

# INTERNATIONAL COMMERCIALIZATION OF AUDIOVISUAL RIGHTS OF THE SPANISH FOOTBALL LEAGUE

European Economic Area (EEA)  
& outside the EEA



No es fútbol. Es LaLiga.

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*This document is a non-official English courtesy translation of the Spanish document entitled as "Comercialización Internacional de los derechos de explotación de contenidos audiovisuales del Campeonato Nacional de Liga". In case of any discrepancy between the English version and the Spanish version of this document, the Spanish version will prevail.*

## 1. 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 by its owners (i.e. the clubs participating in the competitions) to the organising body.

In this sense, the Spanish Football League (*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.

LaLiga's prestige has surmounted national boundaries. There is an increasing worldwide interest in the Spanish Football League Championship. LaLiga stirs passion among football fans outside Spain. This support does not only reach clubs in the First Division but also in the Second Division. This is the reason why LaLiga is keen on giving all fans the joy of "feeling" LaLiga with the same enthusiasm as if they were watching the match in the stadium. A powerful and high-quality broadcast, using the latest audiovisual technology, is capable of providing this immersive experience.

To this end, LaLiga has drawn up this document (hereinafter, the "**Request for Offers**"), which contains a description of the audiovisual content offered, the rules to submit a bid and the bid evaluation process.

Although LaLiga directly markets audiovisual rights in Spain, it should be noted that LaLiga has appointed Mediaproducción, S.L.U. as the entity in charge of promoting the commercialisation of the audiovisual content included in this Request for Offers. Mediaproducción, S.L.U. shall not participate as an interested audiovisual operator. Therefore, it will not submit any bid for the exploitation of the audiovisual content described below.

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

## 2. DESCRIPTION OF AUDIOVISUAL RIGHTS OFFERED

### 2.1. Audiovisual rights offered

LaLiga offers the possibility of submitting offers for the acquisition of the exploitation rights of all matches of the Spanish Football League Championship, First Division and Second Division, including all play-off matches for the promotion to First Division.

LaLiga would like to offer fans outside Spain the possibility of having a unique audiovisual experience and provide all interested entities (the "**Bidder**" or "**Bidders**") with an innovative and high quality audiovisual product, as attractive and complete as other sport and entertainment audiovisual contents. In this sense, this Request for Offers will also allow Bidders to broadcast Support Programs and Clips (See **Annex 1** and **Annex 2** for further information).

### 2.2. Distribution format

The audiovisual content will be transmitted on free-to-air and/or pay TV, and through any distribution format (terrestrial, cable, satellite, Internet<sup>1</sup>, etc.).

### 2.3. Seasons

The audiovisual content is initially offered for three (3) seasons, i.e. 2021/2022, 2022/2023 and 2023/2024 Season.

### 2.4. Packages

The audiovisual content included in this Request for Offers is offered separately, in several packages (the "**Packages**") comprising (i) all countries within the EEA<sup>2</sup>, with the exception of Spain, United Kingdom and the Republic of Ireland; and (ii) several countries outside the EEA, as follows.

Packages including countries within the EEA	
Reference Code	Package
BG	Bulgaria
HR	Croatia

<sup>1</sup> Clips will only be transmitted on the Internet.

<sup>2</sup> Certain Packages included in the first chart ("**Packages including countries within the EEA**") also cover small territories which are not part of the EEA. This is due to their geographical proximity and/or cultural/linguistic ties with EEA countries.

<b>CZ</b>	Czech Republic
<b>DK</b>	Denmark (including Greenland and Faroe Islands)
<b>FI</b>	Finland
<b>HU</b>	Hungary
<b>IS</b>	Iceland
<b>NO</b>	Norway
<b>PT</b>	Portugal
<b>SK</b>	Slovakia
<b>SI</b>	Slovenia
<b>SE</b>	Sweden

<b>Packages including countries outside the EEA</b>	
<b>Reference Code</b>	<b>Package</b>
<b>BA</b>	Bosnia Herzegovina
<b>MK</b>	North Macedonia
<b>ME</b>	Montenegro
<b>RS</b>	Serbia

## 2.5. Exclusivity

All matches played by clubs in the First Division of the Spanish Football League Championship (including play-off matches) are offered on an exclusive basis<sup>3</sup>.

