
INVITATION TO PRIVATE NEGOTIATIONS

COPPA ITALIA AND SUPERCOPPA ITALIANA INTERNATIONAL MEDIA RIGHTS

EXECUTIVE SUMMARY

Sport Seasons: 2018/2019, 2019/2020, 2020/2021

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Lega Calcio Serie A invites all interested parties to participate in Private Negotiations for one or more of the following Packages to be awarded in respect of 78 countries and for 3 Football Seasons, commencing with the 2018/2019 Football Season.

Appendix 1 hereto contains the detailed list of all 78 countries, each of which corresponds to a standalone Coppa Italia Package entailing the same Audiovisual Rights (save any optional rights to be included in the Package as a result of the Private Negotiations).

All interested parties are also invited to consult Appendix 1 of the Template of License Agreement, which governs the rights of admission to the Stadiums, as well as Appendix 2 of the Template of License Agreement, which specifies the territories in which exploitation of the Audiovisual Rights by any Licensee cannot be made in the Italian Language.

In this document, terms and expressions in capital letters, when also included in the Template of License Agreement, shall have the same meaning as in the definitions contained in the same Template of License Agreement.

<p>Competitions</p>	<p>(i) Coppa Italia, meaning the knockout competition in which Clubs from the various Italian leagues take part. The eight clubs which are engaged in the UEFA Champions League or UEFA Europa League and are the better placed clubs in the Serie A Championship ranking of the preceding season enter into the competition starting from the Round of sixteen.</p> <p>(ii) Supercoppa Italiana, meaning the match between the winner of the Serie A Championship and the winner of the Coppa Italia.</p>												
<p>Matches</p>	<p>(i) 25 Coppa Italia Matches per Season, as follows:</p> <table border="1" data-bbox="687 1491 1267 1935"> <thead> <tr> <th>Round</th> <th>Number of Matches</th> </tr> </thead> <tbody> <tr> <td>4th knockout Round</td> <td>8 (knockout)</td> </tr> <tr> <td>Round of sixteen</td> <td>8 (knockout)</td> </tr> <tr> <td>Quarter-finals</td> <td>4 (knockout)</td> </tr> <tr> <td>Semi-finals</td> <td>2 (home) + 2 (away)</td> </tr> <tr> <td>Final</td> <td>1 (single Match)</td> </tr> </tbody> </table>	Round	Number of Matches	4th knockout Round	8 (knockout)	Round of sixteen	8 (knockout)	Quarter-finals	4 (knockout)	Semi-finals	2 (home) + 2 (away)	Final	1 (single Match)
Round	Number of Matches												
4th knockout Round	8 (knockout)												
Round of sixteen	8 (knockout)												
Quarter-finals	4 (knockout)												
Semi-finals	2 (home) + 2 (away)												
Final	1 (single Match)												

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	<p>In case matches from the earlier competition stages are produced, they will be made available by Lega Calcio Serie A to the Licensees, whenever interested, at technical costs.</p> <p>(ii) 1 Supercoppa Italiana Match per Season.</p>
Audiovisual Rights	<p>The exclusive (as defined below) right to broadcast the Matches live and delayed, in full and as excerpts, until midnight of the eighth day following the conclusion of the respective Match.</p> <p>The exclusive (as defined below) right to broadcast the Additional Content until midnight of the eighth day following the conclusion of the respective Match.</p>
Means of Transmission	<p>Any technological means and distribution systems currently available, with the express exclusion of any technological means and distribution systems not in commercial use as of the date of the Invitation to Private Negotiations or which may be developed for use in the future. Any payment mechanism may be used, whether resulting in a Free Broadcast, a Pay Broadcast or any combination of Licensee's choosing.</p>
Territory	<p>The Bidder shall select from the list of countries and regions in Appendix 1 hereto the Territory or Territories for which he is interested to make a Bid.</p>
Language	<p>The official language(s) of the Territory for which the Licensee will acquire the Rights. Any additional languages will be discussed during the Private Negotiations. Audiovisual Rights exploitation in the Italian language is anyway excluded in the countries set out in Appendix 1 of the Template of License Agreement.</p>
Term	<p>The three Football Seasons 2018/2019, 2019/2020 and 2020/2021.</p>
Exclusivity	<p>The Audiovisual Rights are granted on an exclusive basis with the exception of:</p> <ul style="list-style-type: none"> (i) the rights granted to other licensees, in particular the licensees of the Betting Package, of the Italian Communities Package and of the In-Flight and In-Ship Package as detailed in the invitation to tender published by Lega Calcio Serie A on 7 August 2017; (ii) the Reserved Rights; (iii) the Audiovisual Rights related to the Supercoppa Italiana matches to be played, during the Term, in Saudi Arabia, which will be licensed to the

