



LaLiga

**REQUEST FOR OFFERS FOR THE INTERNATIONAL EXPLOITATION OF
AUDIOVISUAL RIGHTS OF THE SPANISH FOOTBALL LEAGUE, FIRST
DIVISION, AND PLAY-OFF MATCHES FOR PROMOTION TO FIRST
DIVISION (“PLAY-OFFS”)**

8 January 2018

REQUEST FOR OFFERS FOR THE INTERNATIONAL EXPLOITATION OF AUDIOVISUAL RIGHTS OF THE SPANISH FOOTBALL LEAGUE, FIRST DIVISION, AND PLAY-OFF MATCHES FOR PROMOTION TO FIRST DIVISION (“PLAY-OFFS”)

INDEX

1. LETTER OF INTRODUCTION.....	2
2. SUMMARY	2
3. DESCRIPTION OF AUDIOVISUAL RIGHTS OFFERED.....	3
4. PROCEDURE FOR SUBMISSION OF BIDS.....	9
5. EVALUATION PROCESS	11
6. GENERAL TERMS & CONDITIONS	12

This document contains an English courtesy translation of the Request for offers for the international exploitation of audiovisual rights of the Spanish Football League, First Division, and Play-Offs issued by LaLiga. In case of any discrepancy between the English version and the Spanish version, the Spanish version will prevail.

1. LETTER OF INTRODUCTION

Royal Decree-Law 5/2015, on 30 April, regarding urgent measures in relation to the commercialization of the audiovisual rights of professional football competitions ("**RDL 5/2015**") establishes that participation in an official competition of professional football in Spain will necessarily entail the transfer of the rights to exploit the audiovisual content to the organising body by its owners (i.e. the clubs participating in the competitions).

In this sense, la Liga Nacional de Fútbol Profesional (hereinafter, "**LaLiga**"), as the organising body of the National Football League (First Division and Second Division) in Spain, is the body in charge of jointly marketing the audiovisual rights.

In order to market the audiovisual rights internationally, LaLiga has drawn up this request for offers), which contain a description of the audiovisual content offered and the applicable bid and evaluation process (hereinafter, the "**Request for Offers**").

Although LaLiga directly markets said audiovisual rights in Spain, it should be noted that LaLiga has appointed Mediaproducción, S.L.U. as its exclusive agent for the commercialization of the audiovisual rights outside Spain. Mediaproducción, S.L.U. will take charge of promoting the commercialization of said audiovisual rights.

Finally, prior to approval, LaLiga requested a report from the National Markets & Competition Commission ("**CNMC**") on the adequacy of the Request for Offers to ensure the compliance with the principles of publicity, transparency and non-discrimination.

2. SUMMARY

This Request for Offers contains the procedure that will be followed by LaLiga for the marketing of the following audiovisual content: (i) all matches of the Spanish Football League Championship, First Division (*Campeonato Nacional de Liga de Primera División*); (ii) all "Play-off" matches; (iii) certain support programs and additional feeds to complement the matches ("**Support Programs**"); and (iv) short extracts thereof ("**Clips**"). This audiovisual content is marketed in certain countries within the European Economic Area ("**EEA**") for 2018/2019, 2019/2020 and 2020/2021 Seasons, excluding Spain, as well as in selected countries outside the EEA and selected countries of Asia and Oceania (together, the "**Territory**") for 2018/2019, 2019/2020, 2020/2021, 2021/2022 and 2022/2023 Seasons.

This Request for Offers have been drawn up on the basis of similar procedures already established by other European professional leagues, where the award process for the exploitation of audiovisual rights complies with the principles of transparency, competitiveness and non-discrimination among entities interested in the submission of an offer (the "**Candidate**" or "**Candidates**"). Likewise, in compliance with these principles, the award of audiovisual rights marketed in the Territory will be based on the economic offer presented by the Candidates along with certain technical and professional criteria.

3. DESCRIPTION OF AUDIOVISUAL RIGHTS OFFERED

3.1. Audiovisual rights offered

LaLiga offers the possibility of submitting offers for the acquisition of the exploitation rights of the following audiovisual content: (i) all matches of the Spanish Football League Championship, First Division; (ii) all "Play-off" matches; and (iii) the Support Programs (the "**Bid**").