All matches played by clubs in the Second Division of the Spanish Football League Championship (excluding play-off matches) are offered on a non-exclusive basis.

<sup>3</sup> With the exception of Section 4.2 with regard to the applicable exclusivity regime that may apply in the event of successive rounds of bids.

## 2.6. Estimated calendar

The estimated time slots for matches played by clubs in the First Division are:

Fridays at 9pm (CET, “Central European Time”, which coincides with official Spanish Time), Saturdays at 1pm (CET), 4pm (CET), 6.30pm (CET) and 9pm (CET); Sundays at 12 noon (CET), 2pm (CET), 4pm (CET), 6.30pm (CET), and 9pm (CET); and Mondays at 9pm (CET).

The kick-off of matches on Mondays and Fridays will be subject to the result/s of the administrative/judicial proceedings in place.

In any event, LaLiga will make its best efforts to establish the kick-off of the matches on Mondays and to keep establishing the kick-off of the matches on Fridays each matchday.

Exceptionally, matches may be played between Tuesday and Thursday in the following estimated time-slots: Tuesdays, Wednesdays and Thursdays at 8pm (CET), 9pm (CET) and 10pm (CET).

The estimated time slots for matches played by clubs in the Second Division are:

Fridays at 9pm (CET), Saturdays at 4pm (CET), 6pm (CET) and 8.30pm (CET); Sundays at 12 noon (CET), 4pm (CET), 6pm (CET) and 8pm (CET) and Mondays at 9pm (CET).

Notwithstanding the above, the kick-off of matches on Mondays and Fridays will be subject to the result/s of the administrative/judicial proceedings in place.

In any event, LaLiga will make its best efforts to establish the kick-off of the matches on Mondays and to keep establishing the kick-off of the matches on Fridays each matchday.

Play-off matches will be held four (4) consecutive weekends after the end of the regular matchdays in the Second Division.

LaLiga will inform each entity which has been awarded a Package (the “**Successful Bidder**”) about the number of matches played each match round as soon as the draw for the official calendar is ready. This occurs before the beginning of each season.

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

## 2.7. Rights reserved by LaLiga and the Clubs

The Successful Bidder/s will have the right to transmit the audiovisual content described in Section 2.1 above. Nonetheless, the following exceptions shall apply:

- i) Clubs official channels: including (i) transmission of matches played at home on a delayed basis upon completion of each match round; (ii) images of the match played by the Club in each match round with a maximum duration of ninety seconds (90") once the match has ended; and (iii) additional images for a maximum duration of 90 seconds (90") for a total of three minutes (3') of the match played by the Club in each match round to be transmitted from the end of the last match of that day of the match round.
- ii) Webs, Apps & official museum of Clubs: including transmission of images of the matches played by the Club in each match round with a maximum duration of three minutes (3') to be transmitted from the end of the last match of that day of the match round.
- iii) Clubs official accounts/profiles on Social Network Networks: including transmission of images of the match played by the Club in each match round on its own official account/profile Social Networks with a maximum duration of ninety seconds (90"), to be transmitted from Tuesday at 10am (CET), when the Club has played a match at the weekend, and from Friday at 10am (CET), when the Club has played a match on a weekday. The use of these images will be limited to the promotion of the competition, the matches played by the Club, promotion of attendance to stadiums and visibility of the television channels where the match is broadcast.
- iv) "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, without prejudice to the right and obligation of the Successful Bidder to supply such extracts to third parties in its respective country for transmission on general information programs, to the extent that it is established by law in its jurisdiction.
- v) LaLiga's official media: Transmission of Clips in its official media (websites, platforms, applications) and in LaLiga-branded channels on digital platforms (YouTube, Vimeo, etc.) and in social media networks.

## 2.8. Excluded Rights

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

- i) Content available via *streaming* for the purpose of betting.
- ii) Transmission via radio.
- iii) Commercial use of statistics, graphics or other similar content.
- iv) Transmission of the signal in public places, without prejudice to the right granted to the Successful Bidder to transmit in pubs, restaurants, hospitals, schools, etc.

- v) Transmission via digital platforms, understood as video-sharing websites (YouTube, Vimeo, etc.). LaLiga shall not exploit or grant live transmission rights of the matches to a third party.
- vi) Non-linear Clips on social media networks (Facebook, Instagram, etc.), unless the Successful Bidder has also acquired the Clips.

