



# **INTERNATIONAL COMMERCIALISATION OF AUDIOVISUAL RIGHTS OF THE SPANISH FOOTBALL LEAGUE**

**REQUEST FOR OFFERS – January 28, 2026**

**NORDIC COUNTRIES (DENMARK, NORWAY, SWEDEN,  
FINLAND & ICELAND)**

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## 1. INTRODUCTION

Royal Decree-Law 5/2015, of 30 April, regarding urgent measures in relation to the commercialisation 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 audiovisual rights by its holders to the organising body for their joint commercialisation.

LALIGA, as the organising body of the Spanish Football League (First and Second Division), is the entity in charge of jointly marketing the audiovisual rights of the football clubs ("**Clubs**") participating in the First Division of the Spanish Football League (the "**Competition**" as defined below).

LALIGA's prestige has surmounted national boundaries. There is an increasing worldwide interest in the Competition and LALIGA stirs passion among football fans. This is the reason why LALIGA aims at achieving an authentic audiovisual experience for fans outside Spain. This entails a powerful high-quality broadcast equipped with the latest audiovisual technology.

To this end, LALIGA launches and publishes this **Request for Offers, dated January 28, 2026, for the Kingdom of Denmark, Kingdom of Norway, Kingdom of Sweden, Republic of Finland and Republic of Iceland** (jointly considered the "**Territory**", as defined below), for interested parties in LALIGA's Licensed Rights (hereinafter, the "**RFO**"), available on LALIGA's website<sup>1</sup>.

The RFO summarises the audiovisual content offered in the Territory, the rules to submit a bid or bids ("**Bid(s)**") by any interested and/or potential bidder ("**Bidder(s)**"), the Bid evaluation process and its subsequent award process.

Finally, prior to the international commercialisation of audiovisual content, LALIGA has requested a report from the National Markets & Competition Commission ("**CNMC**") on the adequacy of this RFO to ensure the compliance with the principles of publicity, transparency and non-discrimination.

## 2. DESCRIPTION OF LICENSED RIGHTS OFFERED

### 2.1. LICENSED RIGHTS

LALIGA invites all interested Bidders to submit Bids for the acquisition of the following

<sup>1</sup> This RFO is available at: <https://www.laliga.com/en-ES/audiovisual-rights/international-rights>.

content in four (4) different packages: **Package A, Package B, Package C and/or Package D** for the Territory, with the following subsequent combinations:

- **Package A** – please refer to Section 2.2. of this RFO;
- **Package B** – please refer to Section 2.3. of this RFO;
- **Package C** – please refer to Section 2.4. of this RFO; or
- **Package D** – please refer to Section 2.5. of this RFO.

The rights of the audiovisual content included within each referred **Package**, respectively, shall be referred to as the **"Licensed Rights"**.

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## 2.2 PACKAGE A

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### 2.2.1. Audiovisual content of Package A:

LALIGA offers under this RFO, as part of this **Package A**, the following Licensed Rights on an exclusive basis:

- i) **All Matches of the First Division of the Spanish Football League**, currently known as *"LALIGA EA SPORTS"* (the **"Competition"** or alternatively the **"First Division"**) (the **"Package A Matches"**).

Each relevant Match of the Competition shall be referred from now onwards to as a **"Match"** and jointly and hereafter a number of those shall be referred to as the **"Matches"**.

- ii) **Support Content**, currently including a suite of multimedia and audiovisual materials for Licensee's use and transmission within the Territory, such as archive footage, selected evergreen feature content, programs from previous Seasons, and highlights of the Competition (hereinafter, the **"Support Content"**).
- iii) **Clips Packages** (as defined in Section 7.g).
- iv) **LALIGATV Channel**, a secondary and additional continuous high-definition (HD) feed, in English, comprising content related to the Competition, including all the licensed live Matches. Licensee may either transmit LALIGATV Channel in full or extract selected segments for its own transmissions.

### 2.2.2. Regime of exploitation of Package A:

- i) The exclusive right to transmit on a **pay and/or free basis**, the Package A Matches
- ii) The exclusive right to exploit all materials included as Support Content.
- iii) The exclusive right to transmit LALIGATV Channel.
- iv) The non-exclusive right to exploit the Clips Packages.

The Successful Bidder of **Package A** may sub-license the exclusive Licensed Rights to any third party in the Territory, prior LALIGA's written approval which shall not be unreasonably withheld or declined.

For avoidance of doubt, in the event that all Licensed Rights are awarded under **Package A**, then **Package B**, **Package C** and **Package D** will not be awarded.

## 23. PACKAGE B

### 23.1. Audiovisual content of Package B:

LALIGA offers under this RFO, as part of this **Package B**, the following Licensed Rights on an exclusive basis:

- i) **Five (5) Matches per match round of the Competition** (the “**Package B Matches**”); and
- ii) **Support Content** (as described in Section 2.2.1.(ii) above).
- iii) **Clips Packages**, (as defined in Section 7.g).

### 23.2. Regime of exploitation of Package B:

- i) The exclusive right to transmit its Package B Matches on a **pay and/or free basis**. Package B may be awarded to a maximum of two Successful Bidders (in which case, the right to broadcast a package of five different Matches will be awarded to each of them). The five Matches to be broadcast by each Successful Bidder on each Match round will be chosen one by one and alternately (i.e., in the first Match round, the first Successful Bidder will have the right to choose the first, third, fifth, seventh, and ninth Matches, while the second Successful Bidder will have the right to choose the second, fourth, sixth, eighth, and tenth Matches; in the second Match round the positions will be swapped, and so on).

