



REAL FEDERACIÓN ESPAÑOLA DE FÚTBOL

MARKETING RULES FOR THE AUDIO-VISUAL RIGHTS OF THE NEW PRIMERA RFEF CATEGORY AT INTERNATIONAL LEVEL (EXCLUDING SPAIN AND SOME EU COUNTRIES) FOR THE 2021/2022, 2022/2023 and 2023/2024 SEASONS



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1.- INTRODUCTION

The competent bodies of the RFEF approved the configuration of a new competitive structure where, in addition to the current Segunda División B (which is now commercially known as Segunda RFEF) and the current Tercera División (which is now commercially known as Tercera RFEF), both state-level and non-professional competitions, a new competitive category was created. This is different from the previous ones and is placed between Segunda División B (commercially known as Segunda RFEF) and Segunda División (an official professional competition). For federative and regulatory purposes, this new category is considered an official professional competition

This new division is the result of this restructuring of all men's football competitions set to start in the 2021/22 season and it involves the creation of a new category different from the others since it is positioned between professional and non-professional competitions and catalogued for federative purposes as a professionalised state-level competition.

This new division shall comprise 40 clubs that shall be divided into two groups of 20 teams, preferably based on geographical assignment. These groups may, in turn, be subdivided into two subgroups of 10 in each of the competitive phases when the circumstances of the competition so require and/or when such a format may provide a greater competitive richness and offer greater value to the competition.

The inaugural season of this new division shall feature the same 40 clubs outlined that shall come from 36 teams in Segunda División B and 4 teams in Segunda División.

In the 2022/23 season and beyond, the competition shall continue to comprise 40 teams, 26 of which shall remain in the same division in which they have already competed, 10 clubs shall come via promotion from Segunda División B (commercially known as Segunda RFEF) and 4 from Segunda División, via relegation.

The category for which bids are invited is a new category, different from the previous ones. The category is qualified as professionalised, ranked above Segunda División B (Segunda RFEF for mere commercial and branding purposes) and below Segunda División (professional). This category is organised solely and exclusively by the RFEF and forms part of its competitive structure as an official competition for all purposes.



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The RFEF makes this offer of joint marketing of the audio-visual rights exclusively of those teams that have voluntarily assigned their rights to the RFEF under this new competitive category, and all this under the protection of the provisions of **Royal Decree-Law 5/2015, of 30 April**, and in the modifications instrumented through **Royal Decree-Law 15/2020, of 21 April**, on urgent complementary measures to support the economy and employment. Accordingly, Art. 1.1 of Royal Decree-Law 5/2015 is worded as follows:

*“1. The purpose of this Royal Decree-Law is to lay down the rules for marketing of the exploitation rights of audio-visual contents of football competitions corresponding to the National League Championship of Primera and Segunda División, to the King’s Cup, to the Spanish Super Cup and **to the other national competitions, both men’s and women’s, organised by the Real Federación Española de Fútbol**; as well as to establish the criteria for distribution of the revenue obtained among the organisers and participants in the same”.*

And its Art. 8.1, paragraph one:

“The Real Federación Española de Fútbol may directly market the audio-visual rights of the King’s Cup, the Spanish Super Cup and the other national competitions that it organises, both men’s and women’s, pursuant to Article 4”.

Viz., in accordance with the regulations in force as of this 2021/2022 Season, the RFEF shall be able to jointly market the exploitation rights of audio-visual content of the official competitions that it organises (in this case, Primera RFEF) of those clubs that have voluntarily assigned their rights.

For this purpose, and once the teams entitled to dispute this new category in the 2021/2022 Season were known, the RFEF asked these teams whether they wished to transfer to the audio-visual rights to the RFEF for joint exploitation and to market the rights of those clubs that have voluntarily expressed their wish and those others who may do so in the future and while the contract remains in force.

Participation in the joint marketing of the audio-visual rights has been completely voluntary for the clubs and at the moment only all the clubs participating in the competition are being marketed, since they are all the ones that have assigned the marketing rights. The marketing will also cover all other clubs participating in the competition in the following seasons, in which case joint marketing will be compulsory for them in accordance with current legislation.

The RFEF published a first tender for the joint marketing of the rights and after following the mandatory procedures provided for in the tender, the competent



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body agreed not to award the rights to any of the companies that submitted bids because they presented elements that were economically and legally incompatible with what was provided for in the published tender.