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	relevant Licensee on a non-exclusive basis, as specified in the Template of License Agreement.
Reserved Rights	<p>The following rights are reserved to Lega Calcio Serie A and/or the Clubs for own exploitations and/or for license to third parties in the Territory:</p> <ul style="list-style-type: none"> (i) Archive Rights, meaning the right to exploit Match footage after midnight of the eighth day from the Match date; (ii) rights for Clubs' and Lega Calcio Serie A's official channels and platforms, with time embargoes and durations as detailed in the Template of License Agreement; (iii) metadata, data feeds and statistics to be created and distributed by Lega Calcio Serie A on a separate basis; (iv) news access, according to applicable laws and regulations of the Territory; (v) excerpts of a maximum duration of 3 (three) minutes per Match, to be broadcast by third parties in the Territory after the end of the respective Match.
Sub-licensing	Permitted, only to Intermediaries and with Lega Calcio Serie A's prior approval.
Production	<p>The Matches shall be produced in HD according to the production standards specified in the Template of License Agreement.</p> <p>Production in new technological formats (i.e. HDR-HD, 4K/8K and their evolutions) could be made by Lega Calcio Serie A in substitution of or in addition to the main production, provided that a sufficient number of requests is received from Licensees (and/or Sub-licensees) and that the related costs are covered by such interested parties.</p>
Delivery of the Signal	The live Signal of the Matches will be made available with English commentary on a European satellite.
Admission to the Stadium	The Licensees shall have the possibility to access the stadiums, to receive additional signals and to integrate the Signal, as specified under Appendix 1 of the Template of License Agreement. Some of these opportunities are available to all Licensees (and Sub-licensees) while others are reserved to some of them and will be subject to Private Negotiations.
Additional Content	The following Additional Content will be provided by Lega Calcio Serie A to the

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Licensees (and Sub-licensees):	
<hr/> <p>MAGAZINES with English voiceover</p> <hr/>	
<p>Preview Magazine</p>	<ul style="list-style-type: none"> • A presentation of the Matches of the upcoming Coppa Italia Round and of the Supercoppa Italiana <ul style="list-style-type: none"> – Top matches previewed – Top player interviews – News and insights – Art and tourism of Italy • Number of episodes: 7 • Delivery: depending upon calendar of Matches • Duration: from 26 min to 30 min
<p>Highlights Show</p>	<ul style="list-style-type: none"> • A recap show, available at the end of each Coppa Italia Round and after the Supercoppa Italiana <ul style="list-style-type: none"> – Unpublished images and exclusive interviews – Analysis: a tactical analysis of the top Match – Slo-mo: curiosities and weekly facts – Stats: the most relevant numbers and statistics of the Coppa Italia and the Supercoppa Italiana • Number of episodes: 7 • Delivery: depending upon calendar of Matches • Duration: from 26 min to 30 min
<hr/> <p>MATCH PROGRAMMING</p> <hr/>	
<p>Highlights First Half</p>	<p>Highlights First Half (5-10 min)</p>
<p>Highlights</p>	<p>Different Highlights formats and lengths, with English audio commentary. Specific delivery time defined for each different format, a few minutes after the end of the Match (short form highlights) or a few hours (long edit format):</p> <ul style="list-style-type: none"> • Short Highlights (90-120 sec) • Mid Highlights (4 min) • Long Highlights (15 min)