## 2.9. Transmission conditions

Successful Bidders are required to adhere to the following transmission obligations<sup>4</sup>:

- For First Division matches:
  - i) Transmission on a linear basis and on the main channel, of at least three (3) matches in full length per each match round, two (2) of which, at least, must be transmitted live<sup>5</sup>.
  - ii) Transmission on a non-linear basis of all matches on the designated websites and/or the designated OTT.
  - iii) Transmission on a linear basis, on the main channel, of the Support Program "*LaLiga Highlights Show*", or another highlight program produced by the Successful Bidder, for transmission in full length no later than 24 hours from the completion of each round.
  - iv) Transmission on a linear basis, on the main channel, 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.
- For Second Division matches:
  - i) Transmission on a linear basis, on any of the designated channels and/or the designated OTT of, at least, one (1) match in full length, per match round .
  - ii) Transmission on a linear basis, on any of the designated channels and/or the designated OTT of the Support Program "*LaLiga SmartBank Highlights*".
- For play-offs matches:

Transmission on a linear basis and on the designated channels and/or the designated OTT, of at least half of the matches in full length.

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<sup>4</sup> If the Successful Bidder 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 this Request for Offers.

<sup>5</sup> Section i) of this paragraph are not applicable to Bidder who only transmit audiovisual content in a non-linear manner (on-demand).

## **2.10. Production**

All matches, Support Programs and Weekly Highlights shall be delivered by LaLiga in HD quality format as the minimum production standard quality.

## **2.11. Marketing and Promotion**

Subject to the applicable laws in the respective jurisdictions of each Successful Bidder, in order to give the maximum publicity and notoriety to the Competition, the Successful Bidder/s undertake/s, as is the case in other competitions with similar characteristics, to incorporate in their transmissions opening and closing sequences of official sponsors and programming promotions of the matches to be transmitted.

## **2.12. Information Conditions**

LaLiga will request from the Successful Bidders of each Package its collaboration to increase the visibility and relevance of the Spanish Football League Championship. Successful Bidder/s must comply with certain information conditions with the aim of assuring an adequate exploitation of the Packages, gaining knowledge of the evolution of the market for the exploitation of audiovisual rights and distributing correctly the clubs' income pursuant to RDL 5/2015. Moreover, the information provided by the Successful Bidders is also used for supporting LaLiga's decision making process, such as the management of kick-off times. In this regard, LaLiga will seek those kick-off times which may deliver a larger audience and, therefore, more interest and attractiveness for the final consumer.

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

- (i) Audience figures for each match, broken down into age, gender and territory. This information will be submitted for each signal distribution system.

For linear transmission, the Successful Bidder must provide the average audience per match and the number of viewers that watch the match at any time during its transmission.

For OTT's audience figures, the Successful Bidder must provide a global figure for single users per match and per device; the average viewing time per user; and average viewing time and average concurrency for linear transmission per match.

- (ii) Monthly subscribers' figures of channels where the matches are being transmitted in each territory, including low and high users, and applicable multi-device policies.

On the one hand, successful Bidders must strictly comply with competition law in the process of submitting this information to LaLiga. On the other hand, LaLiga will safeguard this information accurately and will treat it as confidential in accordance with applicable professional standards. In any case, information provided will be subject to the same confidentiality measures as LaLiga applies to its own confidential information. LaLiga will refrain from disclosing and revealing such information without the previous consent of the Successful Bidder.

### **3. PROCEDURE FOR THE SUBMISSION OF BIDS**

This Section details the procedure for the submission of bids to exploit the audiovisual content described in Section 2 above (the “**Bid**” or “**Bids**”).

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

The Bidder will submit a separate Bid for each Package or Packages of its interest. For this purpose, the Bid for each Package must contain: (i) a Registration Form and (ii) an Economic Offer Form (together hereinafter the “**Bid Forms**”).

This Request for Offers is also available, in Spanish and in English, on LaLiga’s website: <https://www.laliga.com/derechos-audiovisuales/derechos-internacionales> and <https://www.laliga.com/en-GB>

In case of any discrepancy between the English version and the Spanish version, the Spanish version will prevail.