In the event that, at any given Season, the two Matches to be played by and between Real Madrid CF and FC Barcelona (hereinafter, for the purpose of this RFO, “**El Clásico**”) are scheduled for two Match rounds on which the same Successful Bidder is first to choose the Matches, LALIGA will notify both Successful Bidders as soon as the Season's schedule is published, so that the Successful Bidders can agree in good faith on the distribution of both El Clásico in such a way that each of them broadcasts one El Clásico each Season.

- ii) The co-exclusive right (vis-à-vis with the other Successful Bidder of this **Package B**) to exploit the Support Content.
- iii) The non-exclusive right to exploit the Clips Packages.

The exploitation of **Package B** is personal to the Successful Bidders of **Package B** and their respective affiliates, only.

For avoidance of doubt, in the event that the Licensed Rights are awarded under **Package B**, then **Package A**, **Package C** and **Package D** will not be awarded.

## 24. PACKAGE C

#### 2.4.1. Audiovisual content of Package C:

LALIGA offers under this RFO, as part of this **Package C**, the following Licensed Rights on an exclusive basis:

- i) **All Matches of the Competition (excepting the Matches of Package D)** (the **Package C Matches**); and
- ii) **Support Content** (as described in Section 2.2.1.(ii) above)
- iii) **Clips Packages** (as defined in Section 7.g)

#### 2.4.2. Regime of exploitation of Package C:

- i) The exclusive right to transmit, on a **pay and/or free basis**, the Package C Matches.

In the event that the first El Clásico of any given Season takes place in any different time-slot and/or day than on Saturday at 9pm CET, all Bidders acknowledge that such El Clásico shall be transmitted live by the Successful Bidder for **Package C**. In such case, the following and second El Clásico in that Season shall be transmitted live by the Successful Bidder awarded for **Package D** (whatever the time slot or day it is played on), provided that the Successful Bidder for **Package C** will transmit it on a delayed basis with a minimum holdback of twenty four (24) hours after the end of the live transmission of El Clásico.

- ii) The co-exclusive right (vis-à-vis **Package D**) to exploit all materials included as Support Content.

- iii) The non-exclusive right to exploit the Clips Packages.

The exploitation of **Package C** is personal to the Successful Bidder of **Package C** and its affiliates, only.

For avoidance of doubt, in the event that the Licensed Rights are awarded under **Package C**, then only **Package D** can be also awarded.

### 2.5. PACKAGE D

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#### 2.5.1. Audiovisual content of Package D:

LALIGA offers under this RFO, as part of this **Package D**, the following Licensed Rights on an exclusive basis:

- (i) **About thirty (30) Matches of the Competition per Season** –depending on such Competition’s calendar any given Season– (the **“Package D Matches”**), on a live and/or delayed basis, in whole and in parts, provided that:
  - (a) there will be a maximum of one (1) Match per Match round; and,
  - (b) these Matches will be at a fixed-time, the latest kick-off on Saturday in the relevant Match round, usually 9pm CET. In the event that, in a given Match round, two (2) or more Matches are played in the **Package D** fixed-time,

LALIGA will allocate the relevant Match to the Successful Bidder of **Package D** using the same relevance and selection criteria applied to the rest of the Matches of that given Season ; and

- (ii) **Support Content** (as described in Section 2.2.1.(ii) above)
- (iii) **Clips Packages** (as defined in Section 7.g).

### 2.5.2. Regime of exploitation of Package D:

- i) The exclusive right to transmit the Package D Matches on a **pay and/or free basis**.

In the event that, in any given Season, the first El Clásico takes place in the time-slot of Saturday at 9pm CET, all Bidders acknowledge that such El Clásico shall be transmitted live by the Successful Bidder for **Package D**. In this case (i) Successful Bidder for **Package C** will be only entitled to transmit such El Clásico on a delayed basis with a minimum holdback of twenty four (24) hours after the end of the live transmission of El Clásico by the Successful Bidder for **Package D** and (ii) the following and second El Clásico in that Season shall be transmitted live by the Successful Bidder for **Package C** only (whatever the time slot or day it is played on).

- ii) The co-exclusive right (vis-à-vis **Package C**) to exploit all materials included as Support Content.
- iii) The non-exclusive right to exploit the Clips Package.

The exploitation of **Package D** is personal to the Successful Bidder of **Package D** and its affiliates, only.

For avoidance of doubt, in the event that the Licensed Rights are awarded under **Package D**, then only **Package C** can be also awarded.

## 3. DISTRIBUTION FORMAT

The Licensed Rights shall be transmitted in accordance with the respective **Package** described under Section 2 above, and through any distribution format (i.e., terrestrial, cable, satellite, Internet -including Apps and OTTs-, etc.).

## 4. TERRITORY

The territory included in this RFO covers the territory of Kingdom of Denmark<sup>2</sup>, Kingdom of Norway, Kingdom of Sweden, Republic of Finland and Republic of Iceland (the “Territory”).

## 5. SEASONS

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<sup>2</sup> Including Feroe Islands and Greenland

Up to five (5) seasons, including Seasons **2026/27, 2027/28, 2028/29, 2029/30** and **2030/31**. Jointly and each, the **"Season(s)"**.

## 6. TENTATIVE CALENDAR

For information purposes, the estimated kick-off times of LALIGA's Matches played during weekends (including Fridays and Mondays<sup>3</sup>) is: Fridays at 9pm (CET, **"Central European Time"**); Saturdays at 2pm (CET), 4.15pm (CET), 6.30pm (CET) and 9pm (CET); Sundays at 2pm (CET), 4.15pm (CET), 6.30pm (CET), and 9pm (CET); and Mondays at 9pm (CET).

In August, kick-off times may be delayed, and Match may be played between 7pm (CET) and 11pm (CET).

Exceptionally, Matches may be played on weekdays (between Tuesday and Thursday). The estimated kick-off times for those Matches are Tuesdays, Wednesdays and Thursdays between 7.30pm (CET) and 10pm (CET).