The acquisition of the audiovisual content described in the Bid shall entitle the owner to its distribution in free-to-air and/or pay TV, via any form of distribution (by terrestrial network, cable, satellite, the Internet, etc.)

The following table outlines the audiovisual content contained in the Bid:

Audiovisual contents offered	Brief description
All matches of the Spanish Football League Championship, First Division	Includes audiovisual rights relating to all matches between clubs participating in this division, in all rounds in which each season is divided. Matches of each round will generally be played from Friday to Monday and, exceptionally, from Tuesday to Thursday, in the estimated time-slots described in section 3.4 below.
All matches in the "Play-offs"	Includes all matches for the promotion to First Division.
Support Programs (including additional feeds)	Includes a list of TV programs produced by LaLiga. To this day: <ul style="list-style-type: none"> - One (1) annual pre-season program "La Liga" - Weekly magazine "La Liga World" - Weekly magazine "La Liga Show" - One (1) yearly program at the end of the season "Post-Season La Liga" - Weekly highlights program "La Liga Highlights Show" - Two (2) special programs for "El Clásico"

	<ul style="list-style-type: none"> - At least five (5) special programs about the competition per season - Five-minute highlights each match day ("<i>Incomplete Highlights</i>") <p>Includes additional feeds in the terms outlined in Schedule 1.</p> <p>For further details on the content of Support Programs (including additional feeds), see Schedule 1.</p>
--	---

The transmission of audiovisual content of the Bid shall be performed in two ways¹:

- i) Linear transmission:
 - All matches played in the Spanish Football League Championship, First Division, and "*Play-offs*", for transmission either in full length or in part, on a live and/or delayed basis.
 - Support Programs in full length.

- ii) Non-linear transmission (on-demand):
 - All matches played in the Spanish Football League Championship, First Division, and "*Play-offs*", for their transmission in full length, on a live and/or delayed basis.
 - Support Programs, always in full length, excluding the "*Incomplete Highlights*" which cannot be transmitted on a non-linear basis.
 - The highlights program and the sports news program produced by the Successful Candidate (as defined below).

Additionally, those interested in participating in the Bid may also wish to purchase Clips for transmission on authorised websites, social networks and, on a non-linear basis, via the Internet. For a more detailed description of the content of the Clips, see **Schedule 2**.

3.2. Seasons

In countries within the EEA, exploitation of audiovisual rights established in section 3.1 is offered up to three (3) seasons, including 2018/2019, 2019/2020 and 2020/2021 Seasons, from 1 July 2018 until 30 June 2021.

For the remaining countries within the Territory (selected countries outside the EEA and selected countries of Asia and Oceania), the marketing of the aforementioned audiovisual content may be extended for up to five (5) seasons, including

¹ Section i) of this paragraph shall not be applicable to Candidates which only broadcast the audiovisual content in a non-linear basis (on-demand),

2018/2019, 2019/2020, 2020/2021, 2021/2022 and 2022/2023 Seasons, from 1 July 2018 until 30 June 2023.

3.3. Territory

The audiovisual content offered is marketed separately and on an exclusive basis for the countries identified in the following tables:

Countries within the EEA – Bid up to three (3) seasons (From 2018/2019 to 2020/2021)	
Estonia	Lithuania
Italy	Poland
Latvia	Portugal

Countries outside the EEA – Bid up to five (5) seasons (From 2018/2019 to 2022/2023)		
Afghanistan	Georgia	Tajikistan
Armenia	Kazakhstan	Turkmenistan
Azerbaijan	Kyrgyzstan	Ukraine
Belarus	Moldavia	Uzbekistan

Countries of Asia and Oceania – Bid up to five (5) seasons (From 2018/2019 to 2022/2023)		
Australia	Maldives	Pakistan
Bangladesh	Myanmar	Philippines
Bhutan	Nepal	Sri Lanka
Hong Kong	New Zealand	Vietnam
India	Pacific Islands ²	

² Pacific Islands refers to Sovereign States.