The same body has decided to issue a second tender with the characteristics described in the following sections.

2.- PRESENTATION OF THE RFEF AND ITS ADVISORS.

The RFEF is the entity marketing the audio-visual rights of Primera División RFEF, hereinafter the competition or Primera RFEF for the 2021/22, 2022/23 and 2023/24 seasons, hereinafter the Competition.

The RFEF shall be exclusively responsible for the decisions on the analysis and evaluation of the bids, the awarding, signing of the contracts, and the receipt of the amounts tendered by awardees directly through these, although for the marketing of these rights the RFEF receives advice from the company ENJOY TELEVISION SL.

Those **interested in submitting bids** (hereinafter the “Candidates”, “Bidders” or “Interested Parties”) should contact the RFEF at the following address:

Real Federación Española de Fútbol

D. Rafael Zapatero
Production Area
Calle Ramón y Cajal, 28230,
Las Rozas, Madrid
Email:tv@rfe.es

The governing body of audio-visual rights, in accordance with article 7 of RDL 5/2015 shall be the one in charge of managing the marketing and, where appropriate, exploitation of the audio-visual content and the review and approval of these conditions.

3.- DESCRIPTION OF THE LOTS.

3.1.- The RFEF offers the option of submitting bids for the four lots offered for the Primera RFEF for the 2021/2022, 2022/2023 and 2023/2024 seasons. Lot 1, 2 and 3 are offered by country and region in accordance with Appendix 1 and Lot 4 is offered together for all countries indicated in Appendix 1. Lot 1, 2 and 3 are mutually exclusive and the RFEF will only award one of these three lots.



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LOT 1	All the live matches of every matchday corresponding to PRIMERA DIVISION RFEF including the playoffs for promotion from PRIMERA DIVISION RFEF to Segunda División season 2021/22.
LOT 2	All the live matches of every matchday corresponding to PRIMERA DIVISION RFEF including the playoffs for promotion from PRIMERA DIVISION RFEF to Segunda División season 2022/23 and 2023/24.
LOT 3	All the live matches of every matchday corresponding to PRIMERA DIVISION RFEF including the playoffs for promotion from PRIMERA DIVISION RFEF to Segunda División season 2021/22, 2022/23 and 2023/24.
LOT 4	A single exclusive package is offered for all Appendix 1 countries consisting of the right to stream matches live on the internet via Betting Websites and Betting Apps to a maximum of three seasons.



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3.2.- Description of the competitions.

3.2.1.- The Primera RFEF competition corresponds to the category classified by the RFEF and for the purposes of the Federation as professionalised. It is a new category ranked between Segunda División B (Segunda RFEF for commercial and branding purposes) and Segunda División of the professional competition.

It is an official state-wide competition organised entirely and exclusively by the RFEF.

In the 2021/2022 season the category shall comprise 40 clubs/teams divided into 2 groups of 20 teams each. The assignment of the clubs to one of the two groups shall be based, essentially, on geographical criteria.

The competition model foresees that due to external circumstances (e.g. force majeure or similar) or sporting assessment of the competition, the groups may be divided into subgroups in order to finish off the competition or to improve its competitive nature and social impact.

Where the division of the competition into subgroups is not for reasons of force majeure or similar reasons, the awardee shall be entitled to terminate the contract.

In the first season of this new category 36 of the 40 teams shall come from Segunda División B and the remaining 4 from relegation from Segunda División.

From the 2022/2023 Season onwards, the 40 teams in the competition shall be made up of the 26 teams that had already competed in that category the previous season and did not occupy relegation or promotion positions, joined by a further 10 teams that shall be promoted from Segunda División B (Segunda RFEF) and the four teams relegated from Segunda División.

The clubs in each group shall play a regular home and away league.

3.2.2.- Regular phase and playoff

Primera RFEF shall comprise 40 clubs, divided into two groups of 20 teams.

The competition shall take place in two phases, of which, the first will correspond to the regular phase and the second to the Play Off of Primera RFEF.

I. Regular Phase.



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It shall be set over a total of 38 matchdays in which the participating clubs will meet for the home-and-away matches through a points system, setting the final classification according to the points obtained by each of the clubs, with three points per winning match, one per drawn match and zero per game lost.

Clubs that qualify first of each of the two groups will directly move into the National League Championship of Segunda División.

Clubs that qualify second to fifth of the two groups will participate in the Play Off of Primera RFEF.