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	<p>Promo</p>	<p>Content that allows for promotion of Match programming during the week:</p> <ul style="list-style-type: none"> • Match Trailers <ul style="list-style-type: none"> – Number of content: one for each Match produced – Duration: 5-15 sec – Delivery: 10-14 days before the Match
<p>Rights Fee</p>	<p>The Rights Fee shall be expressed in Euro currency and shall be net of any taxes and withholdings.</p>	
<p>Technical Costs</p>	<p>A net amount equal to 3,5% (three point five percent) of the Rights Fee shall be due by each Licensee as compensation for the delivery of the Signal. A further net amount equal to 0,5% (zero point five percent) of the Rights Fee shall be due by each Licensee as compensation for the supply of the Additional Content.</p>	
<p>Minimum Broadcast Obligations</p>	<p>Save for any possible derogations to be agreed with Lega Calcio Serie A on reasonable grounds, during each Football Season the Licensee will be required to broadcast:</p> <ul style="list-style-type: none"> (i) a minimum of 12 (twelve) Coppa Italia Matches, including the final, each leg of each Semi-final, four Quarter-final Matches and three round-of-sixteen Matches, in full and on a live basis, with best endeavours to broadcast on a television Platform; (ii) the Supercoppa Italiana in full and on a live basis, with best endeavours to broadcast on a television Platform; (iii) the Preview Magazine and the Edited Highlights in full at least once between the conclusion of the final Match of a Round and the commencement of the first Match of the next Round; (iv) approximately 30 (thirty) promotional trailers, each having a duration between 5 (five) and 15 (fifteen) seconds, during the week preceding each Round of Coppa Italia and the Supercoppa Italiana. 	
<p>Reporting Obligations</p>	<p>During each Football Season, Licensee (also with reference to possible Sub-licensee's transmissions) shall communicate to Lega Calcio Serie A:</p> <ul style="list-style-type: none"> (i) not later than 15 (fifteen) days prior to the related content being broadcast, the programming schedule (with particular reference to live or delayed broadcasts, broadcast platforms and scheduling times); (ii) on a regular basis and when requested by Lega Calcio Serie A, key data such as broadcast dates, times and modalities (i.e. live or delayed), audience figures and ratings, number of subscribers, market penetration, as well as key data related to social media interaction. 	

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APPENDIX 1 TERRITORIES

Country ID	Package Name	Territories
EUROPE		
Country 1	Europe - Albania	Albania
Country 2	Europe - Armenia	Armenia
Country 3	Europe - Austria	Austria
Country 4	Europe - Azerbaijan	Azerbaijan
Country 5	Europe - Belarus	Belarus
Country 6	Europe - Belgium	Belgium
Country 7	Europe - Bosnia-Herzegovina	Bosnia-Herzegovina
Country 8	Europe - Bulgaria	Bulgaria
Country 9	Europe - Croatia	Croatia
Country 10	Europe - Cyprus	Cyprus
Country 11	Europe - Czech Republic	Czech Republic
Country 12	Europe - Denmark	Denmark, Faroe Islands, Greenland
Country 13	Europe - Estonia	Estonia
Country 14	Europe - Finland	Finland
Country 15	Europe - France	<p>Exclusive territories France, Andorra, Monaco</p> <p>Non-exclusive territories* French Overseas Territories (French Guiana, Guadeloupe, Martinique, La Reunion, St. Pierre and Miquelon, French Polynesia, Mayotte, New Caledonia and Dependencies, Saint Barthélemy, Saint Martin, Wallis & Futuna)*</p>
Country 16	Europe - Georgia	Georgia
Country 17	Europe - Germany	Germany
Country 18	Europe - Greece	Greece
Country 19	Europe - Hungary	Hungary
Country 20	Europe - Iceland	Iceland
Country 21	Europe - Israel	Israel
Country 22	Europe - Kazakhstan	Kazakhstan
Country 23	Europe - Kosovo	Kosovo
Country 24	Europe - Kyrgyzstan	Kyrgyzstan
Country 25	Europe - Latvia	Latvia
Country 26	Europe - Lithuania	Lithuania
Country 27	Europe - Macedonia	Macedonia

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Country 28	Europe - Malta	Malta
Country 29	Europe - Moldova	Moldova
Country 30	Europe - Montenegro	Montenegro
Country 31	Europe - Netherlands	Netherlands
Country 32	Europe - Norway	Norway
Country 33	Europe - Poland	Poland
Country 34	Europe - Portugal	Portugal (including Azores and Madeira)
Country 35	Europe - Republic of Ireland	Republic of Ireland
Country 36	Europe - Romania	Romania
Country 37	Europe - Russia	Russia
Country 38	Europe - Serbia	Serbia
Country 39	Europe - Slovakia	Slovakia
Country 40	Europe - Slovenia	Slovenia
Country 41	Europe - Spain	Spain
Country 42	Europe - Sweden	Sweden
Country 43	Europe - Switzerland	Switzerland, Liechtenstein
Country 44	Europe - Tajikistan	Tajikistan
Country 45	Europe - Turkey	Turkey
Country 46	Europe - Turkmenistan	Turkmenistan
Country 47	Europe - Ukraine	Ukraine
Country 48	Europe - United Kingdom	United Kingdom
Country 49	Europe - Uzbekistan	Uzbekistan