### 3.1. Timeline

The schedule for the submission of Bids is the following:

Date	Timeline
<b>20 February 2020</b>	<ul style="list-style-type: none"> <li>- Publication of information note on the start of the Bid Procedure on LaLiga's website (<a href="https://www.laliga.com/en-GB">https://www.laliga.com/en-GB</a>).</li> <li>- Invitation to the most important operators and intermediaries which market this type of audiovisual rights.</li> <li>- Information to specialised media.</li> <li>- Making available the Request for Offers, the Registration Form and Economic Offer Form.</li> </ul>
<b>19 March 2020 at 12 noon (CET)</b>	Deadline for the submission of the Bids Forms (including the Registration Form and the Economic Offer Form) – Sending email to <a href="mailto:tender@mailcert.laliga.es">tender@mailcert.laliga.es</a>
<b>Until 24 March 2020</b>	<ul style="list-style-type: none"> <li>- Evaluation of general requirements (Section 3.2) and technical-professional criteria (Sections 3.3), included in the Registration Form.</li> <li>- In case there is a rectifiable error or omission, a term will be open to make the necessary amendments (see paragraph below).</li> <li>- In case the information provided in the Registration Form is correct (i.e. it has no rectifiable errors or omissions), the Economic Offer Form will be assessed, and each Package/s will be provisionally awarded.</li> </ul>
<b>Until 31 March 2020</b>	End of the term for making amendments to rectifiable errors or omissions.
<b>Until 3 April 2020</b>	Evaluation of the Economic Offer Forms and provisional award (in the event that there are previous rectifiable errors or omissions)

<b>Until 10 April 2020</b>	Signature of binding agreements
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LaLiga will offer all interested Bidders the possibility to make written queries in order to clarify any point related to this Request for Offers until **11 March 2020**.

Queries (only) should be sent by e-mail to "**tender@laliga.es**" and will be answered by LaLiga within five (5) 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).

### **3.2. General Requirements**

Any legal person with capacity to act and which complies with all sections of the Registration Form may submit a Bid.

As a general requirement, the Bidder must provide the following documentation:

- i) Updated company registration certificate, issued by the local register authority or an equivalent document.
- ii) Copy of the last annual audited financial statement of the Bidder and its ultimate parent company.
- iii) If the Bidder has Spanish residency for tax purposes or operates through a permanent establishment located in Spain and/or, for any other reason, is considered as a taxpayer in the Spanish Tax Registry or it is registered with the Spanish Social Security Agency: Certificates issued by both the Tax Agency (*Agencia Estatal de la Administración Tributaria, AEAT*) and the Social Security Agency (*Tesorería General de la Seguridad Social*) indicating that the Bidder is up to date with its tax and social security obligations.

### **3.3. Technical-professional criteria**

In addition, the Bidder must comply with the following technical-professional criteria:

- i) General description of the Bidder, description of other competitions of which the operator exploits audiovisual rights, technical means that the Bidder uses for the transmission of audiovisual content, solvency and professional experience in the audiovisual sector.

- ii) If the Bid is submitted by an intermediary: general description of its activities and most significant portfolio of its sports content.
- iii) Submission of an action plan, including the marketing strategy to be developed by the potential Successful Bidder, as well as the expected coverage of the audiovisual rights to be exploited.
- iv) Current and potential audience figures of the channel where the football matches of LaLiga is/will be broadcast.

### **3.4. Compliance Form**

In the context of best practices with regard to relationships between LaLiga and third parties and for the purpose of complying with the requirements established in Law 10/2010, of 28 April, on the Prevention and Money Laundering and the Financing of Terrorism and its Regulation, once the Package has been awarded, only Successful Bidders must fill in the Compliance Form, before the signature of the binding agreements. Successful Bidders must also provide the documentation required and must answer certain questions included in the Compliance Form. More information/documentation may be required depending on the answers provided by the Successful Bidder.

### **3.5. Content of the Bid**

The content of the Bid is comprised of two Bid Forms: (i) one Registration Form and (ii) one Economic Offer Form.

The Registration Form must be completed in its entirety and includes the following sections:

- i) Bidder'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) Guarantees provided by the Bidder for acceptance by LaLiga.
- iv) Information regarding general requirements.
- v) Information regarding technical-professional criteria.
- vi) Additional remarks, if any.