Teams placed 16th to 20th of each of the groups shall be relegated to Segunda B (Segunda RFEF).

II. Play Off of Primera RFEF.

It shall take place through a knockout phase, of one single match, in accordance with the General Regulations of the RFEF.

The eight clubs classified in the places 2nd to 5th of each of the groups shall participate, exchanging the teams from one group to the other.

It shall take place in the venue designated by the RFEF and under its full organisation, in a pre-game meeting format, and will consist of two qualifiers, corresponding to semi-final and final rounds. Thus, the matches shall proceed as follows:





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In case of a tie at the end of the 90 minutes match, extra—time of two periods of 15 minutes each will be played and, if after such extra-time, neither team has scored more goals than the other, the winner will be the team achieving a better position in the regular phase. The two winning clubs of each of the finals will be promoted, along with the first classified teams of each group, to Segunda División.

This competition system shall apply without prejudice to the extraordinary rules approved in exceptional cases derived from COVID-19.

It includes a possible match to decide the champion of Primera RFEF between the first two teams, either through a one-off match at a neutral ground or two home and away games, both organised by the RFEF.

3.2.3.- In any of the seasons covered by the contract, the competitive system and the competition phases, as well as the number of matchdays may be modified due to force majeure, with the Delegate Committee of the RFEF Assembly being responsible for determining the new competition rules in order to adapt these to the grounds of force majeure that may arise during the time in which they persist in whole or in part.

In any case, if for reasons of force majeure or by agreement of the RFEF with the favourable report of the contract award body in Spain, a competitive system in subgroups format is set, this model would be based on creating two subgroups of 10 in each group (also based on geographical criteria) that would play a regular league through a one-off match where the teams that finish in the top five of each subgroup would play a second phase, also based on a one-off match, and including the points obtained in the first phase, the purpose of which would be to determine the winner that would be automatically promoted to Segunda División and the classification of the teams to dispute the playoffs for promotion from among the teams that finish from second to fifth place.

Those classified in the sixth to 10th positions of the initial phase would play a second phase involving a one-off match with those classified in the same position in the other subgroup of their group, to determine the five teams that would be in the lower positions and would be automatically relegated to Segunda RFEF. In this second phase of the relegation group, the points obtained in the first phase would also be carried over.



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3.3.- Marketing seasons.

The purpose of this tender procedure is to receive bids for the contracting of certain audio-visual broadcasting rights related to competitions to be held on seasons 2021/22, 2022/23 and 2023/24.

3.4.- Territory.

Audio-visual contents are marketed in the countries listed in appendix 1, all of which are outside the European Union.

The Awardee shall ensure that the Rights are accessible exclusively within the Territory and undertakes to implement all those security measures, such as encryption of signals or geo-blocking system, DRM systems, to prevent them from being accessed from outside the Territory and/or illegally.

With regard to content accessible via the Internet or any other equivalent broadcasting medium, the awardee who exploits the aforementioned audio-visual content must undertake to implement all those measures that prevent the copying, storage, conservation or sending of any of the audio-visual content acquired, as well as to use a system that prohibits access or viewing from outside the Territory.

3.5.- Languages.

The Awardees shall be able to offer users the option of accessing the commentary of the broadcast in any language preferably the official language of each territory.

3.6.- Detail of lots 1, 2 and 3.

MATCHES: Exclusive right to live and delayed broadcasting of the games of each matchday of all the clubs participating in this category, hereinafter the available matches.

The clubs that have assigned the rights for the entire period of this marketing offer are listed in Appendix 2 and are all the clubs participating in the competition. In the coming seasons, the current legislation will be applied and the transfer will be compulsory for the joint marketing of all the teams participating in the competition.



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CHANNEL: Operators must guarantee the live broadcasting of at least two (2) of the available games of each matchday.

The broadcasting shall be open or encrypted via a traditional television feed (DTT) or via cable, satellite, Hertzian waves, ADSL or IPTV, Internet (including OTT format), WiFi, 3G, 4G technologies and future generations, mobile portals, websites, and/or streaming, as well as any other system or modality existing or to be developed in the future and on any device. This includes the segment known as Horeca, which includes hotels, bars, cafés and restaurants. The marketing of data for statistics is also included (does not include the betting data contained in lot 4).

EXCLUSIVITY: Exclusivity refers to the broadcasting of live and delayed matches of all clubs for each season.