LALIGA will inform the Bidder who has successfully been awarded the Licensed Rights of each corresponding **Package(s)** (the **"Successful Bidder"**) of the Matches that will be played on each Match round. This information will be provided as soon as the draw for the official calendar is ready. The official calendar is usually ready before the beginning of each Season.

LALIGA reserves the right to modify any dates and kick-off times of any of the Competition Matches.

## 7. EXCLUDED RIGHTS AND USE OF IMAGES BY LALIGA AND THE CLUBS

Licensed Rights not expressly granted on this RFO, pursuant to Section 2, shall be deemed excluded. LALIGA reserves the right to commercialise such excluded rights at a later stage. Excluded from the Licensed Rights from RFO, but not limited to, are the following:

- i) Content available via *streaming* for the purpose of betting.
- ii) Transmission via radio.
- iii) Commercial use of data, statistics and/or any other similar content.
- iv) Transmission of the signal in outdoor spaces, without prejudice to the rights granted to the Successful Bidder to transmit any audiovisual rights in public establishments (i.e. pubs, restaurants, hospitals, schools, etc.).
- v) Transmission of the Matches of the Competition through virtual reality methods.
- vi) Authorisation of license and use of digital collectibles with blockchain technology for its purchase via Web, mobile or mobile platforms, which among others, may

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<sup>3</sup> The kick-off times corresponding the Matches on Mondays and Fridays had recently been confirmed by the Judgment of the Civil Chamber (First Chamber) of the Supreme Court dated 16 October 2025, which dismissed the appeal submitted by the Spanish Football Federation before the Madrid Provincial Court (Audiencia Provincial de Madrid), Section 28 (Judgment of 18 June 2020) and the High Council of Sports (Consejo Superior de Deportes) (Resolution of 16 October 2020)



include a remarkable sequence of remarkable images of Match footage involving any of the Clubs of the Competition.

In addition, and without prejudice to the exclusivity regime established in Section 2 above, LALIGA and the Clubs may use the Matches and certain images of the Matches of the Spanish Football League as follows:

- a) Club official channels, including but not limited to:
  - (i) transmission of the Matches played on a delayed basis upon completion of each Match round;
  - (ii) images of the Matches played by the Club in each Match round with a maximum total duration of ninety seconds (90") once the Match has ended; and
  - (iii) additional images/footage for a maximum duration 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 rounds.
- b) Webs, Apps & official museums of Clubs: including transmission of images of the Matches played by the Club in each round with a maximum duration of three minutes (3') to be transmitted from the end of the last Match of that day of the round.
- c) Clubs official accounts/profiles on social 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, the promotion of attendance to stadiums and the visibility of the television channels where the Match is broadcast.
- d) 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 in its jurisdiction.
- e) Images of LALIGA within the stadiums, not part of the Matches (no-Match footage) but only via their Club channel(s) and/or on their official websites, official applications, official Club museums and any official use (e.g., exhibitions).
- f) Archive footage of the Competition, thirty (30) days after the end of any of the referred relevant Season or on June 30<sup>th</sup> of the corresponding calendar year of each respective Season, whichever is earlier, jointly exploited with the Successful Bidder.
- g) Short clips of certain Matches of the Competition produced by LALIGA and licensed to the Successful Bidder(s) and third parties in the Territory, as well as transmitted on LALIGA's official platforms ("**Clips Package**").

## 8. TRANSMISSION CONDITIONS

**A) Package A, Package B and Package C**

The Successful Bidder(s) for **Package A, Package B and Package C** is required to adhere, among others, to the following transmission obligations: on its main platform, the transmission of all respective Matches per each Match round, in full length and on a live basis (with the sole exception, for **Package C**, of one El Clásico, when it is broadcast live by the Successful Bidder of Package D, as indicated above in Section 2.5.2)

Additionally, all respective Matches shall be transmitted in full length on a live basis via Internet on the designated websites, designated Apps and/or the designated OTT.

**B) Package D**

The Successful Bidder for **Package D** is required to transmit all the Package D Matches on a live basis (save as for El Clásico when it is broadcast live by the Successful Bidder of Package C, as indicated above in Section 2.4.2).

## 9. LICENSED RIGHTS FEATURES

All Matches, and when applicable to the relevant Package, the Support Content and LALIGA TV Channel will be delivered by LALIGA in HD quality as the minimum production standard.

## 10. MARKETING AND PROMOTION

Subject to the applicable law in the Territory, in order to give the maximum publicity and notoriety to the Competition, the Successful Bidder undertakes, 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.

## 11. INFORMATION CONDITIONS

LALIGA will request from the Successful Bidder its collaboration to increase the visibility and relevance of the Competition. The Successful Bidder must comply with certain information conditions with the aim of assuring adequate exploitation of the Licensed Rights and gaining knowledge of the evolution of the audiovisual market in the Territory.

The Successful Bidder must provide the following information, for their designated Territories (separately for each country, in the event that more than one country is awarded to the same Successful Bidder), within thirty (30) days after the completion of any given Match round or upon request of LALIGA –whichever is earlier<sup>4</sup>:

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

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<sup>4</sup> The Successful Bidder will be responsible for any possible costs connected to these obligations.

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 figures related to intervals of consumption.

- ii) Monthly subscribers' figures of platforms where the Matches are being transmitted, including low and high users, and applicable multi-device policies.
- iii) Publicly available retail prices paid by end consumers that have access to the Licensed Rights included in this RFO.
- iv) List of carriage agreements between the Successful Bidder and third-party platforms.

The Successful Bidder must strictly comply with the applicable data protection and intellectual property regulations as well as with competition law rules when 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, the 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 to third parties without the previous consent of the Successful Bidder.

