



NEW COPPA ITALIA FORMAT FROM FOOTBALL SEASON 2021/2022 ADDENDUM TO THE ITT ISSUED ON 15 JANUARY 2021

Lega Serie A communicates that on 26 May 2021 Lega's Board resolved to modify the format of the Coppa Italia Competition starting from Football Season 2021/2022, in compliance with Lega Serie A's rights set out in Clause 3.4, par. (c) of the Invitation to Tender for the Middle East and North Africa Media Rights published on January 15, 2021 ("ITT").

As a consequence of the above, the ITT shall be deemed to be amended as follows. All other terms and conditions of the ITT remain valid and are deemed to be fully referred to herein.

The present amendments to the ITT shall be valid and binding for the Football Seasons 2021/2022, 2022/2023, 2023/2024.

The terms bearing a capital letter in this communication have the meaning attributed to them by the ITT, unless otherwise indicated.

➤ **Clause 1.4 of the ITT is replaced as follows:**

1.4 The Coppa Italia and Supercoppa Italiana

The Coppa Italia and Supercoppa Italiana are organised by Lega Serie A.

Without prejudice to any changes decided by Lega Serie A's competent bodies as provided under clause 3.4 below, starting from Football Season 2021/2022 40 Clubs participate in the Coppa Italia: 20 are from the Serie A Championship, 16 from the Serie B Championship and 4 are determined by the preliminary round as described in the following paragraph.

In order to compose the table of the 40 Clubs participating in the Coppa Italia, 36 Clubs are directly qualified while the remaining 4 Clubs are the winners of a preliminary knockout round in which the 4 Clubs newly promoted from Serie C to Serie B Championship will host 4 Serie C Clubs determined by the criteria set out in the Regulation governing the Coppa Italia.

The first eight Clubs in the ranking, namely "seeded teams", enter the table only from the round of sixteen, being the n. 1 in the table the Club winner of the Coppa Italia and the n. 2 the Club winner of the Serie A Championship in the preceding Season. In case the same Club is the winner of both the Serie A Championship and the Coppa Italia, position n. 2 in the table is assigned to the second-ranked Club in the Serie A Championship of the preceding Season.

Without prejudice to the previous paragraph, positions in the table are assigned according to the ranking order of the Championship of the preceding Season - being specified that such Clubs shall not play against each other and have the right to play the single Match at home in the Round of Sixteen - and also determine the possible Quarter-finals Match to be played at home and the playing order of the Semi-finals.

The remaining 12 Clubs of the Serie A Championship of the current Season and the 3 Clubs relegated from the Serie A Championship according to the Championship's ranking order and the Club loser of the play-offs' final



match for promotion to the Serie A Championship of the current Season enter the Competition's table starting from the 1st knockout Round. Table positions are assigned according to the ranking order of the Championship of the preceding Season, being specified that such Clubs shall not play against each other and have the right to play the single Match at home and that the 4 Clubs as per letter d. of the ranking set out in the Regulation governing the Coppa Italia shall be assigned positions n. 21, 22, 23 and 24.

The Coppa Italia is structured as a knockout competition where each head-to-head fixture is played in a single round, with the sole exception of the semi-finals which are played in home and away matches. In principle, the final will be played on a neutral ground.

Coppa Italia Matches generally take place from July/August to May/June of each Football Season. They are scheduled to be played on dates which differ from the dates during which the Serie A, the Serie B and the national teams' matches take place. During the Serie A and Serie B Championships, the Coppa Italia's Matches are carried out in midweek rounds or, exceptionally, in the weekends, with the possibility to spread the Matches of the same Round across different dates.

The Regulation governing the Coppa Italia for the Football Seasons 2021/2022, 2022/2023 and 2023/2024 is published by official notice on Lega Serie A's website.

Without prejudice to changes that may possibly be decided by Lega Serie A's competent bodies, the structure of Coppa Italia starting from Football Season 2021/2022 can be summarised in more detail as follows:

Round	Teams	Matches
Preliminary Round	8 (4 Serie B, 4 Serie C)	4 (knockout)
1 st knockout Round	32 (12 Serie A, 16 Serie B, 4 winners preliminary Round)	16 (knockout)
2 nd knockout Round	16 (winners 1 st knockout Round)	8 (knockout)
Round of Sixteen	16 (8 winners 2 nd knockout Round + 8 Serie A "seeded teams")	8 (knockout)
Quarter-finals	8 (winners Round of Sixteen)	4 (knockout)
Semi-finals	4 (winners Quarter-finals)	2 (home) + 2 (away)
Final	2 (winners Semi-finals)	1 (single Match)

The Supercoppa Italiana is a single match, usually played on a neutral ground, unless otherwise determined, between the winner of the Serie A Championship and the winner of the Coppa Italia which may be played in the Italian territory or in a foreign country, at Lega Serie A's discretion.