The Candidate must submit a separate Bid for each country in which they wish to exploit the audiovisual content mentioned in section 3.1. For the avoidance of doubt, one Candidate may submit several Bids for different countries, provided that they submit separate Bids for each of those countries and demonstrate compliance with the requirements indicated in section 4.3 below for each Bid submitted. The Bid or Bids for countries (within or outside the EEA) must be included in the bid form for such countries ("**EEA/Non-EEA Bid Form**"). The Bid or Bids for countries of Asia and Oceania must be included in the bid form for such countries ("**Asia-Oceania Bid Form**") (together, "**Bid Forms**"). Both Bid Forms are attached as **Schedule 3**.

The Candidate awarded in each country or countries of the Territory (the "**Successful Candidate**") will be responsible for the audiovisual rights being exclusively accessible from that country or countries, and undertakes to carry out all possible measures, such as encryption of signals, geo-blocking and DRM (Digital Rights Management) systems.

With regard to content accessible via the Internet, or any other means of equivalent transmission, the Successful Candidate shall undertake to implement all measures to prevent the copying, storage, preservation or delivery of any of the audiovisual contents acquired, as well as to use a system which blocks access or viewing outside the country to which the rights have been awarded.

In addition, in compliance with European regulations in force or applicable during the term of contracts to the Successful Candidates in countries of the EEA, such as, among others, Regulation (EU) 2017/1128 of the European Parliament and of the Council of 14 June 2017 on cross-border portability of online content services in the internal market ("**Portability Regulation**"), an online content subscriber residing in a country within the EEA may have access to the content subscribed in relation to the object of the Request for Offers outside their country of residence, when temporarily in another country within the EEA. In this sense, in accordance with the Portability Regulation, contracts for the exploitation of audiovisual content between LaLiga and each of the Successful Candidates in EEA countries will establish the relevant mechanisms to verify that the subscribers have their residence in a country within the EEA.

3.4. Estimated calendar

For information purposes, matches played at the weekend (including Friday and Monday) will be transmitted at the following estimated time-slots:

Fridays at 21:00 (CET, "Central European Time", which coincides with official Spanish Time), Saturdays at 13:00 (CET), 16:15 (CET), 18:30 (CET), and 20:45 (CET), Sundays at 12:00 (CET), 16:15 (CET), 18:30 (CET), and 20:45 (CET), and Mondays at 21:00 (CET).

Exceptionally, matches may be played between Tuesday and Thursday in the following estimated time-slots:

Tuesdays, Wednesdays and Thursdays at 20:00 (CET), 21:00 (CET) and 22:00 (CET).

The estimated kick-off time-slots for Play-off matches for promotion to First Division are: Wednesdays and Sundays at 20:00 (CET) and 22:00 (CET).

LaLiga shall notify Successful Candidates the number of matches to be played on each round once the draw for the official calendar has been held. This will occur before the beginning of each season.

LaLiga reserves the right to modify dates and kick-off time-slots of matches.

3.5. Rights reserved by LaLiga and the clubs

The Successful Candidate in each country or countries shall transmit the audiovisual content as described in the foregoing section 3.1. Without prejudice to the foregoing, the following exceptions shall apply:

- i) Club Channels: Transmission on a delayed basis upon the completion of each round the Clips and matches in which each club participates (Spanish Football League Championship, First Division, and "Play-offs"), on their official club channels and/or official websites, official club applications or official club museums and not before 24 hours after the end of each relevant match or upon completion of each round.
- ii) "News Access": Transmission of extracts for their subsequent licence to TV operators and/or news agencies operating at a multinational level, for their inclusion in news programs and sports programs, without prejudice to the right and obligation of the Successful Candidate to supply such extracts to third parties in their respective country for transmission on general information programs, to the extent that it is established by law in their jurisdiction.
- iii) LaLiga's official media: Transmission on a delayed basis of excerpts in its official media (websites, platforms, applications) and in LaLiga-branded channels on digital platforms (YouTube, Vimeo, etc.) and in social networks.