## 12. PROCEDURE FOR THE SUBMISSION OF BIDS

This Section details the procedure for the submission of Bids to exploit the Licensed Rights described in Section 2 above.

The submission of a Bid entails the full and strict adherence to its content. Each Bid submitted by each Bidder must be considered firm, unconditional and irrevocable, and Bidders may not submit Bids conditional upon the occurrence of certain events, pursuant to Article 4(4)(e) RDL 5/2015. The Bidder shall be bound by its Bid for a period of ninety (90) days from the receipt of the Bid by LALIGA, regardless of whether such Bid is made within the first round or any subsequent rounds of this RFO.

Bidders will be responsible for all their costs connected to the Bid Forms and its Annexes submitted in response to this RFO regardless of whether or not they are awarded the Licensed Rights.

A Bid must include: **(i)** one (1) Registration Form and **(ii)** one (1) Economic Offer Form (together the "**Bid Forms**").

### 12.1. REGISTRATION FORM

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

- i) Bidder's identification details (company name, business address, city and country).
- ii) Contact details of the person who represents the Bidder (name, position, telephone, e-mail).
- iii) Name and details of the bank the Bidder offers to LALIGA as financial guarantee.
- iv) Evidence of fulfilment of the general requirements.
- v) Evidence of fulfilment of technical-professional criteria.

- vi) Additional remarks, if appropriate.

## 12.2. GENERAL REQUIREMENTS AND TECHNICAL-PROFESSIONAL CRITERIA

### 12.2.1. GENERAL REQUIREMENTS

With regard to the general requirements, the Bidder must provide the following documentation:

- i) Updated company registration certificate, issued by the local registration authority or an equivalent document.
- ii) Copy of the last annual audited financial statement of the Bidder and its ultimate parent company.
- iii) Only 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.

### 12.2.2. TECHNICAL-PROFESSIONAL CRITERIA

With regard to technical-professional criteria, the Bidder must provide the following documentation:

- i) General description of the Bidder, description of other competitions of which the Bidder exploits audiovisual rights, technical means that the Bidder uses for the transmission of Licensed Rights, 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 properties within its sports portfolio.
- iii) Submission of an action plan, including the marketing and distribution strategy that will 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(s) where the Matches of the Competition will be broadcast.

## 12.3. ECONOMIC OFFER FORM

In the Economic Offer Form, as consideration for the Licensed Rights described in Section 2 above, the Bidder may submit Bid(s) for **Package A, Package B, Package C and/or Package D**.

Each Bid(s) must be made for at least three (3) Seasons. The Bidder may also make an additional Bid for four (4) and/or five (5) consecutive Seasons.

For the avoidance of doubt, if the Bidder wishes to submit several economic offers for different terms (i.e., three (3), four (4) and/or five (5) Seasons), they must be included within the same Economic Offer Form, indicating an economic offer for each Season.

The Bidder must make separate individual Bids for each country included in the Territory

they are interested in, offered on an exclusive basis.

- (i) LALIGA may award each country of the Territory separately, a group of certain countries or all the Territory as a whole.
- (ii) Bid packages may vary from country to country.
- (iii) A Bid for one country cannot be conditional upon the award to the Bid submitted for another country within the Territory. Any condition of this nature shall be deemed not to have been included.

## 12.4. BID SUBMISSION

Bidders will submit their respective Bids using the Registration Form and the Economic Offer Form ("**Bid Forms**"), following the timeline described in Section 12.5 below.

The Bid Forms and the requested documentation must be sent by e-mail to the following email "[audiovisualrights@laliga.es](mailto:audiovisualrights@laliga.es)", duly identified with the following subject: "*BID OF [BIDDER] FOR THE EXPLOITATION OF LICENSED RIGHTS IN THE NORDIC COUNTRIES*".

Acknowledgement of receipt will be sent to each Bidder from "[audiovisualrights@laliga.es](mailto:audiovisualrights@laliga.es)".

The maximum size of all files enclosed on one e-mail should not exceed 20MB. If your documentation exceeds 20MB, please send your documentation in several e-mails, which must be received in the electronic mailbox "[audiovisualrights@laliga.es](mailto:audiovisualrights@laliga.es)" no later than the deadline for the submission of the Bid Forms, as set out in the timeline provided in Section 12.5 below.

Management and access to the mailbox "[audiovisualrights@laliga.es](mailto:audiovisualrights@laliga.es)" will take place following strict rules of transparency and objectivity.

## 12.5. TIMELINE

The timeline for the submission of Bids is the following:

DATE	MILESTONE
January 28, 2026	<ul style="list-style-type: none"> <li>- Publication of the RFO on LALIGA's website (<a href="https://www.laliga.com/en-ES/audiovisual-rights/international-rights">https://www.laliga.com/en-ES/audiovisual-rights/international-rights</a>).</li> <li>- Invitation to the most relevant operators and intermediaries in the audiovisual sector</li> <li>- Information to specialised media</li> </ul>
March 3, 2026 by 12 noon CET	Deadline for the submission of the Bids Forms (including the Registration Form and the Economic Offer Form)
	<ul style="list-style-type: none"> <li>- Evaluation of general requirements (Section 12.2.1) and technical-professional criteria (Sections 12.2.2), included in the Registration Form</li> <li>- In case there is a rectifiable error or</li> </ul>

March 3, 2026 after 12 noon CET	<p>omission, a term will be opened to make the necessary amendments (see paragraph below)</p> <ul style="list-style-type: none"> <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, when appropriate, provisionally awarded</li> </ul>
March 10, 2026 by 12 noon CET	End of the term for making amendments to rectifiable errors or omissions
March 10, 2026 after 12 noon CET	Evaluation of the Economic Offer Form(s) and provisional award (in the event that there are previous rectifiable errors or omissions)
Up to five (5) working days after provisional award, or a longer term indicated by LALIGA	Signature of binding agreement

LALIGA will offer all interested Bidders the possibility to make written queries **until 6 February 2026 by 12 noon CET** in order to clarify any point related to this RFO. Queries must be sent by e-mail to "[audiovisualrights@laliga.es](mailto:audiovisualrights@laliga.es)" and will be answered by LALIGA by 11 February 2026. Answers will be posted on LALIGA's website<sup>5</sup>, 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).

