



## **1. Media**

1.1. Media members should be seated in a separate area with a table, chairs and electricity outputs provided (minimum (3) seats required).

1.2. Starting from the first regular season's game and further on hosting club must be aware that ENBL can ask to reserve a room for after game press conference.

1.3. ENBL shall ask the home club to reserve the press conference room at least 6 hours before the game. If ENBL does not ask to reserve the press conference room, the home club still can organize the press conference post game if they see a necessary for it for local media.

1.4. If there is an after game press conference – home and visiting team must provide at least 1 player and head coach for it. Both teams shall be informed of after game press conference before the game.

## **2. Marketing**

2.1. Clubs and ENBL have the right to promote their games and marketing activities during the games, before, during and after the season.

2.2. ENBL and/or their sponsors have the rights to do promotional activities during the games if they have a verbal agreement with the home club at least 6 hours before the game.

2.3. Teams can use television, video, and photo materials for advertising and marketing purposes from other club/team home games or team events if their team is involved in the material.

2.2.3. ENBL has the rights to use all the materials accessible to promote the league involving team players, coaches, facilities using videos, photos, interviews and so on.

2.4. Clubs must collaborate to promote the image of ENBL.

2.5. ENBL must popularize teams' names during the season.

2.6. ENBL sponsors have the right to use clubs' name and marks in advertising and promotional campaigns and other intellectual property rights as agreed by the ENBL.

2.7. ENBL and the home team have the right to place advertising materials - stands, posters, handouts, flags, and other promotional materials during the games. Anything special (that is not mentioned here as promotional material) needs to be communicated between the ENBL and home team.

2.8. The home team must use advertising posters or LED boards for ENBL and their sponsors advertising during each game.

2.8.1. If home team is using advertising posters during the game: Six (6) ENBL sponsor billboards (size 1x3m) needs to be placed at the sideline of the court during each home game, placed by home Clubs representatives. Four (4) of them must be placed in TV camera zone; two (2) of them must be positioned along the sideline.

2.8.2. Home team is responsible of producing/ making and placing the billboards/posters along court line from ENBL previously provided logos/materials.

2.9. If the home team is using LED boards, the percentage is divided: 50% home team advertisement, 30% ENBL advertisement, 20% visiting team advertisement. Time is divided out of 1 hours' time: 30 minutes home team advertisement, 20 minutes for ENBL advertisement, 10 minutes for guest team advertisement.

2.9.1. The home team is responsible of adjusting the size measurements and timing of LED board materials received from ENBL to fit the LED board sizing at their home game arena from previously received ENBL materials/logos.

- 2.9.2. The visiting team is responsible of adjusting their LED file measurements of requested sizes to fit away games LED.
- 2.9.3. The home team must provide the advertisement posters or LED materials in use at least 30minutes prior start of game and continuing throughout the game.
- 2.9.4. If the home team is not providing posters or LED advertisement in regulation announced time or amount – the home team receives 1000 Euros penalty for each not provided logo/material.
- 2.10.2. If the home team does not use LED boards, then visiting club will receive commercial time on TV stream time up to 30 seconds. There must be sent HD video to ENBL representative by requested date and time – one up to 30 sec. video or 2 up to 15 sec. videos.
- 2.10.3. Visiting team must provide LED materials or Tv commercial to ENBL representative in correct asked sizes no later than by the date and time ENBL representative has requested in written form before the game in order to have the materials presented in away game.
- 2.10. The team is allowed to advertise their games and advertise their sponsors in their home games any other ways as long it goes along the FIBA basketball rules.
- 2.11. ENBL holds the rights to place advertisement on the referees' uniforms and table officials.
- 2.12. There are no exclusive rights for advertisement for home team organizing home game towards ENBL.
- 2.13. ENBL holds the rights to use Final Four tournament floor sticker spots. It must be communicated of % before Final Four tournament.

### **3. Activities during the game**

- 3.1. Home team is responsible of announcing teams before the game within/up to 7 minutes.
- 3.2. It is suggested for the home club to organize fun competitions, shows, for the audience during their home games. Cheerleaders or other entertaining show are suggested.
- 3.3. Half-time pause will be fifteen 15 minutes. First five minutes the game court can be used by the home team for organizing promotional activities, spectator games or other show elements. Rest of the eight 10 minutes the game court must be available for teams for warm-up.
- 3.4. Any other shows or events that is considered out of regular (laser light shows, fire shows, National Anthems by choir, minute of silence and so on) – must be communicated and approved between the home team, visiting team and ENBL.

### **4. TV Broadcasts**

- 4.1. ENBL is the exclusive owner of all media rights (games, interviews, videos etc.).
- 4.2. The home team is responsible of providing TV stream broadcast for each home game.
- 4.2.1. All details of broadcast providers must be sent previously to ENBL representative, so ENBL can communicate with broadcast providers. Broadcast providers must communicate and ensure ENBL TV Technical persons requests immediately to ensure the best quality possible.
- 4.2.2. All broadcast quality details must be:
- 4.2.2.1 ENBL must receive the broadcast as a whole and in full scope.
- 4.2.2.2. The broadcaster provides ENBL Live broadcasts filmed with minimum 2 cameras.