3.6. Rights excluded

All rights not expressly granted in the Request for Offers shall be deemed excluded, including but not limited to, the exploitation of the following rights:

- i) Authorize betting platforms access for making the content available via *streaming* for the purpose of placing bets.
- ii) Exploit the transmission via radio.
- iii) Commercial use of statistics, graphs or other similar content.

- iv) Transmission of the signal in public places, without prejudice to the right granted to the Successful Candidate to transmit in restaurants, hospitals, schools, etc.
- v) Transmission via digital platforms, i.e. transmission on video-sharing websites (YouTube, Vimeo, etc.). LaLiga shall not exploit or grant live transmission rights to the matches to a third party.
- vi) Make Clips available in a non-linear manner via the Internet on social networking websites (Facebook, Instagram, etc.), unless the Successful Candidate has also acquired the audiovisual rights related to the Clips.

3.7. Transmission obligations

The Successful Candidate is required to adhere to the following transmission obligations³:

- i) Transmission on a linear basis and on the main channel, of at least three (3) matches in full length of the First Division Championship League per each round, two (2) of which, at least, must be transmitted live⁴.
- ii) Transmission on a linear basis and on the main channel, of at least half of the “Play-off” matches” in full length.
- iii) Transmission of the Support Program entitled "*LaLiga Highlights Show*", or the highlight program produced by the Successful Candidate, for transmission in full length no later than 24 hours from the completion of each round.
- iv) Transmission of the Support Program entitled "*LaLiga Show*" and/or "*LaLiga World*" both in full length, or whatsoever programs that may replace them in the future.
- v) Transmission of all matches in full length, live via internet on the designated websites.

3.8. Production characteristics

All matches and Support Programs shall be produced by LaLiga in HD quality format as the minimum production standard quality.

3.9. Advertising, promotion and sponsorship conditions

Subject to the applicable laws in the respective jurisdictions of each Successful Candidate, in order to give the maximum publicity and notoriety to the Competition, the Successful Candidate undertakes, as is the case in other competitions with similar characteristics, to incorporate in their transmissions opening and closing

³ If the Successful Candidate is an intermediary, i.e. an entity which performs the duties of intermediation in the international sport rights market, the outlined transmission obligations shall be applicable to the operator which finally transmit the audiovisual content offered, as described in the Request for Offers.

⁴ Sections i) and ii) of this paragraph are not applicable to Candidates who only transmit audiovisual content in a non-linear manner (on-demand).

sequences of official sponsors and programming promotions of the matches to be transmitted.

3.10. Information conditions

The Successful Candidate must provide LaLiga with information regarding: (i) audience figures; (ii) subscribers' figures, if applicable; and (iii) full program schedule for matches.

This information will be used by LaLiga with the main purpose of knowing the interest for the football sport competition in the Territory, observing competition law rules and, in any case, being treated as confidential information.

4. PROCEDURE FOR SUBMISSION OF BIDS

This section details the procedure for the submission of Bids to exploit the audiovisual content described in section 3.1 above.

The submission of a Bid by a Candidate entails the full and strict adherence to its content. The Bid submitted by each Candidate is firm, unconditional and irrevocable, and as such, cannot be subject to conditions. The Candidate will be bound by their Bid for a period of ninety (90) days from the end of the offer submission period.

4.1. Schedule

The foreseeable schedule for the submission of bids for the exploitation of audiovisual content in the Territory is as follows:

Date	Milestone
<u>8 January 2018</u>	<ul style="list-style-type: none"> - Publication of information note on the start of the bid procedure on LaLiga's website (http://www.laliga.es/en). - Invitation to the most important operators and intermediaries which market this type of audiovisual rights. - Information to specialised media. - Making available the Request for Offers and the Bid Forms.
<u>5 February 2018</u>	Deadline for the presentation of the Bid Form(s)
Within three (3) Working days from the end of the deadline for submission of the Bid Form(s)	Evaluation of Bids and provisional award

<p>Within five (5) Working days from provisional award or a longer term between LaLiga and the Successful Candidate</p>	<p>Signature of binding agreements</p>
--	--

LaLiga will offer all interested operators the possibility to make written or face-to-face queries in order to clarify any point related to the Request for Offers during a period of fourteen (14) working days following the date the Request for Offers and the Bid Forms have been made available. Queries should be sent by e-mail to "tender@laliga.es" and will be answered by LaLiga within three (3) working days following the receipt date. Answers will be posted on LaLiga's website, in Spanish and in English, respecting the confidentiality of information that may be commercially sensitive.