## 13. EVALUATION PROCESS

### 13.1. EVALUATION OF BIDS

Following the timeline provided in Section 12.5 above, once the deadline for the submission of Bids has expired, access to the mailbox "[audiovisualrights@laliga.es](mailto:audiovisualrights@laliga.es)" will take place in order to check the number of Bids received and the number of Seasons covered. The evaluation process will be as follows:

- First, the Registration Form will be assessed, i.e., checking the compliance with the general requirements and the technical-professional criteria, as indicated in Sections 12.2.1 and 12.2.2 above.

<sup>5</sup> Q&A will be at: <https://www.laliga.com/en-ES/audiovisual-rights/international-rights>.



- If LALIGA observes rectifiable errors or omissions in the documentation provided by the Bidder, it will inform the Bidder as soon as possible. The Bidder must make the necessary amendments within the term indicated in Section 12.5 above.
- Once LALIGA has checked that the Bidder meets the general requirements and the technical-professional criteria, the Economic Offer Form(s) will be evaluated. The highest economic offer per Season will be the main criteria for choosing the Bidder.
- When similar economic offers are submitted, an exhaustive evaluation of which Bidder meets best the technical-professional criteria, as described in Section 12.2.2, will be carried out and longer duration Bids will be assessed positively, to resolve any tie.

Notwithstanding the above, LALIGA reserves the right to suspend and/or cancel this RFO, for all or only some of the countries included in the Territory, if the outcome of the RFO and/or market conditions for such countries so require, and especially, if LALIGA becomes aware of possible collusive practices or other anticompetitive practices.

### 13.2. PROVISIONAL AWARD

The Bidder(s) chosen by LALIGA will provisionally be awarded the exploitation of the Licensed Rights in the Territory for a specific **Package A, Package B or Packages C and D** included in this RFO. LALIGA will inform about the provisional award and will also inform non-successful Bidders that their Bid has not been chosen.

The final award is subject to (i) the signature of a license agreement by LALIGA with the Successful Bidder (ii) the delivery of appropriate financial guarantees and (iii) the provision of the compliance documentation required by LALIGA.

LALIGA reserves itself the right to not necessarily award each Package(s) under this RFO for one, some or all the countries included in the Territory. Should LALIGA not receive satisfactory Bid(s) for one, some or all the countries included in the Territory, LALIGA will start a second or successive Bid rounds, or may cancel this RFO exclusively for such countries. In such cases, LALIGA may also change the exploitation regime to the Licensed Rights of any Package established for this RFO for one or more countries and/or invite the Bidders to submit additional Bids for any other Packages where they have not yet submitted a Bid, if necessary<sup>6</sup> (in case of second or successive rounds).

### 13.3. COMPLIANCE DOCUMENTATION AND ACCESS TO THE LALIGA'S THIRD PARTY RISK MANAGEMENT ONLINE PLATFORM

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, only when LALIGA has decided on the provisional award of the Licensed Rights, the Successful Bidder must complete an online questionnaire and

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<sup>6</sup> For reference and clarity purposes, in the event LALIGA does not receive satisfactory Bids in the first round of this RFO, for all countries or just for one or some of the countries included in the Territory, LALIGA shall be entitled to open subsequent rounds exclusively for the relevant countries and, for example, may invite the Bidders for **Package A** from the first round to submit a Bid for **Package B, Package C** and/or **Package D** in such subsequent round of this RFO.

provide the information requested by LALIGA's Compliance department.

LALIGA's Compliance department must validate all information provided by the Successful Bidder prior to the signature of the license agreement. A brief guideline will be provided with all information on how to register to LALIGA's third party risk management online platform.

#### **13.4. SIGNATURE OF A BINDING AGREEMENT**

The term established by this RFO for the signature of a binding agreement with the Successful Bidder, on the basis of the Template of License Agreement, will be within five (5) working days from the provisional award or a longer term indicated by LALIGA.

### **14. GENERAL CONDITIONS**

#### **14.1. OBLIGATION OF COLLABORATION IN INTEGRITY**

The Successful Bidder acknowledges and agrees that they share a common interest in protecting the 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.

To this end, 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.

#### **14.2. OBLIGATIONS OF COLLABORATION TO PREVENT AUDIOVISUAL FRAUD**

As detailed in the following sub-sections, the Successful Bidder will be responsible for ensuring that the awarded Package is exclusively accessible from the Territory and will undertake to implement at least the following security measures in case it decides to broadcast through any digital platform: application of DRM ("Digital Rights Management") systems, key rotation, systems and measures for the prevention of image and audio capture, key differentiation between different audio and video qualities, anti-VPN and geo-blocking systems (application level and CDN level), signal marking at source, two-factor authentication measures, CDN signal tagging, visible watermarking for user identification ("fingerprint"), validation of payment methods where the content is not broadcast free-to-air, protection measures at CDN level (CAS – "Conditional Access System"), as well as implementing measures to verify the location of their subscribers.

Furthermore, the Successful Bidder undertakes to implement all necessary measures to prevent the copying, storage, rebroadcasting, conservation or delivery of any of the audiovisual content, whether live or on-demand (Live/VoD), covered by this Procedure in the event that they decide to broadcast the signal through a digital platform.

