

#### *Before the warm-up phase*

The right to carry out Live interviews before the start of the warm-up of the players (who will be wearing either the official or technical kit, at the discretion of the Club) between 60 and 35 minutes before the start of the Match, following the issue of the official line-ups, with questions relating to the Match to be played without the option of asking questions from the television studio, lasting a maximum of 90 seconds for each authorised individual, on the pitch, in areas set aside for this purpose by the Club organising the Event, with the guaranteed presence of one of the most representative players in the Match for each Club.

Notwithstanding the above, it is specified that in the event of adverse weather conditions, Interviews, whether relating to the host or visiting Club, will be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event organising team - rather than on the pitch.

It should also be noted that the visiting Club may request that the Interview be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event - instead of on the pitch, if the environmental conditions are not suitable to guarantee the interviewee's safety.

A backdrop (which may be transparent for Interviews carried out on the pitch) bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed upon between Lega Serie A and the Clubs.



The order of priority of individuals authorised to carry out such Interviews is listed below:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (maximum of one per Match);
4. Clubs;
5. Lega Serie A.

### *Pre-Flash Interviews*

The right to carry out Live Interviews, between 45 and 10 minutes before the Match kicks off and following the issue of the official line-ups, with the coach (with a guaranteed presence in at least 50% of the Matches) or a representative Club Member on the pitch, either individually or, at the discretion of the Clubs, subject to notification to Lega Serie A within 5 days of the Match, jointly with the coach or representative Member of the other Club. Questions must be relevant to the match to be played and in the event that the coach is interviewed, no questions may be asked from the television studio.

Notwithstanding the above, it is specified that in the event of adverse weather conditions, Interviews, whether relating to the host or visiting Club will be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event organising team - rather than on the pitch.

It should also be noted that the visiting Club may request that the Interview be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event - instead of on the pitch, if the environmental conditions are not suitable to guarantee the interviewee's safety.

A backdrop (which may be transparent for Interviews carried out on the pitch) bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed upon between Lega Serie A and the Clubs. The positioning of the aforementioned backdrop will be determined by the Club organising the Event. The maximum duration of each Interview is 3 minutes.

Without prejudice to the provisions of the preceding paragraph, all Matches in which the coach is not present must be attended by a representative Club member, who may also be asked questions from the television studio.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (maximum of one per Match).

### **3.2.3 Miniflash Interviews**

The Miniflash Interview is a quick live exchange of comments during the Match, lasting a maximum of 30 seconds.

The Licensee of the 15terB Package shall be entitled to select 3 players in the starting eleven of the Match, from among whom the Club, supported by the Lega Serie A delegate, must select one to be made available for the interview. Alternatively, at the Club's discretion, a representative Club member may also be interviewed.

The Miniflash Interview must take place on the sidelines, when the players return from half-time, close to the start of the second half of the Match, in the area determined by Lega Serie A, without a backdrop.

### 3.2.4 Post-Match Interviews on the pitch (Superflash)

The Superflash Interview is a quick joint interview featuring 2 football players from the same team, including the "Man of the Match", who will be awarded the aforementioned prize live, together with a player selected by the Club from a short list of a maximum of 3 names specified by the Licensee of the 15terA Package, of a maximum duration of 3 minutes for each of the authorised Broadcasters, with questions relating to the Match played and without interaction with the Licensee's studio.

With reference to International Media Rights Licensees, the Interview will be carried out with the "Man of the Match" or another player selected by the Club, provided that he speaks English.

The aforementioned Interview takes place at the end of the Match, on the pitch, in a fully-equipped area close to the sideline, as identified by Lega Serie A and marked by a Lega Serie A delegate with a Lega Serie A backdrop.

The Superflash interviewer can put him/herself in position five minutes before the interview takes place.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (maximum of one per Match).

### 3.2.5 Post-Match Interviews in the Privileged Area (flash)

Flash Interviews are Live Post-Match Interviews with coaches as well as the most representative players among the starting eleven, for each Club, with interaction from the Licensee's studio in a fully-equipped area identified in agreement between Lega Serie A and the Club organising the Event. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

#### **Flash Interviews with coaches**

Individuals authorised to carry out Live Flash Interviews with the coaches with guaranteed presence of the same within 10 minutes after the end of the match are as listed below in the following order:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (up to a maximum of 5 Licensees per Match);
4. Licensees of the Serie A Championship - National Radio Live Rights Package;
5. The Club;
6. Lega Serie A.