Monday to Friday (both included), shall be considered working days, with the exception of official public holidays in the city of Madrid (Spain).

4.2. General requirements for Candidates

Any legal person with capacity to act and which complies with all sections of the EEA/Non-EEA Bid Form and/or the Asia-Oceania Bid Form, in the terms described below, may participate in the bid procedure. As a general requirement to prove identity of the Candidate, they shall provide the following documentation:

- i) Updated company registration certificate, issued by the local register authority.
- ii) Copy of the last annual audited financial statement of the Candidate and its ultimate parent company.

4.3. Content of the Bid

The Candidate must complete the EEA/Non-EEA Bid Form and/or the Asia-Oceania Bid Form for each country they wish to submit a Bid for the audiovisual content as outlined in the foregoing section 3.1.

In the Bid Forms, the following sections will appear, and shall be completed in full:

- i) Candidate's identification details (company name, business address, city, country).
- ii) Contact details of the person representing the company or entity submitting the Bid (name, position, telephone, e-mail).
- iii) Country for which the Candidate is submitting the Bid.
- iv) Economic offer for each Season, as well as the guarantees provided by the Candidate for acceptance by LaLiga.
- v) Information regarding technical-professional criteria.

In relation to the economic offer, the Bid Forms shall include the proposed price, for each country and each season, as consideration for the exploitation of the audiovisual rights outlined in section 3.1 above.

With regard to technical-professional criteria, the Candidate must provide as a minimum the following information:

- i) If the Bid is submitted by a TV operator: general description of the operator, its audience, number of subscribers in the case of a Pay TV operator, description of other competitions of which the operator exploits audiovisual rights.
- ii) If the Bid is submitted by an intermediary: general description of its activities and most significant features.
- iii) Marketing strategy to be developed by the potential Successful Candidate.

4.4. Bid submission

Candidates will submit their respective Bids, in Spanish or in English, using the EEA/Non-EEA Bid Form and/or the Asia-Oceania Bid Form, in accordance with the schedule established in section 4.1 above.

EEA/Non-EEA Bid Form and/or Asia-Oceania Bid Form must be sent by e-mail to "tender@laliga.es", duly identified with the following subject: "BID OF [OPERATOR or INTERMEDIARY] FOR THE EXPLOITATION OF AUDIOVISUAL RIGHTS IN [COUNTRY/COUNTRIES] ". LaLiga will acknowledge receipt by e-mail to the same address.

Should LaLiga encounter rectifiable defects or omissions in the documentation presented by a Candidate, the Candidate will be notified of said defects by e-mail so that the Candidate might correct or amend said documentation.

5. EVALUATION PROCESS

5.1. Evaluation of Bids

Following the schedule provided in section 4.1 above and once compliance with the General Conditions established in section 6 that are applicable to the Candidate has been verified, LaLiga will proceed with the evaluation of Bids.

The economic offer will be the main criteria for choosing the Successful Candidate, together with the technical-professional criteria described in section 4.3 above, which will serve as complementary criteria in the presence of similar Bids in a country or countries. Bids will be considered similar when the difference between the best Bid and the next best Bid is less than 10%.

5.2. Provisional award

The Candidate(s) chosen by LaLiga will provisionally be awarded the exploitation rights of the audiovisual content in the respective country or countries of the Territory. LaLiga will inform all Candidates from said same country or countries of said provisional award.

LaLiga shall ensure compliance with the principles of transparency, competitiveness, fairness and non-discrimination, and shall disclose to the competent body any indication they might detect of price or offer agreement amongst Candidates and shall take appropriate measures to protect free competition within the bid procedure.

The final award is conditional upon the signing of a license agreement between the Successful Candidate and LaLiga (the “**License Agreement**”).