In any case and at the request of LALIGA, the Successful Bidder must collaborate with LALIGA by providing information and documentation that will allow the location of points and sources of unauthorised retransmission, as well as the marking of the signal at source for certain territories.



#### 14.2.1. General obligations

The Successful Bidder acknowledges and undertakes to cooperate efficiently with the Anti-Audiovisual Fraud Policy developed by LALIGA to prevent access, illegal dissemination and non-consensual public communication of the Lots, as well as to cooperate actively against the provision of public information aimed at promoting or facilitating unauthorised access to such content. In particular, the Successful Bidder will cooperate with LALIGA to prevent and combat:

- (i) All forms of distribution, non-consensual public communication or illegal dissemination of the audiovisual content offered within and outside the Territory, such as, for example, through unauthorised streaming platforms, apps for playing m3u playlists or similar, whether through any social media platforms (Facebook, YouTube, etc.), through User Generated Content ("UGC") or other illegal streaming services or through systems such as cardsharing, IPTV, or through the purchase and sale of access keys to content included in the Lots via social media, forums and/or blogs, and/or using the BitTorrent protocol or other similar protocols aimed at sharing files or content live or slightly deferred through the P2P system or any other analogous system.
- (ii) Unauthorised access to, and unauthorised public communication and dissemination of, the audiovisual content included in the Lots within and outside the Territory, including commercial exploitation by subscribers of residential pay-TV services ("irregular use") and inappropriate use of the Portability Regulation by subscribers.
- (iii) The retransmission of the audiovisual content included in the Lots taking place in the Territory through the broadcasting of the signal by third parties that have not been designated as Successful Bidders. The Successful Bidder must cooperate with LALIGA to help prove or justify with documents the lack of licence of third parties who are not legally authorised, as well as the limitation of the rights of those who are authorised but abusively and fraudulently exploit the content that may have been licensed to them, as well as intervene as injured parties in the legal proceedings brought against them or in the proceedings brought by LALIGA.
- (iv) The device provided by the Successful Bidder for viewing the content, also known as a set-top-box (STB), must have all the security mechanisms to prevent the installation of apps/apks from unsecure environments, understanding as secure environments only the Google Play Store, Huawei AppGallery or iOS Store.
- (v) The Successful Bidder will be obliged to mark the signal at source, at their own cost, by including their logo on all the broadcasts they distribute to their customers. The purpose of this measure is to facilitate the identification of the distribution source in case of detection of unauthorised or pirated broadcasts, making it possible to trace and determine from which Successful Bidder, if any, its signal is being stolen. This marking of the signal will be done at source (e.g. at CDN level), ensuring that the corporate logo is permanently integrated in the distributed signal. In no case may the marking of the signal be done at user,

device or player level, and it must be present in the original signal prior to its distribution. The Successful Bidder will ensure that the logo remains visible throughout the broadcast without alteration or possibility of removal. Failure to comply with this obligation may lead to termination of the future marketing contract.

The Successful Bidder undertakes, for the purposes of combating audiovisual fraud and building synergies, to share the information collected or obtained regarding "pirate" users detected, the location of fraud hotspots, all in accordance with the applicable data protection legislation, as well as to voluntarily give evidence in court at the request of LALIGA in legal proceedings initiated in defence of LALIGA's audiovisual content in which they are requested to intervene by LALIGA.

The Successful Bidder also undertakes to promote a joint policy against audiovisual fraud and to cooperate in speeding up the adoption of blocking, in particular "live dynamic blocking" in any of its technical modalities, collaborating to promote their adoption by the courts of justice and cooperating to achieve their maximum effectiveness in the shortest possible time by providing, if necessary, the necessary personnel and means to ensure that such blocks, communicated by whoever is designated by the court to do so, take effect any day and time of the week immediately after they are communicated. The Successful Bidder undertakes to take the appropriate judicial action together with LALIGA to ensure the effectiveness of the blocking, in particular against third party intermediaries whose services are used to directly or indirectly circumvent the aforementioned blocking.

Likewise, the Successful Bidder who, as telecommunications operators, are Internet service providers, undertake to cooperate actively in legal actions such as preliminary proceedings, aimed, at the request of LALIGA, at identifying customers who, through the Internet service, access audiovisual content illegally, through illegal systems such as P2P (AceStream) or cardsharing.

Likewise, the Successful Bidder undertakes to share and apply the intelligence and experience of the fraud departments of the Successful Bidder against audiovisual fraud, constituting for this purpose a platform/association from which at least three (3) initiatives/regulatory proposals in the fight against audiovisual fraud, one (1) study on the impact and perception of audiovisual fraud at national level and one (1) contribution in the field of education are performed on an annual basis, undertaking to provide reasonable financial support to such platform in equal parts with the members of such platform and with the participation of LALIGA.

Furthermore, the Successful Bidder undertakes to actively participate in the training and/or awareness sessions on audiovisual fraud and digital piracy to which they are invited.

To develop and implement the measures in the field of audiovisual fraud, a Monitoring Committee will be set up comprising LALIGA and the Successful Bidder. The place and frequency of the meetings of such Committee will be agreed in good faith between LALIGA and the Successful Bidder. Likewise, LALIGA will contract inspection forces or adopt equivalent analogous measures deemed appropriate to prevent audiovisual

fraud or irregular use of the audiovisual content included in the Lots.