The maximum duration of each Interview is 5 minutes with priority given to the visiting team's coach.

### Flash Interviews with football players

Individuals authorised to carry out Live Flash Interviews with one of the most representative Club players who took part in the Match, with the guaranteed presence of the same within 25 minutes after the end of the Match, are listed below, in the following order:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (up to a maximum of 5 Licensees per Match);
4. Licensees of the Serie A Championship - National Radio Live Rights Package;
5. The Club;
6. Lega Serie A.

The maximum duration of each Interview is 3 minutes with priority given to the visiting team's player.

It is to be understood that players other than those who took part in the previous Miniflash and Superflash Interviews will be made available by the Club for the aforementioned Interview, unless otherwise indicated by the Licensee of the 15terB Package.

### 3.2.6 Interviews in the Mixed Zone

Live and/or Delayed Interviews carried out in the Mixed Zone, with the guaranteed presence of one of the most representative Club players who took part in the Match, may be carried out immediately after the end of the Flash Interviews, i.e. starting approximately 30 minutes after the end of the Match, and may last a maximum of 3 minutes each. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used, on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

Individuals authorised to carry out Interviews in the Mixed Zone are listed below in the following order:

#### Live transmissions:

1. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
2. Licensees of National Highlights Packages (with priority right to the Licensee of Serie A Championship - Sunday A National Highlights Package who will adhere first to the Offer to the Market)
3. Licensees of the Serie A National Stadium Network Package;
4. Clubs;
5. Lega Serie A;

Delayed Transmission: Licensees of the Serie A Championship - Local TV Highlights Package

as well as the Serie A Championship, Coppa Italia and Supercoppa Italiana - Local TV Highlights Package, subject to agreement with the Clubs within the relevant region.

### 3.2.7 Interviews in the Press Room

At the end of the Match, each Club is required to take part in two Press Conferences, one with its own coach and another with one of the most representative Club players from among those who took part in the Match, lasting 10 minutes each (total duration of the four conferences is 40 minutes), with priority given to the

members of the visiting Club. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs.

Post-Match Press Conferences take place after the end of Flash Interviews with the following time schedule:

- Press Conferences with the coach, no later than 30 minutes after the end of the Match,
- Press Conferences with the player, no later than 35 minutes after the end of the Match.

### **Press Conference with coaches**

Individuals authorised to carry out Interviews in the Press Room with the coach are listed below in the following order:

#### Live transmissions:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
4. Licensees of the Serie A Championship - National Stadium Interaction Package, the Serie A Championship - National Saturday Highlights Package, the Serie A Championship - National Sunday A Highlights Package, the Serie A Championship - National Sunday B Highlights Package, the Serie A Championship - National Monday Highlights Package;
5. Licensees of the Serie A Championship - National Radio Live Rights Package;
6. Licensees of the Serie A Championship - Local TV Highlights Package, Serie A Championship as well as Coppa Italia and Supercoppa Italiana - Local Highlights TV Packages, subject to agreement with the Clubs within the relative region;
7. Clubs;
8. Lega Serie A;
9. radio broadcasters accredited for the sole exercise of radio news access rights.

Delayed Transmission: broadcasters accredited for the sole exercise of media news access rights.

### **Press Conference with a football player**

Individuals authorised to carry out interviews in the Press Room with one of the most representative Club players from among those who took part in the Match are listed below in the following order:

#### Live transmissions:

1. the Licensee of the 15terB Package;
2. the Licensee of the 15terA Package;
3. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
4. Licensees of the Serie A Championship - National Stadium Interaction Package, the Serie A Championship - National Saturday Highlights Package, the Serie A Championship - National Sunday A Highlights Package, the Serie A Championship - National Sunday B Highlights Package, the Serie A Championship - National Monday Highlights Package;
5. Licensees of the Serie A Championship - National Radio Live Rights Package;
6. Licensees of the Serie A Championship - Local TV Highlights Package, Serie A Championship as well as

Coppa Italia and Supercoppa Italiana - Local Highlights TV Packages, subject to agreement with the Clubs within the relative region;

7. Clubs;
8. Lega Serie A;
9. radio broadcasters accredited for the sole exercise of radio news access rights.

Delayed Transmission: broadcasters accredited for the sole exercise of media news access rights.