The exclusivity mentioned in these rules does not affect the right of the clubs participating in the matches to be able to record images for the mere internal purposes of technical analysis of the matches and their use for training purposes and monitoring of their own players or those of opposing teams. The granting of permission or refusal of permission in respect of such recordings shall be the responsibility of the team playing the match as the home team.

Neither does the exclusivity prevent participating clubs and, where appropriate, the RFEF from recording and broadcasting images of moments before or after the match, of the benches, as well as any other image that is not of the match being played on the field of play.

SUB-LICENCE: The awardee may grant sub-licences with the prior and express authorisation of the RFEF, and the sub-licensor must guarantee compliance by the sub-licensee with the obligations established in the lot and ensure that the sub-licensee complies with all the conditions established for bidders in accordance with the provisions of these rules.

When applying for the sub-licence, the channel and its audience shall be detailed, and such application must be made at least 10 calendar days prior to the broadcast date of the matches to be sub-licensed.

The RFEF shall reply to the application within five calendar days of receiving all the complete documentation necessary to analyse the application and in the absence of a reply within the period indicated, the application shall be considered to have been granted. If the RFEF refuses authorisation, reasons must be given.



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DELAYED BROADCASTS The unlimited non-exclusive delayed broadcasting of each match in its entirety, after its recording and within the season in which such matches are played.

Detail of lot 4

MATCHES: Matches may be broadcast, subject to the strict condition that broadcasts of Events may only be viewed by registered betting account holders who have paid a fee or deposited funds with the relevant Bookmaker prior to viewing for the purpose of betting and/or (ii) within Bookmaker betting shops by means of IPTV broadcasting; (and the right to grant the same to any third party, subject to such third party's compliance with all relevant terms and conditions set out in this Tender). To clear up any doubts:

The Licensee cannot stream matches to commercial premises for the purpose of collecting data. In addition, the Licensee cannot use the Rights to create any data products related to the Events, except for those which are necessary for the management and development of the betting

Exclusivity means the right to exclusive ownership of the rights for betting purposes. The award of the Package cannot be understood, in any case, as a right to retransmit the Competitions for other purposes and under other conditions than those set out in this Tender.

SUB-LICENCE: Sub-licensing of the Rights may be possible provided that (i) the Sub-licensees are fully licensed and regulated in accordance with the laws of the Territory in which the Rights are to be exploited; (ii) the Sub-licensees can demonstrate compliance with the requirements of the Sub-licensee.

The awardee and their sub-bidder must formalise their relationship by means of a contract, which must be sent to the RFEF at the time of notification.

ADVERTISING RESTRICTIONS: Neither the Licensee nor any Bookmaker shall be entitled to specifically advertise or promote the availability of live coverage of the Events on its services, except as part of a general betting advertisement or promotion for the Licensee or the relevant Bookmaker's betting streaming service. The Licensee must ensure that no form of sponsorship or advertising appears within or in any way in connection with the Source Coding on the Websites and Gambling Apps or elsewhere.

BROADCAST-RELATED RESTRICTIONS: The restrictions on the broadcasting of Competitions for betting purposes are as follows:

The Awardee undertakes, during the term of the contract and until expiry thereof, to comply at all times with the following restrictions:

- The quality of the transmission of the Competitions must not be comparable to that of the audio-visual transmission of the Competitions.



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- Broadcasting of the Competitions can only be made available in Standard Definition (“SD”).
- Broadcasting of the Match shall only be authorised for reception on a personal computer (whether laptop or desktop) and/or tablet, mobile phone, telecommunication device or other mobile device;
- The live feed of the Match from the bookmaker shall only be available to punters who, at the time of the Match, have an open and active account with the bookmaker. An “open and active account” means an account: (i) which has a positive balance; and/or (ii) on which the relevant User has placed a bet for the particular Match. As such, parallel viewing with one account from multiple electronic devices is strictly prohibited.
- The broadcasting of the Match shall be restricted to 612kbps. Accordingly, it shall not be possible to access the match at a higher speed than the one indicated.
- The Bookmaker cannot advertise its broadcast as a service whereby punters can watch live matches without linking such an opportunity to the offer to place bets. For example, the service must not be marketed as an opportunity to watch free and unencrypted football. Advertisements and/or promotions for matches must not reference any broadcast quality experience on a TV screen, nor contain any reference to or promotion of such broadcast for use on anything other than a computer screen or mobile device. Any reference to the possibility of transmission on a television screen is strictly prohibited.
- The size of the players must be limited. As such, screens must not cover more than one third of the screen size displayed to end-users on screen when fully maximised and not more than half of the surface area of smartphones;
- The broadcasting/transmission of the Competitions is restricted to the application/website of the bookmaker and prevents users and/or potential users from viewing the Match without login credentials. Dissemination of the Rights through other websites is strictly prohibited.
- The broadcasting of matches in physical bookmakers, irrespective of the type of mechanism used for broadcasting, is only permitted if it takes place within the premises of the betting shop. As such, measures must be put in place to prevent off-site access to the Match. Measures may include, for example, reducing the visibility of external viewers.