In the event that the Successful Bidder also happens to be information society service providers, including Over-the-Top (OTT) service providers pursuant to the Appendix to the Spanish Information Society Services and E-Commerce Act [*Ley 34/2002, de 11 de julio, de servicios de la sociedad de la información y de comercio electrónico*] (which, among other matters, implements Regulation 2022/2065 on a single market for digital services and amends Directive 2000/31/EC), and to the extent that, as a result of the future acquisition of the Lots, these same companies would be the ones with procedural standing to bring the actions for prohibitory injunction envisaged in section 139(1)(h), as well as the interim measures envisaged in section 141(6) of the Intellectual Property Act, against intermediaries and information society service providers, in order not to prevent and to guarantee for LALIGA the effective exercise of such actions for prohibitory injunction and interim measures free of charge.

Regardless of whether or not they are established in the Territory, the Successful Bidder voluntarily, expressly and directly undertakes, without the need for judicial intervention, to agree to the immediate blocking of domains, sub-domains, IP addresses and web pages that, due to infringement of intellectual property rights and other related rights, are notified to them by LALIGA or by the entity designated by it through any means of notification that provides proof of receipt, who will provide as proof of this evidentiary support extracted and compiled through any of the trusted providers approved by the Spanish or European authorities, together with a technical report issued by their anti-audiovisual fraud department, thereby taking effective knowledge of the unlawful nature of the actions of the domains, sub-domains and IP addresses that are reported to them.

Both the evidentiary support and the technical report will be recognised by all the Successful Bidders as sufficient evidence to agree directly and free of charge to the interested blocking, which will be provided immediately upon receipt of the request by LALIGA.

The following are the obligations to be fulfilled by the Successful Bidders in the area of irregular audiovisual fraud. Failure to comply with these obligations, or partial or defective compliance, after a reasonable period of time has been given to remedy this, will be a cause of discharge of the contract, where written notification by LALIGA accompanied by a technical report from its Anti-Audiovisual Fraud Department stating the breach is sufficient proof of such breach.

#### **14.2.2 Specific obligations regarding audiovisual fraud**

With regard to specific technical mechanisms aimed at combating audiovisual fraud, all audiovisual content, in any format, that is delivered by LALIGA (or by a third party authorised by LALIGA) to the Successful Bidder must be protected by a content protection system (the "**Content Protection System**") that includes the following technologies, or other similar technologies that are customary in the market, subject to approval by LALIGA:

- (i) A Digital Rights Management ("**DRM**") system.

- (ii) A key rotation system that allows for the periodic replacement of the cryptographic keys used to protect LALIGA's commercialised content, with the aim of improving security and reducing the risk of exposure in the event that a key is compromised.
- (iii) A system for the prevention of image and audio capture or recording to prevent signal theft.
- (iv) A system to differentiate the use of cryptographic keys between different audio and video qualities.
- (v) An anti-VPN and geo-blocking system at both application and CDN level.
- (vi) A two-factor authentication (2FA) system that requires users to provide two different forms of verification to access an account or system.
- (vii) A paid media validation system limited to the territory where LALIGA's commercialised content is broadcast, provided that the content is not broadcast free-to-air.
- (viii) Measures to verify the location of subscribers.
- (ix) A Conditional Access System ("CAS"), encryption or protection of digital content, which allows the identification of the platform and the session, as well as the playing of the content solely and exclusively on the devices authorised for this purpose, without prejudice to the implementation of any other protection measures other than those listed above that may appear *ex novo* after the signing of the corresponding marketing contract with the Successful Bidder and during the term thereof, provided that the technical solution is available on the market and that the economic quantification of the implementation of the measure is reasonable for both parties in view of the damage suffered and the best practices existing on the market.
- (x) Audiovisual anti-fraud leaks monitoring and detection measures with visible and invisible (except in satellite) watermarking, with the aim of discovering these leaks, by means of a session code embedded in each and every device where the paid subscription can be accessed and termination of access to video streams in real-time. In the event that the Successful Bidder does not agree to implement its own system for monitoring audiovisual anti-fraud leaks and detection with visible or invisible watermarks or does not have the relevant technology to do so, it accepts that LALIGA will recommend different companies that can offer this service, for which it must share with LALIGA the necessary keys so that the company can perform this service, with the Successful Bidder bearing the cost of the service provided.
- (xi) In addition to identification through the use of visible fingerprints (watermarks) on all audiovisual content included in the Lots, both on-air and off-air, invisible and tamper-resistant watermarking mechanisms will be implemented. Such a watermarking mechanism will have the ability to uniquely identify the subscriber. When the Successful Bidder exploits audiovisual content via OTT service platforms, it will implement the following measures, which are necessary to

prevent audiovisual fraud in this distribution format:

- a. Have effective protection against possible irregular use of VPNs, DNS proxies, public proxies, hosting centres or Tor exit nodes, either by contracting a provider of this type of service or through its internal implementation, and maintain due control over the ownership and use of access keys to the platform, preventing their transmission to third parties outside the contract holder for valuable consideration. The effectiveness of the security measures will be verified by an independent security auditor and by LALIGA.
- b. In addition, Successful Bidder will limit the number of decoders allocated to each Public Establishment and, consequently, will have effective control mechanisms in place for their registration.
- c. Ensure direct communication between LALIGA and the contracted service provider or the Successful Bidder and LALIGA, as applicable, as well as with the independent auditor, to verify the proper implementation of the protection measures described in the previous section. This communication will be made on a regular basis throughout the term of the marketing contract.

Likewise, the Successful Bidder undertakes to implement, at LALIGA's request, the measures necessary for the detection of audiovisual fraud, when they are justified and are the result of previously detected cases.

The Successful Bidder may be subject to an audit process during the term of the contract on the security obligations envisaged in this section of the Procedure to assess the integrity of the platform on which the content is broadcast. Such audit will be carried out by LALIGA or the independent auditor appointed by LALIGA.

#### **14.2.3 Specific obligations regarding irregular use**

The Successful Bidder, where they are pay-TV operators, undertake to combat fraudulent use of audiovisual content by their end-customers relating to commercial or non-residential use of residential subscriptions, referred to as "irregular use".