➤ **Clause 2.3 of the ITT is replaced as follows:**

2.3 Coppa Italia Package

Subject to clause 3.1 herein, the Coppa Italia Package will be comprised of the following Rights related to the Coppa Italia and the Supercoppa Italiana Matches, to be exploited within the relevant Licensed Territory only:

- 2.3.1 the exclusive right to broadcast in full, live, as well as on a delayed basis or on a repeat basis, in full, for an unlimited number of runs until midnight of the eighth day following their respective conclusions, the Supercoppa Italiana Match, as well as the 1st knockout Round, the 2nd knockout Round, the Round of sixteen, Quarter-finals, Semi-finals and Final Matches of the Coppa Italia without prejudice to the minimum broadcast obligation set forth in clause 6.2.2.2;
- 2.3.2 the exclusive right to broadcast in full, live, as well as on a delayed basis or on a repeat basis, in full, for an unlimited number of runs until midnight of the eighth day following their respective conclusions, the Matches of the preliminary Round of Coppa Italia, if such Matches are produced and made available by Lega Serie A;
- 2.3.3 the exclusive right to transmit excerpts of the relevant Match either during the respective Match or following its conclusion (where such Matches are produced and made available by Lega Serie A), until midnight of the eighth day following the conclusion of the Match;
- 2.3.4 the exclusive right to broadcast the contents provided for by Appendix 4, point 3, concerning the Coppa Italia and the Supercoppa Italiana Matches until midnight of the eighth day following conclusion of the relevant Match, without prejudice to the minimum broadcast obligation set forth in clause 6.2.2.5;
- 2.3.5 the further rights provided for by Appendix 4, point 2, to be exercised in the manner and within the limits set out therein, provided that Lega grants the Licensee the authorisation to access a given Match as provided for by the following paragraph.

Specifically, in respect of the Coppa Italia, Lega Serie A ensures production for all the 41 (forty-one) Matches starting from the 1st knockout Round. The production of the above-mentioned Matches is carried out by the Clubs or, for those not intending to carry out such activity, by Lega Serie A. If a higher number of Matches than the above-mentioned minimum number are produced (which decision shall be at the exclusive discretion of Lega Serie A), such Matches shall be deemed included in the Coppa Italia Package. All other Matches shall be deemed not to be included in the above Package(s).

Each Licensee must from time to time during the Football Season ask Lega for the relevant authorisation to access a Stadium in which a Match is being played, for the purposes of clause 2.3.5 above, and acknowledges that such authorisation will be given by Lega Serie A on a case by case basis at its sole discretion for the relevant Match, also depending upon logistical availability, the consideration under the License Agreement, the order of submission of requests and promotional activities of the Licensees or Sub-licensees in each Licensed Territory.

Such access shall be limited and regulated as set out in Appendix 4, point 2, and as further detailed in the Media Production Regulations and in addition shall be subject to the payment of the applicable fees in relation to the technical services, as may be listed in the rate card set out in those Regulations. Any personnel of Licensee or, if applicable, of the Sub-licensee, granted access accordingly must also comply with any instructions issued by Lega Serie A and/or the respective Club's representatives.



The Licensee acknowledges and accepts that, according to previous commercial agreements entered into by Lega Serie A, in only one of the Football Seasons 2021/2022 and 2022/2023, yet to be defined, Supercoppa Italiana will be played in Saudi Arabia and on that occasion:

- pursuant to the aforementioned agreements, the Rights to Supercoppa Italiana will not be included in the License Agreement regarding the Territory of Saudi Arabia, as they have already been exclusively granted to a Broadcaster from Saudi Arabia selected by Lega Serie A and whose signal is generated in Saudi Arabia. Furthermore:
- in the MENA Territory, the Rights to Supercoppa Italiana will be exercised by the Licensee on a co-exclusive basis together with the aforementioned Broadcaster from Saudi Arabia, selected by Lega Serie A and whose signal is generated in Saudi Arabia, due to the accessibility of the latter's signal in the MENA Territory.