5.3. Signature of the License Agreements

The term established by the Request for Offers for the signature of the Licence Agreements with the Successful Candidates will be within five (5) working days from the provisional award or a longer term agreed between LaLiga and the Successful Candidate. In the event that LaLiga and the Successful Candidate do not reach an agreement to sign the License Agreement within the prescribed period, LaLiga will annul the provisional award and inform the Candidates, if appropriate, on the launch of a second or successive rounds of tendering, or declare the bid procedure void, in the event that a satisfactory Bid were not received. If a new round is launched, LaLiga shall begin the award procedure following the same criteria established in section 5.1 above.

6. GENERAL CONDITIONS

6.1. Modification or cancellation of the Request for Offers

LaLiga reserves the right to modify or cancel the Request for Offers at any time if the development of the procedure and market circumstances so advise. Notwithstanding the foregoing, LaLiga will respect the principles of transparency, competitiveness and non-discrimination among Candidates.

6.2. Expenses incurred by operators submitting a Bid

LaLiga shall not be liable for the expenses incurred by Candidates in the preparation and submission of Bids.

6.3. Obligation of collaboration in matters of integrity

The Successful Candidates acknowledge and agree that they share a common interest in protecting the football competition organised by LaLiga from threats to its integrity which represent: (i) match fixing and corruption linked to betting and (ii) breach of LaLiga’s betting rules by participants.

In this sense, the Successful Candidate expresses its clear willingness to provide, as permitted by the applicable regulations, reasonable assistance and cooperation to LaLiga in matters related to integrity.

6.4. Obligation of collaboration with Audiovisual Anti-Piracy Policy

Successful Candidates agree and undertake to work together, and in good faith, to prevent, and take the necessary measures to prevent, access or illegal dissemination of audiovisual content marketed by LaLiga.

6.5. Obligation of collaboration in the communication, promotion, advertising and digital strategy of LaLiga

Successful Candidates must coordinate its communication and promotion strategies for the football competition, either on its own media or third-party media, with LaLiga for the duration of the contract, which should be designed to endow the competition with greater relevance and value. Successful Candidates are required to assign and grant free advertising space to LaLiga to organise advertising campaigns.

Likewise, Successful Candidates will collaborate in the implementation and digital expansion strategy of LaLiga through the contribution of technical and human resources designed to bestow greater exposure of the football competition throughout the duration of the contract.

6.6. Obligation to offer suitable economic guarantees

Successful Candidates must agree with LaLiga adequate guarantees for the correct execution of the economic obligations assumed.

6.7. Complete Agreement

If any of the sections, terms or conditions of the Request for Offers is, or is found to be, invalid or unlawful, either in part or in its entirety, or contradicts any applicable Spanish or European regulations, the remaining sections, terms or conditions will not be affected.

6.8. Liability

LaLiga shall not be liable to the Candidates or Successful Candidates for any loss or damage (including indirect damages and loss of profit) in relation to the content of the Request for Offers or the content of the future License Agreement to be signed with the Successful Candidate.

LaLiga makes no representation or guarantee regarding the accuracy, suitability or integrity of any information contained in the Request for Offers.

6.9. Confidentiality

Successful Candidates will ensure the confidentiality of the content of any negotiation prior to the execution of the License Agreements, as well as the terms and conditions of the License Agreements.

6.10. Governing law

The Request for Offers shall be subject to and construed in accordance with the laws of Spain.

6.11. Conflict resolution

The parties expressly declare their unequivocal intention to submit any conflict arising or which may arise in the future from the application, interpretation or execution of this Request for Offers to the courts of the city of Madrid (Spain).