### 3.3 Coppa Italia and Supercoppa Italiana tournaments

#### 3.3.1 MD-1 interviews (only for the Top Matches Coppa Italia and Supercoppa Italiana or "Match of the Round")

##### *Match Presentation Press Conference*

On the day preceding each Top Match Coppa Italia and Supercoppa Italiana (or "Match of the Round" with reference to the International Media Rights Licensees), the right to carry out Live Interviews, during the Press Conference presenting the Match, of a maximum duration of 10 minutes for each Club, where organised, to be confirmed within 10 days of the match itself, in the presence of the individual coach of each Club or, alternatively and at the discretion of the Clubs, in the so-called "1 vs 1" modality with both coaches remotely connected at the same time.

Individuals authorised to carry out the Interviews are listed below, in the following order:

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (maximum one per Press Conference) or Lega Serie A, at the latter's discretion, who will arrange for the distribution of the content to the International Media Rights Licensees;
3. Lega Serie A;
4. Clubs.

With reference to International Media Rights Licensees only, attendance at the Press Conference may be replaced by the provision of audiovisual material from the Press Conference itself, either in full or in the form of excerpts.

##### *Match presentation Interviews*

After the aforementioned Press Conference, the right to carry out Interviews on a Live or Delayed basis, with the guaranteed presence of the coach or a player in the starting eleven of the immediately preceding Match, lasting 5 minutes for each Club, for each of the authorised individuals.

Individuals authorised to carry out the Interviews are listed below, in the following order:

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (maximum one per Press Conference) or Lega Serie A, at the latter's discretion, who will arrange for the distribution of the content to the International Media Rights Licensees;
3. Lega Serie A;
4. Clubs.

It is to be understood that for both Interviews, these will be held with the same Club no more than 4 times during each Football Season, and may be extended to 5 times in the event that all 20 Clubs have taken part in such activities at least 3 times during the same Football Season.

A backdrop bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs, with the exception of the final of the Coppa Italia as well as the semi-finals and final of the Supercoppa Italiana for which the backdrop used will only include the Lega Serie A Title Sponsor.

### 3.3.2 Pre-Match interviews on the pitch

#### *Before the warm-up phase*

The right to carry out Live interviews before the start of the warm-up of the players (who will be wearing either the official or technical kit, at the Club's discretion) between 60 and 35 minutes before the Match kick-off, following the issue of the official line-ups, with questions relating to the Match to be played without the option of asking questions from the television studio, lasting a maximum of 90 seconds for each authorised individual, on the pitch, in spaces set aside for this purpose by the Club organising the Event, with the guaranteed presence of one of the most representative players in the Match for each Club.

Notwithstanding the above, it is specified that in the event of adverse weather conditions, Interviews, whether relating to the host or visiting Club, will be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event organising team - rather than on the pitch.

It should also be noted that the visiting Club may request that the Interview be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event - instead of on the pitch, if the environmental conditions are not suitable to guarantee the interviewee's safety.

A backdrop (which may be transparent for Interviews carried out on the pitch) bearing the brands of the sponsors of the Club organising the Event will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs, with the exception of the final of the Coppa Italia as well as the semi-finals and final of the Supercoppa Italiana for which the backdrop used will only include the Lega Serie A Title Sponsor.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (maximum of one per Match);
3. Clubs;
4. Lega Serie A.

#### *Pre-Flash Interviews*

The right to carry out Live Interviews, between 45 and 10 minutes before the Match kicks off and following the issue of the official line-ups, with the coach (with a guaranteed presence in at least 50% of the Matches) or a representative Club Member on the pitch, either individually or, at the discretion of the Clubs, subject to notification to Lega Serie A within 5 days of the Match, jointly with the coach or representative Member of the other Club. Questions must be relevant to the match to be played and in the event that the coach is interviewed, no questions may be asked from the television studio.

Notwithstanding the above, it is specified that in the event of adverse weather conditions, Interviews, whether relating to the host or visiting Club, will be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event organising team - rather than on the pitch.

It should also be noted that the visiting Club may request that the Interview be carried out inside the stadium - in spaces set aside for this purpose by the Club organising the Event - instead of on the pitch, if the environmental conditions are not suitable to guarantee the interviewee's safety.