The Economic Offer Form, as consideration for the right to transmit and exploit the audiovisual content described in this Request for Offers includes:

- i) The description of the Package or Packages offered.
- ii) The economic offer for each season and the total amount.

### 3.6. Bid Submission

Bidders will submit their respective Bids, separately, for each Package, in Spanish or in English, using the Bid Forms as established in the Timeline described in Section 3.1 above.

Both Bid Forms and the requested documentation must be sent by e-mail to the following email "**tender@mailcert.laliga.es**", duly identified with the following subject: "BID OF [OPERATOR/INTERMEDIARY/OTHER] FOR THE EXPLOITATION OF AUDIOVISUAL RIGHTS OF PACKAGE [REFERENCE CODE] – [TERRITORY]".

Acknowledgement of receipt from the provider "Lleida.net" (see below) will be sent by e-mail to the same address used by the Bidder to send the Bid Forms and the required documentation. This acknowledgment of receipt should contain a summary of the files/documentation received by LaLiga.

Registered communication certificate  
Registered delivery  
Certificate ID: E20937026-M



The electronic communications operator LLEIDANETWORKS Serveis Telemàtics, S.A. as trusted third party, certifies that the information provided herein is the one entered in its electronic communication records.

#### Receipt details

Name/Business name: LALIGA (G- 78069762)  
User ID: 427491  
Sender: [REDACTED]  
Recipient: "tender@mailcert.laliga.es" <tender@mailcert.laliga.es>  
Receipt date and time: February 5 2020 at (11:41 GMT +1)  
Subject: [REDACTED]  
Message:

Please note that the email address "**tender@mailcert.laliga.es**" should **only be used to send the Bid Forms and the requested documentation**. The maximum size of all files enclosed should not exceed 20MB. If your documentation exceeds 20MB, please send your documentation in several e-mails.

LaLiga has implemented an entrance certificate with a time stamp in this mailbox. This service is provided by an external third party ("Lleida.net"). This procedure has been established to ensure secrecy and confidentiality of the Bids and it complies with the requirements established in the Electronic Signature Act (Law 59/2003) and Regulation (EU) 910/2014 of the European Parliament and of the Council of 23 July 2014 on electronic identification and trust services for electronic transactions in the internal market (eIDAS).

This mailbox "**tender@mailcert.laliga.es**" will only be accessible when the deadline for the submission of Bids has expired.

LaLiga will not be responsible for any expenses incurred by the Bidders in the preparation and submission of the Bids.

## **4. EVALUATION PROCESS**

### **4.1. Evaluation of Bids**

Following the timeline provided in Section 3.1 above, once the deadline for the submission of Bids has expired, LaLiga's Compliance Officer, together with LaLiga's Security Chief Officer, will have access to the secure mailbox "[tender@mailcert.laliga.es](mailto:tender@mailcert.laliga.es)" and will check all bids received for the different Packages. The evaluation process will be as follows:

- First, the Registration Form will be assessed, i.e. checking the compliance with the general requirements and technical-professional criteria, as indicated in Sections 3.2 and 3.3 above.
- If LaLiga observes rectifiable errors or omissions in the documentation provided by the Bidder, it will inform the Bidder as soon as possible by e-mail. The Bidder must make the necessary amendments within the term indicated in Section 3.1 above.
- In case the information provided in the Registration Form is correct (i.e. it has no rectifiable errors or omissions), the Economic Offer Form will be evaluated and each Package/s will be provisionally awarded. The highest economic bid will be the main criteria for awarding each Package.
- When similar economic bids are submitted, an exhaustive evaluation of which Bidder best meets the technical-professional criteria, as described in Section 3.3, will be carried out, to resolve any tie.

Notwithstanding the above, LaLiga reserves the right to suspend or cancel this Request for Offers if the development of the procedure and market conditions so require, and especially, if LaLiga becomes aware of possible collusive practices or other anticompetitive practices.

### **4.2. Provisional Award**

The Bidder/s chosen by LaLiga will provisionally be awarded the exploitation rights of the audiovisual content related to the relevant Package(s). LaLiga will inform all Bidders of said provisional award and will also inform non-successful Bidders that their Bid has not been chosen.