The Licensee also acknowledges and accepts that, in addition to the case governed by the preceding paragraph, if Supercoppa Italiana will not be played in Saudi Arabia, but in another Country of the MENA Territory (thus in one or both of the two remaining Seasons during the Term), the Rights related to aforementioned competition may also be granted by Lega Serie A to one single other Broadcaster, for any form of broadcasting in such Country, exclusively in regard to the specific Season or Seasons in which Supercoppa Italiana will take place in that Country, without the Licensee being entitled to any claims against Lega Serie A. Therefore, in such cases, the Rights related to Supercoppa Italiana will be exercised by the Licensee on a co-exclusive basis, in the aforementioned Country, together with the Broadcaster selected by Lega Serie A.

➤ **Clauses of section 6.2 of the ITT ("Licensee's obligations") are modified as follows. Clauses of section 6.2 not expressly referred to herein remain unchanged:**

6.2.2 Minimum Broadcast Obligations

6.2.2.2 A Licensee of the Coppa Italia Package, also on its Sub-licensees' behalf, will be required to guarantee the broadcast, throughout the entire Licensed Territory, during the course of each Football Season, of at least 21 (twenty-one) Matches in total, comprised of the Supercoppa Italiana, the Final of the Coppa Italia, each leg of each Semi-final of the Coppa Italia, four Quarter-final Matches, four round-of-sixteen Matches, four 2nd knockout Round Matches and three 1st knockout Round Matches, in their entire duration (save for any possible derogations that Lega Serie A may grant on reasonable grounds on a case-by-case basis, upon objective justifications such as time zones, platforms, availability of television channels). Licensee, also on its Sub-licensees' behalf, shall guarantee the broadcast of said Matches live and must use its best endeavours to guarantee the transmission of all of them on a television Platform (Satellite Platform or Digital Terrestrial Platform or via cable).

6.2.2.3 The platforms indicated in clauses 6.2.2.1 and 6.2.2.2 above may be modified by Lega Serie A upon objective and reasonable needs to make adjustments in consideration of technological changes and/or changes in audiovisual content's fruition, so that the purposes of an adequate distribution and promotion of Italian football abroad continue to be satisfactorily pursued even in a changed context. In particular, it is understood that the request to broadcast the minimum number of Matches, as per clauses 6.2.2.1 and 6.2.2.2 above, on the Platform that in the previous Football Season turned out to be, in each Territory, the one with the highest number of users is compliant



with the above mentioned requirements. In evaluating the need to adapt to the technological changes, potential peculiarities in specific Territories representing objective impediments to the modification of platforms under clauses 6.2.2.1 and 6.2.2.2 may be taken into consideration upon justified request.

- 6.2.2.5 With regard to the Coppa Italia and Supercoppa Italiana, the Licensee of the Coppa Italia Package, also on its Sub-licensees' behalf, must guarantee the broadcast throughout the entire Licensed Territory, in whole, of the Preview Magazine and the Edited Highlights at least once at any time during the period commencing at the conclusion of the final Match of a Round and ending at the commencement of the first Match of the next Round, save for any derogations that Lega Serie A may grant upon request acting reasonably and based on objective grounds on a case-by-case basis.
- 6.2.2.6 With regard to the Serie A Championship, the Licensee of the Serie A Package, also on its Sub-licensees' behalf, must guarantee the broadcast throughout the entire Licensed Territory of an appropriate number of promotional trailers, being in any case not less than 5 (five) per each Round, during the week preceding each Serie A Round for a total minimum amount of 190 (one hundred ninety) trailers per Football Season, having a duration between 15 (fifteen) and thirty (30) seconds. With regard to the Coppa Italia, the Licensee of the Coppa Italia Package, also on its Sub-licensees' behalf, must guarantee the broadcast throughout the entire Licensed Territory of an appropriate number of promotional trailers, being in any case not less than twenty-one (21) trailers per Football Season, each having a duration between 15 (fifteen) and thirty (30) seconds, during the week preceding each Round of Coppa Italia and the Supercoppa Italiana.
- 6.2.2.7 With regard to the Serie A Championship, the Coppa Italia and the Supercoppa Italiana, the Licensee of respective Packages, also on its Sub-licensees' behalf, must guarantee the broadcast, also in the Italian language on OTT basis or, alternatively, on one of Licensee's Platforms only if the Licensee does not have such type of offer available - for the benefit of end-users represented by the Italian communities living in the Licensed Territory if such Licensed Territory is comprised in the list of territories under Appendix 2, of:
- three (3) Matches from each Round of the Serie A Championship, to be chosen by the Licensee, in full, on a live or delayed basis, until midnight of the eighth day following conclusion of the relevant Match;
 - in full, on a live or delayed basis, the Semi-finals and the Final of the Coppa Italia and the Supercoppa Italiana, until midnight of the eighth day following conclusion of the relevant Match;

with the obligation to broadcast all Matches under the preceding points with an acceptable quality standard (at least in HD quality). The Licensee shall prove that it has previously achieved and that it continues to achieve, during the License Term, such quality standards, providing Lega Serie A with relevant documentation. The Licensee, also on its Sub-licensees' behalf, also has the obligation to promote the programming of the Competitions by inserting, at least twice per Match, as graphics, references to Lega Serie A's official website and by transmitting, at least twice per Match Day, promotional trailers to be provided by Lega Serie A. The Italian commentary of the above mentioned Matches will be provided by Lega Serie A at its expense and shall not be modified neither by the Licensee nor by Sub-licensees. The Licensee acknowledges and accepts, also on its