In this regard, the detection of a residential pay-TV subscriber in a public (non-residential or commercial) establishment should be considered a situation of irregular use and should automatically and necessarily lead to the termination of the residential contract between: (a) the Successful Bidder and (b) the residential subscribing customer, as well as the explicit acknowledgement of a penalty fee in an amount equivalent to one year's subscription to the pay-TV service for commercial purposes for each case detected.

As soon as the irregular use of audiovisual content by a residential end customer in a public establishment is detected by the Successful Bidder or by LALIGA, the signal of the irregular subscriber will also be automatically suspended, and LALIGA will be informed of the effective suspension of the signal by the Successful Bidder, as appropriate. The signal can only be reactivated once the Successful Bidder has informed and provided LALIGA with express and documentary proof of the effective registration as a "regular" subscriber, i.e. as a non-residential subscriber, and have



informed LALIGA of the date of reactivation of the service.

Furthermore, when the inspection service providers detect the irregular use of a residential subscription in a public establishment, they may disconnect the broadcasting of LALIGA's commercialised audiovisual content, waiving any claim against LALIGA for any supposed damage or harm suffered, hypothetically, either by the pay-TV subscriber or by the Successful Bidder.

The Successful Bidder undertakes to carry out the following actions:

- (i) A unified repository of public establishments that have a non-residential paid subscription will be regularly updated and provided to the entity or entities in charge of providing inspection services on possible irregular uses.
- (ii) A detailed action protocol will be established, to be approved by LALIGA, on the active measures to be developed for the detection of irregular subscribers, as well as the specific measures to be implemented once irregular use has been detected.
- (iii) The identity of customers whose abusive or fraudulent use of the agreed contractual modality is detected will be communicated, in order to avoid new fraudulent registrations with subsequent operators with rights.
- (iv) A communication channel (e.g. an e-mail inbox) will be established where any person or entity can report irregular subscribers.
- (v) Active sales of residential subscriptions to non-residential customers will be prohibited, and there will be an express prohibition on third-party equipment installation companies carrying out residential installations in public establishments.
- (vi) LALIGA will be regularly informed about the process of switching public establishments from a residential subscription.
- (vii) To combat audiovisual fraud in general terms, promotions will be carried out through specific campaigns for the contracting of the paid subscription for non-residential or commercial use, at least during key periods of the Competition, which must be communicated to LALIGA subsequently.

Likewise, the Successful Bidder undertakes to implement, at LALIGA's request, any additional measures that may be necessary to detect irregular use when they are justified and are the result of previously detected cases, and, in particular, undertake to introduce the so-called "fingerprint" in all broadcasts of the Competition matches and in all broadcasting systems for the duration of the broadcast, including added time, as well as, in the case of having a specific channel for this purpose, to introduce such fingerprint in all broadcasts of the channel regardless of whether or not a live match is being broadcast.

Given the effect that audiovisual fraud and irregular or fraudulent use have on the proper and efficient exploitation of LALIGA's commercialised audiovisual content in public establishments, as well as on the maximisation of the audiovisual rights marketed by LALIGA, LALIGA will terminate the contract with the Successful Bidder where, after

having provided a reasonable period of time for its correction, the percentage of irregular use attributable to such Successful Bidder exceeds 5% of the subscribers of the Successful Bidder or of the different sub-licensees, as appropriate. The Successful Bidder must make all its sub-licensees aware of this measure, as well as the rest of the actions reflected in this section.

If, despite the implementation of the above measures, LALIGA detects any form of audiovisual fraud or irregular or fraudulent use or abusive use of multi-device systems above the ratios and levels defined by LALIGA, the Successful Bidder must implement an anti-audiovisual fraud campaign with actions aimed at combating and putting an end to any illegal practices and share with LALIGA a report of such activities and the measures taken to put an end to them, so that they can be assessed, both at a technical and legal level, and LALIGA may propose additional actions, accepting to jointly bear the cost of such measures. In the event that the promotion and/or active sale of residential subscriptions to non-residential customers by a licensee or sub-licensee is detected, neither LALIGA nor the other licensees who may be affected in the exploitation of the licensed content will be required to the exercise of any civil or criminal legal actions that may be available to them, for any rectification period or any percentage of use, and they may bring any legal actions that may be appropriate at any time they deem appropriate.

#### **14.3. OBLIGATION OF COLLABORATION IN THE COMMUNICATION, PROMOTION, ADVERTISING AND DIGITAL STRATEGY OF LALIGA**

The Successful Bidder must coordinate its communication and promotion strategies for the 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.

#### **14.4. COMPLETE AGREEMENT**

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

#### **14.5. LIABILITY**

LALIGA shall not be liable to the Successful Bidder for any loss or damage (including indirect damages and loss of profit) in relation to the content of this RFO or the content of the future binding agreement to be signed with the Successful Bidder.

#### **14.6. 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 Bidder undertakes to keep confidentiality of the content of this RFO, its Bid relating to this RFO and the content of the license agreement. Confidentiality shall survive the termination of this RFO or the Bidder's involvement therein.

**14.7. OTHER LEGAL CONDITIONS**

By participating in the RFO and/or submitting a Bid, each Bidder agrees to be bound by the terms and conditions of this RFO and the template of license agreement to be provided. This RFO shall be interpreted in a manner that is consistent with such template.

**14.8. APPLICABLE LAW**

The RFO process is subject to and construed in accordance with the laws of Spain.

**14.9. CONFLICT RESOLUTION**

The Bidders and LALIGA 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 RFO to the courts of the city of Madrid (Spain).

**15. QUERIES**

Any query related to this RFO may be sent to: [audiovisualrights@laliga.es](mailto:audiovisualrights@laliga.es).