The final award is conditional upon the signature of a license agreement by LaLiga with the Successful Bidder (the "**Licence Agreement**"), the agreement between the Successful Bidder and LaLiga with regard to the appropriate guarantees and to the completion of the Compliance Form in its entirety, as indicated in Section 3.4 above.

For the sake of clarity, LaLiga and the Successful Bidder will be subject to the conditions and obligations established in this Request for Offers.

Should LaLiga not receive satisfactory Bid/s for the Packages, LaLiga will start a second or successive bid rounds, or may cancel this Request for Offers. At this time, LaLiga may change the exclusivity applicable to the Packages. In such circumstances, Bidders will be duly informed beforehand.

### **4.3. Signature of the Licence Agreements**

The term established by this Request for Offers for the signature of License Agreements with the Successful Bidders will be within five (5) working days from the provisional award or a longer term agreed between LaLiga and the Successful Bidder.

## **5. GENERAL CONDITIONS**

### **5.1. Obligation of collaboration in Integrity**

The Successful Bidders 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 Bidder expresses its clear willingness to provide, as permitted by the applicable regulations, reasonable assistance and cooperation to LaLiga in matters related to integrity.

### **5.2. Obligation of collaboration in Audiovisual Anti-Piracy Policy**

The Successful Bidders 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.

The Successful Bidders will be responsible for ensuring that the audiovisual content acquired is exclusively accessible from each territory and undertakes to implement all possible measures to that end, including signal encrypting, geo-blocking and DRM ("Digital Rights Management").

With regard to the content accessible via Internet or any other equivalent means, the Successful Bidders must undertake to implement all those measures required to prevent the copy, storage, conservation and sending the audiovisual content acquired, as well as to use a system to prohibit access or visualisation outside the country where the audiovisual rights has been awarded.

In addition, pursuant to the applicable European rules or those that may be applicable during the term of the Licence Agreement, as it is the case of Regulation (EU) 2017/1128 of the European Parliament and the Council, of 14 June 2017, on cross-border portability of online content services in the internal market (“**Portability Regulation**”), a subscriber to portable online content services which resides in a Member State within the EEA may have access to such content with temporarily visiting another Member State. In this sense, with regard to the Portability Regulation, Licence Agreements between LaLiga and each Successful Bidder will include mechanisms to verify the country of residence in a Member State of the subscriber on an online content service.

### **5.3. Obligation of collaboration in the communication, promotion, advertising and digital strategy of LaLiga**

Successful Bidders 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.

### **5.4. Complete agreement**

If any of the sections, terms or conditions of this 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.

### **5.5. Liability**

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

### **5.6. Confidentiality**

Bidders will ensure the confidentiality of the content of their Bid and undertake not to make any communication, announcement or disclosure in this regard.

The Successful Bidder/s will keep confidential the content of the License Agreement/s.