A backdrop (which may be transparent for Interviews carried out on the pitch) bearing the brands of the Clubs' sponsors will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed upon between Lega Serie A and the Clubs. The positioning of the aforementioned backdrop will be determined by the Club organising the Event. The maximum duration of each Interview is 3 minutes.

Without prejudice to the provisions of the preceding paragraph, all Matches in which the coach is not present must be attended by a representative Club member, who may also be asked questions from the television studio.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (maximum of one per Match).

### 3.3.3 Miniflash Interviews

The Miniflash Interview is a quick live exchange of comments during the Match, lasting a maximum of 30 seconds.

The Licensee (Coppa Italia and Supercoppa Italiana Live Rights Package) shall be entitled to select 3 players in the starting eleven of the Match, from among whom the Club, supported by the Lega Serie A delegate, must select one to be made available for the interview. Alternatively, at the Club's discretion, a representative Club member may also be interviewed.

The Miniflash Interview must take place on the sidelines, when the players return from half-time, close to the start of the second half of the Match, in the area determined by Lega Serie A, without a backdrop.

### 3.3.4 Post-Match Interviews on the pitch (Superflash)

The Superflash interview is a quick joint interview featuring 2 football players from the same team, including the "Man of the Match", who will be awarded the aforementioned prize live, together with a player selected by the Club from a short list of a maximum of 3 names specified by the Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package - RTI, Live, of a maximum duration of 3 minutes for each of the authorised Broadcasters, with questions relating to the Match played and without interaction with the Licensee's studio.

With reference to International Media Rights Licensees, the interview will be carried out with the "Man of the Match" or another player selected by the Club, provided that he speaks English.

The aforementioned Interview takes place at the end of the Match, on the pitch, in a fully-equipped area close to the sideline, as identified by Lega Serie A and marked by a Lega Serie A delegate with a Lega Serie A backdrop. The Superflash interviewer can put him/herself in position five minutes before the interview takes place.

The order of priority of individuals authorised to carry out such Interviews is listed below:

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (maximum of one per Match).

### 3.3.5 Post-Match Interviews in the Privileged Area (Flash)

Flash Interviews are live Post-Match Interviews with coaches as well as the most representative players among the starting eleven, for each Club, with interaction from the Licensee's studio in a fully-equipped area identified in agreement between Lega Serie A and the Club organising the Event. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs, with the exception of the final of the Coppa Italia as well as the semi-finals and final of the Supercoppa Italiana for which the backdrop used will only include the Lega Serie A Title Sponsor.

#### **Flash Interviews with coaches**

Individuals authorised to carry out Live Flash interviews with the coaches with guaranteed presence of the same within 10 minutes after the end of the Match are as listed below in the following order:

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (up to a maximum of 5 Licensees per Match);
3. Licensees of the Coppa Italia and Supercoppa - National Radio Live Rights Package;
4. The Club;
5. Lega Serie A.

The maximum duration of each Interview is 5 minutes with priority given to the visiting team's coach.

#### **Flash interviews with football players**

Individuals authorised to carry out Live Flash interviews with one of the most representative Club players who took part in the Match, with the guaranteed presence of the same within 25 minutes after the end of the Match, are listed below, in the following order:

1. Licensee of the Coppa Italia and Supercoppa Italiana - Live Rights Package;
2. International Media Rights Licensees (up to a maximum of 5 Licensees per Match);
3. Licensees of the Coppa Italia and Supercoppa Italiana - National Radio Live Rights Package;
4. The Club;
5. Lega Serie A.

The maximum duration of each Interview is 3 minutes with priority given to the visiting team's player.

It is to be understood that, for the aforementioned Interview, a player other than the one who took part in the previous Miniflash and Superflash Interviews will be made available by the Club, unless otherwise indicated by the Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package.



### 3.3.6 Interviews in the Mixed Zone

Live and/or Delayed Interviews carried out in the Mixed Zone, with the guaranteed presence of one of the most representative Club players who took part in the Match, may be carried out immediately after the end of the Flash Interviews, i.e. starting approximately 30 minutes after the end of the Match, and may last a maximum of 3 minutes each. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used on which the Lega Serie A Title Sponsor will be reserved the spaces agreed between Lega Serie A and the Clubs, with the exception of the final of the Coppa Italia as well as the semi-finals and final of the Supercoppa Italiana for which the backdrop used will only include the Lega Serie A Title Sponsor.

