



Lega Nazionale Professionisti has received the following queries from a corporation potentially interested in participating to the tendering process concerning the International Audiovisual Rights of Serie A and Serie B Championship for Seasons 2009-2010 and 2010-2011:

- **Whether, in the light of a Joint Bid, whereby only one Bidder should at least be eligible as an Intermediary under the terms of the ITT, the other Bidder may or may not be a Broadcaster willing to acquire the Media Rights for its own territory/transmissions.**
- **Whether the Intermediary may or may not sub-license the Media Rights to a Broadcaster without organizing a local tendering process for the concerned country.**

The answers provided by Lega Nazionale Professionisti are as follows:

In principle, in accordance with the Definitions set forth under our Invitation to Tender (ITT), “Intermediary” means any organization with experience in the international sports market.

Therefore, provided it has such experience in international sports marketing and complies with all requested bidders requirements, also a Broadcaster is eligible to submit a Bid following the procedure set out in the ITT.

Regarding the two questions:

- 1) **As concerns a joint Bid, art 2.3.3 of the ITT states: “Joint Bids will be considered by Lega Calcio, provided at least one member of a bidding consortium satisfies all criteria governing the eligibility of Bidders as detailed above. A joint Bid will not of itself be considered as sub-licensing, however each joint Bid must clearly state how the rights comprised within the Media Rights Package are to be allocated between the members of the consortium. Each of the members of a consortium will (in the event they enter into the Media Rights Agreement) be jointly and severally liable to Lega Calcio in respect of the obligations which each of the members of the consortium has towards Lega Calcio”.**
Therefore, a Broadcaster may partake in a Joint Bid in accordance with the above rules.
- 2) **The Intermediary whose Bid will be accepted may sub-license the Media Rights to broadcasters of the International Territory as it deems opportune. For Lega Calcio organising local tendering process for the concerned countries is not mandatory. Please also note that, in accordance with art. 2.7.2 of the ITT, Licensee must observe, under its exclusive responsibility, any and all local legislations or regulations in performing its international distribution activities.**