### **5.7. Applicable law**

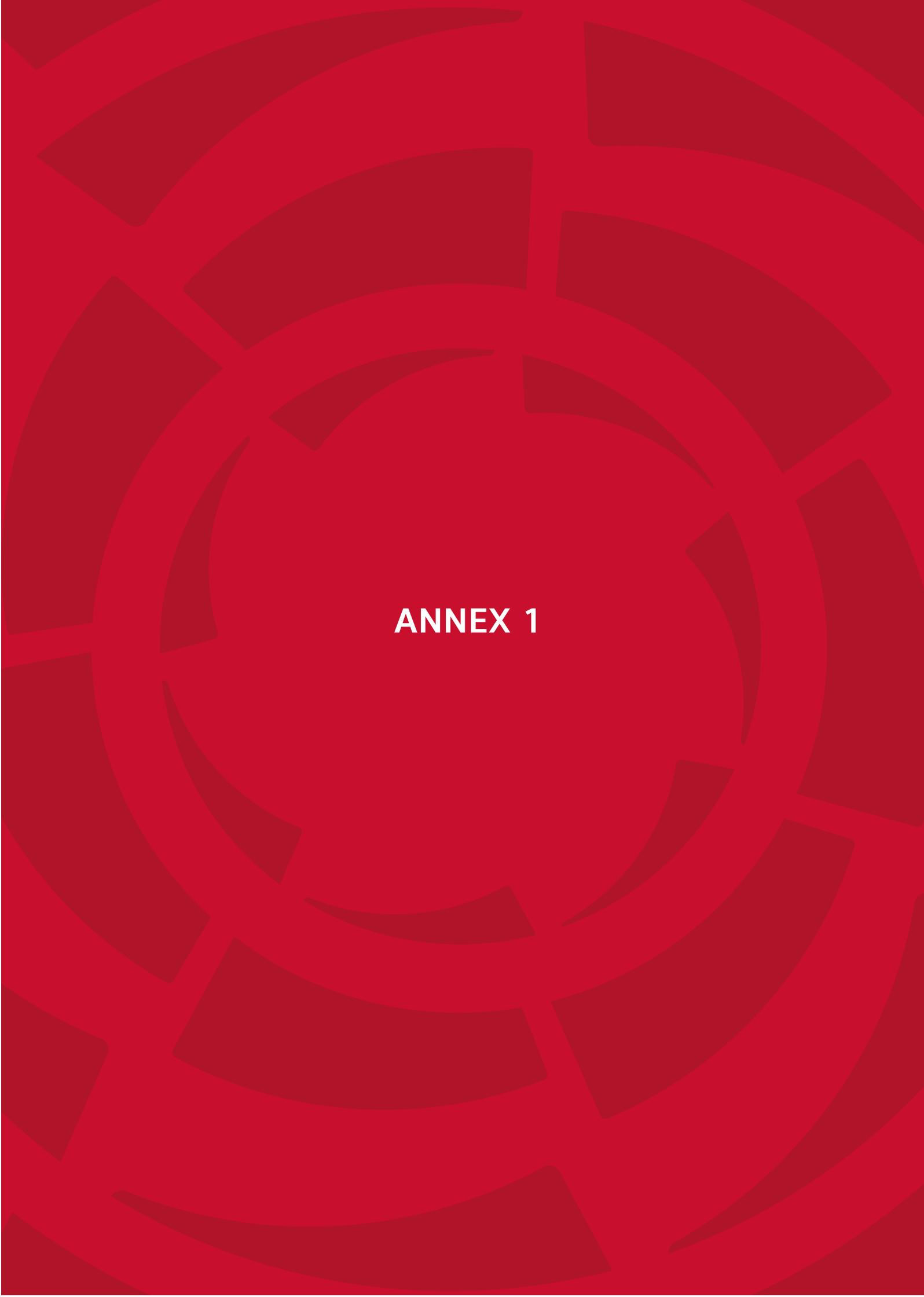
The License Agreements shall be subject to and construed in accordance with the laws of Spain.

### **5.8. 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).

## **6. QUERIES**

Any query related to this Request for Offers may be sent to: [tender@laliga.es](mailto:tender@laliga.es)