* Non-exclusive rights. These countries are reached by overlapping signals, thus rights cannot be offered as exclusive

AMERICAS

Country 50	Americas - Canada	Canada
Country 51	Americas - USA	<p>Exclusive territories United States, Bermuda, Puerto Rico, Virgin Islands</p> <p>Non-exclusive territories* American Samoa, Anguilla, Antigua and Barbuda, Aruba, Bahamas, Bajo Nuevo Bank, Baker Island, Barbados, Bonaire, Cayman, Clipperton Islands, Curacao, Dominica, Grenada, Guadeloupe, Guam, Howland Island, Jamaica, Jarvis Island, Johnston Atoll, Kingman Reef, Martinique, Midway Islands, Montserrat, Navassa Island, Northern Mariana Islands, Palmyra Atoll, Saba, Saint Barthélemy, Saint Eustatius, Saint Kitts and Nevis, Saint Martin, Saint Pierre and Miquelon, Saint Vincent and Grenadine, St. Lucia, Trinidad and Tobago, Turks and Caicos</p>
Country 52	Americas - Mexico	<p>Exclusive territories Mexico, Belize, Costa Rica, Cuba, Dominican Republic,</p>

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		El Salvador, Guatemala, Haiti, Honduras, Nicaragua, Panama Non-exclusive territories* Anguilla, Antigua and Barbuda, Aruba, Bahamas, Bajo Nuevo Bank, Barbados Bonaire, Cayman, Clipperton Islands, Curacao, Dominica, Grenada, Guadeloupe, Jamaica, Martinique, Montserrat, Navassa Island, Saba, Saint Barthélemy, Saint Eustatius, Saint Kitts and Nevis, Saint Martin, Saint Vincent and Grenadine, St. Lucia, Trinidad and Tobago, Turks and Caicos
Country 53	Americas - South (excluding Brazil)	Exclusive territories Argentina, Bolivia, Chile, Colombia, Ecuador, Falkland Islands, Guiana, Paraguay, Peru, South Georgia and South Sandwich Islands, Suriname, Uruguay, Venezuela Non-exclusive territories* Aruba, Bonaire, Curacao, French Guyana, Trinidad and Tobago
Country 54	Americas - Brazil	Brazil

* Non-exclusive rights. These countries are reached by overlapping signals, thus rights cannot be offered as exclusive

MIDDLE EAST AND NORTH AFRICA (“MENA”)

Country 55	Middle East and North Africa (“MENA”)	Algeria, Bahrain, Chad, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, South Sudan, Sudan, Syria, Tunisia, United Arab Emirates, Yemen
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SUB-SAHARAN AFRICA

Country 56	Sub-Saharan Africa (excluding South Africa)	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central-African Republic, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, Saint Helena and Ascension, Sao Tome and Principe, Senegal, Seychelles, Sierra Leone, South Africa, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe
Country 57	Sub-Saharan Africa - South Africa	South Africa

ASIA

Country 58	Asia - Indian Subcontinent	Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka
Country 59	Asia - Brunei	Brunei

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Country 60	Asia - Cambodia	Cambodia
Country 61	Asia - China	China
Country 62	Asia - Hong Kong	Hong Kong
Country 63	Asia - Indonesia	Indonesia
Country 64	Asia - Japan	Japan
Country 65	Asia - Laos	Laos
Country 66	Asia - Macau	Macau
Country 67	Asia - Malaysia	Malaysia
Country 68	Asia - Mongolia	Mongolia
Country 69	Asia - Myanmar	Myanmar
Country 70	Asia - North Korea	North Korea
Country 71	Asia - Philippines	Philippines
Country 72	Asia - Singapore	Singapore
Country 73	Asia - South Korea	South Korea
Country 74	Asia - Taiwan	Taiwan
Country 75	Asia - Thailand	Thailand
Country 76	Asia - Vietnam	Vietnam
OCEANIA		
Country 77	Oceania - Australia	Australia
Country 78	Oceania - New Zealand	New Zealand