The foregoing restrictions must at all times be supplemented by applicable legislation in the Territory.

COSTS AND FEED: All costs associated with the coding of the Awardee and the delivery of the coded Feeds to its Bookmaker Sublicensee shall be borne by the Licensee. The Awardee shall grant RFEF unlimited access, free of charge, to all encrypted sources for RFEF’s commercial and non-commercial use.

For the avoidance of any doubts, RFEF and/or third parties authorised by the RFEF shall be responsible for delivering and/or making available to the awardee the International Signal to the corresponding satellite, or SRT or any other technology to be agreed between the RFEF and the awardee, the cost of such delivery being borne by the awardee at market prices.



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LICENCES AND COMPLIANCE WITH LAWS: The Licensee and all sub-licensed Bookmakers: (a) must hold valid licences to operate Betting Websites and Apps and betting premises in the territories where the Rights are exploited; and (b) comply with all applicable laws and regulations in the territories where the Licensee and all sub-licensed Bookmakers operate (which may include not exploiting the Rights in particular territories where sports betting is prohibited in those territories).

3.7.- Broadcasting conditions of the matches.

3.7.1.- The definitive dates and times for each match shall be determined by the RFEF.

3.7.2.- For guidance purposes, the matches are played at the following times:

On weekends:

On Saturday and Sunday between 11:00 p.m. and 11:30 p.m. Occasionally and, when competition or infrastructure needs so require, they may be played, with the express prior authorisation of the RFEF, on Friday between 7:00 p.m. and 11:30 p.m.

On weekdays:

When the match is played during the week, the RFEF shall designate the dates and times of the matches so that the calendar can be configured respecting the different rules that influence it (three-day break between matches, etc.). Indicative start times are Tuesday, Wednesday and Thursday between 7:00 p.m. and 11:30 p.m.

3.7.3.- All times refer to the time of the city of Madrid (Spain).

3.7.4.- The RFEF reserves the right to change the dates and times of the matches.

3.8.- Available matches and selection by the awardee.

The RFEF shall notify the awardee of the available matches for each matchday of the competition at least 10 calendar days prior to each matchday in the regular phase and within two days following the draw for the playoffs.

The awardee must select at least two of the matches offered by the RFEF at least four days prior to the match.

3.9.- Feed.

The RFEF or the company it designates, or whoever is in charge of production, shall provide each international operator with the live feed for each of the matches. This audio-visual signal shall be available in clean feed format or international feed with Spanish graphics.



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The technical costs derived from sending the live feed from the location established by the RFEF in Spain to the international operator shall be borne by the latter, although the RFEF (or the company it designates, or is in charge or production) shall apportion the technical costs that may be common to sending these feeds to different international operators.

The Awardee shall be able to customise the production delivered by the operator in Spain or by the RFEF according to their preferences through the use of voiceovers, commentaries and appearances by their announcers, narrators and commentators. If the awardee requires any on-site service, this service shall be provided by the Host Broadcaster of the match, in accordance with a rates sheet made available to the awardee. These services include, inter alia, distribution, TV Compound, equipping the commentators' positions, etc.

However, the awardee understands that any rights relating to the intellectual property of such personalisation shall be regulated in accordance with the Intellectual Property Clause governing the Bid

3.10 Non assignment

The rights acquired and obligations undertaken by the Awardee hereunder are personal and therefore cannot be sold, assigned, transferred or otherwise disposed of to third parties without the prior and express written consent from the RFEF.

4.- BRANDING.

Use of branding by awardees.

To communicate a unified and consistent branding and image of the Competition, the awardee shall be required to use the official graphics and banners of the Competition, as well as its corresponding logo.