SCHEDULE 1

SUPPORT PROGRAMS AND ADDITIONAL FEEDS⁵

A. SUPPORT PROGRAMS

- “*La Liga*” (50 minutes): One (1) yearly pre-season program dedicated to the upcoming Season.
- “*La Liga World*” (26 minutes): a weekly magazine featuring highlights of the matches from the previous Competition round, player profiles, close up interviews, historic moments, etc. The program will be available on Tuesday from 17:00 (CET) for the matches played at the weekends and the day after the matches played mid-week.
- “*La Liga Show*” (26 minutes): a weekly magazine featuring previews for the next Competition round and other relevant information about the Competition. This program shall be available each Competition week, on Thursday at 17:00 (CET).
- “*Post-season La Liga*”: One (1) yearly program at the end of the Season featuring a complete analysis of the entire Season.
- “*La Liga Highlights Show*” (55 minutes): a fully produced highlights program, distributed each Sunday at 24:00 (GMT) (approximately), featuring footage from all matches of the Competition, with the exception of a possible Monday match. For mid-week rounds, the program will be offered on Thursdays at 24:00 (GMT). The program will also include graphics of standings, statistics, upcoming fixtures, etc.
- “*El Clásico*”: Two (2) special programs with complete information about the clash between Real Madrid and FC Barcelona.
- At least five (5) Special programs each Season about the Competition.
- All these programs will feature English graphics; English and Spanish guide commentary, and complete script.
- “*Incomplete Highlights*”: A five-minute highlights feed per match played.

⁵ Duration of Support Programs and Additional Feeds is approximate. Support Programs and Additional Feeds are subject to any changes made by LaLiga for which the Licensor is in no way responsible for and which will not entitle the Candidate to any claims whatsoever.

B. ADDITIONAL FEEDS

(i) ***“Content Channel Feed”***

- LaLiga will provide access to a fully produced and continuous HD feed (“Content Channel Feed”). The Content Channel Feed includes a preview programme on Fridays and a review programme on Mondays (for weekend match days).
- This feed will be in English language, with English graphics and it will include studio programming around the matches, exclusive pre- and post-match interviews and analysis.
- It will include highlights of the matches that were played previously and it will preview matches of the following day.
- The Content Channel Feed will be delivered with a full program format and running order, including break patterns. The Content Channel Feed is a neutral feed with studio and graphical “Look and Feel” of the Competition.
- Licensees will have the choice to take down the entire feed and use it for final broadcast, or to cherry pick content to enrich its own transmissions of the matches.

(ii) ***“Superfeed”***

- For three (3) matches of each match round LaLiga will provide access to a so-called “Superfeed”.
- The Superfeed will run from 5 minutes prior to kick off until 5 minutes after the end of the match.
- The Superfeed will include an alternate edit of the world feed, consisting of spectacular camera angles and additional replays of key plays (goals, fouls, etc.).

SCHEDULE 2

CLIPS

A. PRE-MATCH CLIPS

For each match of the Competition:

- One (1) Clip with a minimum duration of sixty (60) seconds and a maximum length of ninety (90) seconds.
- Each Clip may only be transmitted during the period commencing thirty-six (36) hours immediately preceding the start of the relevant match and ending before the start of the respective match.
- Each Clip may contain footage of the previous matches of the participating Clubs.

B. IN-MATCH CLIPS

For each match of the Competition:

- Two (2) Clips of a maximum length of ten (10) seconds each, which contain match footage from the first half. The first Clip shall be provided during the first thirty (30) minutes of the first half time, and the second Clip shall be provided during the last five (5) minutes after the end of the first half.
- One Clip with a maximum length of ten (10) seconds each which contains match footage from the second half made available during the first thirty (30) minutes of the second half.
- In-match Clips may only be broadcast upon delivery by LaLiga until ninety (90) minutes after the end of the respective match.
- In-match Clips contain match footage but no goals.

C. POST-MATCH CLIPS

For each match of the Competition:

- One (1) Clip with a minimum duration of sixty (60) seconds and a maximum length of ninety (90) seconds each.
- Post-Match Clips shall only be broadcast sixty (60) minutes after the end of the respective match.

D. MATCH DAY CLIPS

- If a minimum of two (2) matches are played on the same day, one (1) Clip per match with a maximum aggregate duration of five (5) minutes and no more than ninety (90) seconds per match.
- If only one (1) match is played:

- if the match is played on Friday, such match shall be included in the Saturday match day Clips;
- If the match is played on Monday, such match shall be included in the match round Clips.
- Each match day Clips may only be transmitted from midnight CET on the day of the relevant match.

E. MATCH ROUND CLIPS

For each match round of the Competition:

- One (1) Clip that will include footage of all matches played.
- Each match round Clip shall contain a maximum duration of ten (10) minutes of footage from matches, and no more than 90 seconds of footage of any individual match.
- Each match round Clips may only be broadcast from midnight CET on the day of the last match is played of each round.