Sub-licensees' behalf, that the obligations under this clause constitute fulfillment of the mandatory provisions contained in the Decree with this specific regard.

- **Clauses of Appendix 4 of the ITT ("Signal and Admission to the Stadium") are modified as follows. Clauses of Appendix 4 of the ITT not expressly referred to herein remain unchanged:**

1. Signal

- 1.2 The Matches of the Competitions (excluding the Matches of the preliminary Round of Coppa Italia) are produced with a minimum configuration of 14 cameras, according to different standards and for an approximate number of Matches of Serie A and Coppa Italia and Supercoppa Italiana as follows:

Standard	Approximate Number of Serie A Matches per Season	Approximate Number of Coppa Italia and Supercoppa Italiana Matches per Season
Standard A (18 + 2 cameras)	38	1 (Supercoppa Italiana) 17 (Coppa Italia Final, Semi-finals home/away, Quarter-finals, Round of Sixteen)
Standard B (16 + 2 cameras)	72	24 (Coppa Italia 1st, 2nd knockout Rounds)*
Standard C (12 + 2 cameras)	270	-----
Standard D (5 cameras)	-----	---- (Preliminary Round of Coppa Italia, if Matches are produced)
Standard E (3 cameras)	-----	-----

**In case stadiums where Matches are played do not allow production in Standard B for issues related to spaces and logistics, Lega Serie A reserves to evaluate a different and compatible Standard*

The number of Matches for every Standard, as above illustrated, could be subject to a 5% (increase or decrease) variation in each Season.



3. Additional Content

3.1 A Licensee and Sub-Licensees shall be allowed to access the following editorial content and video format related to the Matches of Serie A, Coppa Italia and Supercoppa Italiana, as the case may be on the basis of the awarded Package, to be aired within the relevant Licensed Territory only:

MAGAZINES Long-edit format available with international audio and English commentary	
Preview Magazine	<ul style="list-style-type: none"> • A presentation of the Matches of the upcoming round <ul style="list-style-type: none"> – Top matches previewed – Top player interviews – News and insights – Art and tourism of Italy • Serie A number of episodes: 38 • Coppa Italia and Supercoppa Italiana number of episodes: 8 • Delivery: Thursday (depending upon Matches schedule) • Duration: 26 min
Highlights Show	<ul style="list-style-type: none"> • A recap show, available at the end of each Round <ul style="list-style-type: none"> – Original images and exclusive interviews – Analysis: a tactical analysis of the top matches – Slo-mo: curiosities and weekly facts – Stats: the most relevant numbers and statistics of the Matches • Serie A number of episodes: 38 • Coppa Italia and Supercoppa Italiana number of episodes: 8 • Delivery: Tuesday (depending upon Matches schedule) • Duration: 26 min
Extra episodes	<ul style="list-style-type: none"> • Extra episodes related to specific Matches or moments: <ul style="list-style-type: none"> – Season Preview, Mid-season Recap, End-of-season Recap – Special editions for specific occurrences • Number of episodes: 4-5 • Delivery: Thursday (depending on Matches schedule) • Duration: 26 min



MATCH PROGRAMMING

Content aimed at maximising the exposure of the Matches of the Competitions, as the case may be on the basis of the awarded Package.

Live commentary	Additional audio track, embedded in the Signal, with live English commentary of the Matches
Edited Highlights	Edited Highlights of different formats and lengths, with English audio commentary. Specific delivery time defined for each different format, a few minutes after the end of the Match (short form highlights) or a few hours (long form highlights): <ul style="list-style-type: none">• Short Highlights (90-120 sec)• Mid Highlights (4 min)• Long Highlights (10 min)
Promo Trailers	Content that allows Licensees to promote Matches programming during the week: <ul style="list-style-type: none">• Match trailers<ul style="list-style-type: none">• Number: one for each Match of the Competitions• Duration: 15-30 sec• Delivery: 10-14 days before each Match