To promote and advertise its broadcasts, the awardee has the non-exclusive right and the obligation to make use of:

- the name of the RFEF, as well as the name of the Competition.
- the logo of the RFEF and the Competition.
- the competition logo on the bumper for the playback of replays.

All the distinctive signs of the Competitions and/or of the RFEF and/or of the clubs to be used by the Awardee for the promotion and/or broadcasting of the Competitions shall be provided by the RFEF, and/or expressly approved by this Royal Federation prior to their dissemination and/or publication. No use may be



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be made of distinctive signs that refer to the Competitions or to the RFEF which do not comply with the format and/or the express indications set by the RFEF.

The Awardee cannot carry out advertising inserts for sports entities other than the RFEF or without the latter's authorisation, nor for business or general associations that pool together sports entities.

The Awardee shall be able to customise the broadcasting of the matches according to their preferences, through the use of voiceovers, commentaries and appearances of their announcers, narrators and commentators. They cannot personalise the image of the game beyond what is indicated in this paragraph, but they may add content and recorded images unilaterally when this has been previously agreed with the RFEF.

The RFEF shall notify the awardee of the title sponsor of the competition and the awardee shall be obliged to apply the correct naming and logo of the title sponsor and of the competition during broadcasts.

The clubs shall make their best efforts to ensure that player interviews are conducted with the sponsorship backgrounds provided by the RFEF.

5.- ADVERTISING OPPORTUNITIES FOR THE AWARDEE.

5.1.- Awardees of lot 1 may only exploit advertising opportunities that comply with the following:

- i. No advertising agreements may be entered into with entities that may pose a threat to the reputation of the RFEF, including, but not limited to: Companies with questionable track records (such as weak financial statements, convictions for bribery, piracy and/or other crimes), and/or companies involved in weapons manufacturing.
- ii. Advertising contracts shall comply with the national regulations of the relevant Licensed Territory and their content must not mislead consumers or violate the applicable unfair competition act of the Licensed Territory in which the Awardee is authorised to exploit the Rights.
- iii. The Operator cannot designate any sponsor of programming or content related to the competition that may conflict with the main sponsors of the RFEF and/or the competition, or in any way that could be understood as sponsoring the RFEF, the competition and/or the RFEF clubs.

Awardees that enter into agreements with advertisers that do not comply with the foregoing terms and/or do not request clarification of their doubts with the



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RFEF regarding the compatibility of these with the Official Technical Sponsor of Primera RFEF shall be held liable for damages and/or costs produced in relation to any claim, action, fine, sanction and other emerging or indirect damages that may arise.

5.2.- Advertising and information for lots 1, 2 and 3

5.2.1.- General conditions.

The Awardee cannot enter into advertising contracts with entities involved, in full or in part, in the production, sale and/or distribution of products and/or services that fall into the category of “sports brands of any kind”.

By the same token, under no circumstances may the awardee broadcast advertising that may lead to the belief that there is a collaboration and/or association of said advertiser with the RFEF, its Primera División RFEF competitions, participating Clubs and their respective players.

In addition, the RFEF and/or the clubs are entitled to carry out activities that include, inter alia, half-time competitions with the participation of fans in the stadium, promotional advertisements placed on the field of play at the beginning, half-time and end of the match, without this implying a violation of the Rights granted to the Awardee.

5.2.2.- Regulation of virtual advertising through digital tools.

With regard to virtual advertising, understood as the placement of advertisements on digital instruments that allow the reproduction of different advertisements during the match and that are located at specific points within the Stadium (for example, stands, advertising media, static billboards, etc.), the Awardee acknowledges that the RFEF may exclusively use these instruments to reproduce digital advertisements for advertising purposes. As such, the Awardee undertakes not to change the content of the digital instrument, unless the displayed advertisement is contrary to the applicable legal provisions of the Authorised Territory of the Awardee (for example, if the advertisement placed on the digital instrument in connection with tobacco and tobacco advertising is strictly prohibited in the Authorised Territory). In this case, the Awardee must notify the RFEF without undue delay and, in any case, within forty-eight (48) hours from the time the RFEF disclosed the list of sponsors to be placed on the digital tools. The Awardee agrees to hold harmless RFEF from any liability arising from the Awardee's failure to notify the RFEF of the incompatibility of the national legislation of the Authorised Territory with the virtual advertisements placed on the digital tools, including, but not limited to: damages, penalties, fines, emerging and/or indirect damages.