# ANNEX 1

## ANNEX 1

### SUPPORT PROGRAMS AND ADDITIONAL FEEDS<sup>1</sup>

#### A. SUPPORT PROGRAMS

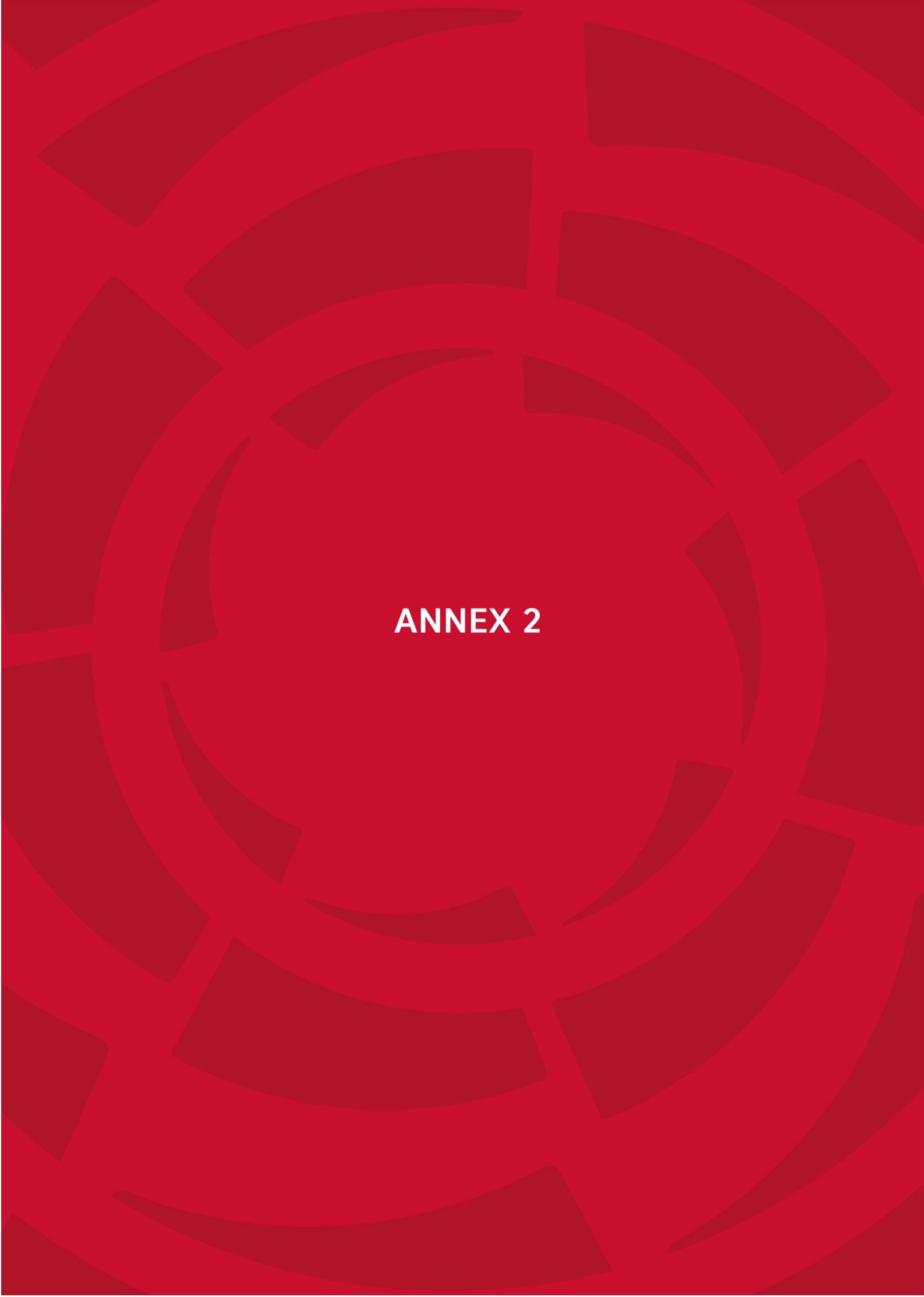
- “*La Liga*” (50 minutes): One (1) yearly pre-season program dedicated to the upcoming season.
- “*La Liga World*” (26 minutes): a weekly magazine featuring highlights of the matches from the previous Competition round, player profiles, close up interviews, historic moments, etc. The program will be available on Tuesday from 5pm (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 CF and FC Barcelona.
- At least five (5) Special programs each season about the Competition. These programs will feature English graphics; English and Spanish guide commentary, and complete script.
- “*Incomplete Highlights*”: A five-minute (5) highlights feed per match played.
- “*LaLiga SmartBank Highlights*” (60 minutes): A weekly program with highlights of the eleven (11) matches played each match round on Mondays at 12:00 (CET).

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<sup>1</sup> Duration times for Support Programs and Additional Feeds are approximate. Support Programs and Additional Feeds are subject to any changes made by LaLiga for which LaLiga is in no way responsible and which will not entitle the Bidder to any claims whatsoever.

## **B. ADDITIONAL FEES**

- 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.
- Successful Candidates will have the choice to take down the entire feed and use it for final transmission, or to cherry pick content to enrich its own transmissions of the matches.



## ANNEX 2

## ANNEX 2

### CLIPS

#### **A. PRE-MATCH CLIPS**

For each match of the Competition:

- One (1) Clip with a minimum length 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.

Each Clip may contain footage of previous matches of the clubs that will be playing that day.

#### **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 length 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:
  - o if the match is played on Friday, such match shall be included in the Saturday match day Clips;
  - o 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 length 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 to be broadcast from Tuesdays at 12:00 (CET) for weekend rounds and for mid-week rounds on Fridays at 12:00 (CET).