Individuals authorised to carry out Interviews in the Mixed Zone are listed below in the following order:

Live transmissions:

1. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
2. Licensees of the Coppa Italia and Supercoppa - National Radio Live Rights Package;
3. Licensees for the Coppa Italia and Supercoppa - National Highlights Package,
4. Clubs;
5. Lega Serie A;

Delayed Transmission: Licensees of the Serie A Championship Local TV Highlights Package, as well as the Serie A, Coppa Italia and Supercoppa Italiana Local TV Highlights Packages, subject to agreement with the Clubs within the relevant region.

### 3.3.7 Interviews in the Press Room

At the end of the Match, each Club is required to take part in two Press Conferences, one with its own coach and another with one of the most representative Club players from among those who took part in the Match, lasting 10 minutes each (total duration of the four conferences is 40 minutes), with priority given to the members of the visiting Club. A backdrop bearing the brands of the sponsors of the Club organising the Event will be used, with the exception of the final of the Coppa Italia as well as the semi-finals and final of the Supercoppa Italiana for which the backdrop used will only include the Lega Serie A Title Sponsor.

Post-Match Press Conferences take place after the end of Flash Interviews with the following time schedule:

- Press Conferences with the coach, no later than 30 minutes after the end of the Match,
- Press Conferences with the player, no later than 35 minutes after the end of the Match.

#### **Press Conference with coaches**

Individuals authorised to carry out Interviews in the Press Room with the coach, are listed below in the following order:

Live transmissions:

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
3. Licensees of the Coppa Italia and Supercoppa - National Radio Live Rights Package;
4. Licensees for the Coppa Italia and Supercoppa - National Highlights Package;
5. Licensees of the Serie A Championship, Coppa Italia and Supercoppa Italiana Local TV Highlights Package, subject to agreement with the Clubs within the relevant region;
6. Clubs;

7. Lega Serie A;
8. radio broadcasters accredited for the sole exercise of radio news access rights.

Delayed Transmission: broadcasters accredited for the sole exercise of media news access rights.

### **Press Conference with a football player**

Individuals authorised to carry out interviews in the Press Room with one of the most representative Club players from among those who took part in the Match are listed below in the following order:

#### Live transmissions

1. The Licensee of the Coppa Italia and Supercoppa Italiana Live Rights Package;
2. International Media Rights Licensees (all Licensees making a request with regard to the Match; either Live and/or Delayed);
3. Licensees of the Coppa Italia and Supercoppa - National Radio Live Rights Package;
4. Licensees for the Coppa Italia and Supercoppa - National Highlights Package;
5. Licensees of the Serie A Championship, Coppa Italia and Supercoppa Italiana Local TV Highlights Package, subject to agreement with the Clubs within the relevant region;
6. Clubs;
7. Lega Serie A;
8. radio broadcasters accredited for the sole exercise of radio news access rights.

Delayed Transmission: broadcasters accredited for the sole exercise of media news access rights.

## **4. VIOLATIONS COMMITTED BY BROADCASTERS**

In the event of violations or misconduct by Broadcasters in the exercise of their own rights, priorities or exclusivities in the performance of their on-site activities, as provided for and regulated in the Licensed Packages, and/or in these Regulations, Lega Serie A may inhibit the Broadcaster from subsequently exercising such rights as described below and also, where appropriate, by withdrawing the accreditation of the journalist responsible for such violations:

- In the event that a Broadcaster films or carries out Interviews at times other than those permitted or for a duration in excess and/or in locations/areas that are not permitted with respect to those specifically provided for in these Regulations, as from the third violation, even if not consecutive, with regard to the same right and for each subsequent violation, Lega Serie A has the right to ban the Broadcaster from exercising the same right during the next Match played by the Club that has been subjected to the most recent violation;
- In the event of more serious violations or reiterated violations over time, Lega Serie A has the right to ban the Broadcaster from exercising the same right during the next two Matches played by the Club that has been subjected to the most recent violation.

In all the above cases, the remedies provided for in the License Agreements in the event of non-fulfilment shall remain unaffected.