F. ADDITIONAL CLIPS

For each match round of the Competition:

- LaLiga will provide, in addition to the above, the following Additional Clips, with a duration between ninety (90) and one hundred twenty (120) seconds (save for the specific duration of “LaLiga Best Goal Clips”), to be broadcast from Tuesdays at 12:00 (CET) for weekend rounds and for mid-week rounds on Fridays at 12:00 (CET):
 - “*La Liga Best Saves Clips*”
 - “*La Liga Best Goals Clips*”: Clips of a duration between one hundred twenty (120) and one hundred fifty (150) seconds.
 - “*La Liga Best Skills*”
 - “*La Liga Best Player*”
 - “*La Liga Funny*”
 - “*La Liga Top Cameras*”
 - “*La Liga Fans*”
 - “*La Liga Inside*”
 - “*La Liga Coaches*”
 - “*La Liga Stars*”

SCHEDULE 3

BID FORMS

EEA/NON-EEA BID FORM



BID FORM

Request for Offers for the international exploitation of audiovisual rights
of the Spanish Football League, First Division, and play-off matches
for promotion to First Division ("Play-offs")

CANDIDATE'S IDENTIFICATION DETAILS

COMPANY NAME

BUSINESS ADDRESS

CITY

COUNTRY

CONTACT PERSON

NAME

POSITION

TELEPHONE

E-MAIL



ECONOMIC OFFER (Please fill out the net amount in euros for each Season you are interested in, and mark if you wish to acquire the Clips)

COUNTRY	SEASON (net amount in euros)					Additional offer including clips (**)
	18/19	19/20	20/21	21/22 (*)	22/23 (*)	
Afghanistan	_____	_____	_____	_____	_____	YES / NO
Armenia	_____	_____	_____	_____	_____	YES / NO
Azerbaijan	_____	_____	_____	_____	_____	YES / NO
Belarus	_____	_____	_____	_____	_____	YES / NO
Estonia	_____	_____	_____	N/A	N/A	YES / NO
Georgia	_____	_____	_____	_____	_____	YES / NO
Italy	_____	_____	_____	N/A	N/A	YES / NO
Kazakhstan	_____	_____	_____	_____	_____	YES / NO
Kyrgyzstan	_____	_____	_____	_____	_____	YES / NO
Latvia	_____	_____	_____	N/A	N/A	YES / NO
Lithuania	_____	_____	_____	N/A	N/A	YES / NO
Moldavia	_____	_____	_____	_____	_____	YES / NO



COUNTRY	SEASON (net amount in euros)					Additional offer including clips (**)
	18/19	19/20	20/21	21/22 (*)	22/23 (*)	
Poland	_____	_____	_____	N/A	N/A	YES / NO
Portugal	_____	_____	_____	N/A	N/A	YES / NO
Tajikistan	_____	_____	_____	_____	_____	YES / NO
Turkmenistan	_____	_____	_____	_____	_____	YES / NO
Ukraine	_____	_____	_____	_____	_____	YES / NO
Uzbekistan	_____	_____	_____	_____	_____	YES / NO

(*) Season offered only for countries of the Non-European Economic Area.

(**) Please specify, by stating "YES " or "NO" in the relevant box(es), whether you wish to be awarded the Clips, in consideration of the payment of an additional licence fee equal to three per cent (3%) of the amount of your Offer.



GUARANTEE OFFERED (Please indicate the type of guarantee to be offered to LaLiga)

TECHNICAL-PROFESSIONAL CRITERIA (See specific criteria established in section 4.3 of the Request for Offers's document and please attach all the documentation required as an Annex to this Bid Form)

ADDITIONAL DOCUMENTATION REQUESTED (Please provide it as an Annex to this Bid Form)

- (i) Updated company registration certificate, issued by the local register authority
- (ii) Copy of the last annual audited financial statement of the proposed contracting party and its ultimate parent company.

ADDITIONAL REMARKS

DATE

CITY

SIGNATURE AND POSITION

ASIA-OCEANIA BID FORM