4.2.2.3. The broadcaster is obligated to use:

- A. During the games ENBL graphics (previously received from ENBL)
- B. Previously received from ENBL commercials by the advertisement plan. The advertising plan will be informed in written form before the games. ENBL shall receive 6min (360 sec.) commercial time during any broadcasts game time. Game time is also considered 5min before and 5 min after the game.
- C. Filming game interviews if any taken by ENBL or teams' representative: Before the game, halftime, after the game
- D. Referee Video Support System (RVSS) to be mandatory for all games. To provide readiness to introduce referees with the system 30 minutes before the game.
- E. Post-game highlight video - 40 to 60 seconds long. Suggested to be received no later than next day 12:00.
- F. The broadcaster is obligated to upload full game video in 120 minutes time after the game and send the link to ENBL representative- [lasma@enbleague.eu](mailto:lasma@enbleague.eu) and/or if needed upload full game recording on previously received USB to provide full game video to both participating teams and referees, all together 3 copies of game.

4.2.2.4. The broadcaster is obligated to share signal (clean feed) with ENBL broadcast partners, previously communicated.

4.2.2.5. If the game has provided English speaking commentator, the broadcaster must share signal with English speaking commentator if ENBL requests.

4.2.2.6. In Play off and Final Four games each participating home team must provide English speaking commentator.

4.2.2.7. Signal via SRT on sender server:

Video: Codec: h.264 Resolution: 1920x1080, FPS: 50Bitrate: 8 Mbps, Keyframe: 2s Audio: Codec: AAC, Bitrate: 160kbps - 192kbps, Frequency: 48000 Hz

4.2.2.8. Every broadcasting details will be sent in a ENBL document separately to all teams and their broadcasters in order to fulfill all requirements before the start of season. Also, technical broadcasting details is a matter of possible change if recognized and asked by ENBL representative, including broadcast ENBL technician.

4.3. The team must provide everything necessary for the game venue to be suitable for TV and online broadcasting, including a minimum Internet upload speed of five (5) Mbit / sec.

4.4. A team with its own activities must not delay filming or obscure the camera, recording the time-out or any other situation during the game.

4.5. Each team must provide head coach and/or one player for the half time and after game interview if the interviews are happening and previously asked. Interviews are not mandatory, but suggested in Regular Season.

4.6. If ENBL asks - club is responsible to provide a club representative who can interview their team member in half time and after the game for the TV streaming.

4.7. The broadcasting company for home team must provide minimum commercial time for ENBL on TV stream 5 minutes time (1 min before game, 3 minutes game time, 1 min post game). If overtime – extra 1 minute advertisement time.

4.8. If the broadcast is to be failed in quality or any other issue, the home team is responsible of paying penalty of 3000 euros.

## **5. Social Media marketing activities**

5.1. Before, during and/or after the game each club must provide 30 photos of the game to previously approved ENBL representative for posting on social media and game articles from ENBL.

5.2. Home team's photographer shall provide at least 8 pictures with visiting teams players in action, so visiting team can use the pictures as well for theirs and ENBL representation.

5.3. The home team is responsible of awarding MVP of each team after every game. The award moments must be captured and picture of each MVP with an award sent to ENBL representative right after.

5.4. Short videos of Interviews and/or game moments for social media are suggested. If home team has it – that should be sent to previously approved ENBL representative for posting on ENBL social media accounts.

## **6. Tickets**

6.1. Home team must provide entrance for visiting teams' participants - list from their official game application.

6.2.2 Home team must provide entrance with full access for ENBL representatives in every game. Regular season games and Play Off games up to 4 persons, Final Four event up to 8 persons.

6.3.3. Clubs are suggested to sell tickets for the home games.

6.4. Home team must provide additional up to 10 tickets to ENBL for every home game if previously communicated. That needs to be communicated at least 24 hours/1 day before the game.

6.5. Home team must provide up to 10 tickets to the guest team (Additional of the teams' full roster/game application list).

6.6. ENBL (from their selected 10 tickets, 6.2. point) is allowed to make competitions or lotteries throughout the social media and other media platforms to win tickets for the audience for the games.

6.6. If any visiting team is willing to arrive with group of fans, ticket conditions and sector placements must be communicated and agreed between home team and visiting teams' representatives.

## **7. Additional information**

7.1. All additional actions and special cases that are not reflected in the Annex No.2 must be communicated between teams and approved by ENBL.

7.2. Any arguments, violations, situations that harms ENBL, teams or sponsors name in any capacity are forbidden and will be discussed in ENBL committee and decided penalty from ENBL.

ENBL President  
Igo Zanders