5.2.3.-Information.

The awardee is hereby informed, understands and accepts that the entities



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related to the information sector in its territory (news) may have access to report on the progress of the Match.

6.- NON-EXCLUSIVE RIGHTS. EXCLUDED RIGHTS.

6.1.- The contract award is without prejudice to the following rights:

a) The RFEF may broadcast the images of the matches on its designated official media platforms on a deferred basis, in their entirety and/or highlights, once 24 hours have elapsed from the end of the match, provided that they do so directly through a RFEF distribution channel dedicated thematically to the RFEF's sporting activity and its competitions.

b) The RFEF and the Clubs playing the matches both as home and away teams shall be able to produce image clips on their official profiles on the Social Media apps, RFEF branded channels or those of the clubs on digital platforms (YouTube and similar) and the clubs' official websites. Such use shall be restricted to five (5) minutes in total, and its publication after the end of the match. These highlights may be published worldwide.

c) The RFEF reserves the right to authorise Sponsors and/or Official Suppliers of the Competitions to use images of the Competition on the Sponsor's own platforms to promote their association with the Competition.

d) The Clubs that play matches as the home team and the RFEF, when the match is organised by it and/or is played on a neutral pitch, reserve the right to exploit the live feed, within the facilities where the sporting event takes place, of the audio-visual television feed corresponding to this event.

The reservation of the rights set out in the previous paragraphs are exclusively in favour of the Clubs indicated in appendix 2.

6.2.- The RFEF and participating clubs may make use of the right to archive all matches of the competition and any digital files including tokens or NFTs. Clubs playing home matches shall also have the right to archive the matches they play and may make use of them. In this regard, once the term of the corresponding marketing contract has expired, the Awardees shall be obliged to return to the RFEF or destroy any material generated as a result of the exploitation of the awarded lot, as well as any information held by virtue of the marketing contract, which may lead to an improper use of audio-visual rights beyond the term of the corresponding contract.

The Clubs' right to archive referred to in the previous section is exclusively in favour of the Clubs whose rights have been marketed through these Rules in the specific



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competition to which it applies. In particular, the Clubs' right to archive is exclusively in favour of the Clubs referred to in Appendix 2.

6.3.- The RFEF is co-owner, together with the clubs, of all the Intellectual Property Rights of the Competition.

Once the term of the marketing contract has expired, where appropriate, the RFEF and the participating Clubs/SAD shall hold all the intellectual property rights over all the audio-visual content and recordings (files) that have been produced, and may be exploited in any medium or means, without any limitation whatsoever in a worldwide territorial scope for the maximum period of validity of such rights. The Clubs' co-ownership of the Intellectual Property Rights of the Competition and the right in favour of the same of the intellectual property rights over all the contents and audio-visual recordings (files) that have been produced is recognised, exclusively, in favour of the Clubs whose rights have been commercialised through these Rules in the specific competition to which the same affects and when they play the match as the home team. And specifically, co-ownership in the Intellectual Property Rights of the Competition and the right in favour of the Clubs of the intellectual property rights over all the contents and audio-visual recordings (files) that have been generated is recognised, exclusively, in favour of the Clubs that for each of these seasons have transferred their audio-visual rights to the RFEF in accordance with Appendix 2 and play the match as a home match.

6.4. The broadcasting of the images referred to in section 6.1 implies the right of the RFEF and/or the clubs to reproduce said images, but not to exploit them, without, therefore, being able to transfer said images to any third party except as provided for in letter d).

6.5. Rights that are not expressly granted in this bidding process, such as exploitation in other territories, statistics, etc., are excluded from this process.

6.6. All rights reserved herein for the participating clubs and/or clubs or for the RFEF are reserved exclusively in favour of the participating clubs and/or clubs or, where appropriate, in favour of the RFEF whose audio-visual rights are marketed in each case under these Rules, without such reservation of rights affecting the rest of the participating clubs and/or clubs whose audio-visual rights have not been marketed in respect of the match and/or audio-visual right whose right has been reserved.

6.7. For lot 4 the Rights granted in this Bidding shall not include, in any case:



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- The audio-visual rights to broadcast live matches of the Competitions that are not included in the scope of application of the conditions of this Tender, including, inter alia, the audio-visual rights in any of their modalities.
- The broadcasting of any of the Matches of the Competitions.
- Broadcasting rights on aircraft and ships. The rights granted in this Tender shall exclude the possibility of broadcasting the Matches on aircraft and ships of any kind.
- Any other form of broadcasting that falls outside the scope of the purposes of conducting streaming practices for purposes related to the betting and gaming industry.

7.- PRESENTATION OF BIDS: FORMAT, PROCEDURE AND REQUIREMENTS FOR THE SUBMISSION AND RECEIPT OF BIDS.

7.1.- General.

All Bids must comply with the terms, conditions and procedure required.

The Bids submitted by the Bidders are firm, unconditional and irrevocable, therefore, Bidders may not submit Bids subject to different conditions than those provided for in this Tender. The bidders in this process are bound by their Bid for a period of sixty (60) days from the end of the deadline for submitting Bids, although this does not prevent the bidder from submitting a second bid for a higher amount or improving the bid by a higher amount, under the conditions and within the deadlines indicated in these conditions.

The RFEF reserves the right to reject any Bid which is subject to any condition different to those provided for in this bid and/or which does not comply with the requirements set out herein.

7.2.- General requirements for bidders.

The Bidder must be a Spanish and/or foreign legal entity that has the capacity to act and operate in Spain and joint ventures that are temporarily set up for this purpose -UTE- provided that the latter is justified and respects the competition rules, these companies, in the event of being awarded the contract, shall be jointly and severally liable to the RFEF and must appoint a representative or sole agent of the UTE with sufficient powers to exercise the rights and fulfil the contractual obligations. The solvency requirements demanded in these Rules shall apply to the partners of the UTE considered collectively as a single company.



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The Bidder must not have any debt with the RFEF, and/or must be up to date in the fulfilment of their obligations with the Real Federación.

The bidder must submit the following information:

- a) Current certificate of registration with the mercantile registry.
- b) Copy of the latest audited annual accounts of the bidder and their parent company.
- c) Power of attorney or powers of the legal representative of the company.
- d) Certificate of beneficial ownership.
- e) Affidavit signed by the legal representative of the company stating the following in accordance with Appendix 3 (*):

That the company, or group of companies (parent company or subsidiaries) and its directors or administrators have not been criminally sanctioned and have not acknowledged their criminal liability or that of their Directors, in any country in the world, in the last three (3) years for any of the following offences:

- a) misrepresentation;
- b) offences against property and socio-economic order;
- c) Bribery;
- d) embezzlement;
- e) influence peddling;
- f) insider trading;
- g) offences related to the corruption of Spanish or foreign authorities or civil servants or corruption between private individuals, in any national or international territorial area;
- h) offences against social security;
- (i) offences against workers' rights;
- j) offences against the Public Treasury of the State or of the European Union.

Expressly state that the directors or administrators have not been convicted of other offences of the same nature, when these could damage the reputation of this Competition and/or endanger the audio-visual broadcasting of such event in the awarded territories.

(*)Not applicable, except in cases of a final criminal sentence, or because it is suspended in a similar bidding procedure by a court order for precautionary measures and until a ruling on the merits is issued in that judicial process.

f) Not to have filed for or been declared bankrupt at the time of submitting the candidacy. This shall be substantiated by means of a declaration by the company's legal representative.

g) Submit a certificate of being up to date with their tax obligations with the Spanish tax authorities (AEAT) in the event that the bidder is a tax resident in Spain, or acts through a permanent establishment located in Spain, or for any



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other reason is registered in the census of taxpayers in Spain. The certificate to be presented shall be the one issued by the Spanish State Agency for Tax Administration (AEAT).

h) Submit a certificate of being up to date with their social security obligations when the bidder is a company registered with the Spanish Social Security, which shall be issued by the General Treasury of the Social Security (TGSS).

7.3.- Exclusively for lot 1, information related to professional and/or technical solvency.

A Technical Report drawn up by the Applicant and signed by the company's legal representative must be provided, stating at least the following points in relation to the broadcasting of matches in the territory:

- o Characteristics of the audio-visual communication services for the broadcasting of all the matches, indicating the territorial coverage available.
- o Description of the means to exploit the Rights offered, and their availability to the public;
- o Details of the scheduling plans for the lot;
- o Description of the feed quality;
- o Description of coverage and level of exposure commensurate with the rights;
- o Description of the means available to secure the Bidder's commitment to promote the Competition (either through a commitment to enhanced programming or other promotions, both on-air and off-air).
- o Description of the Competition's programming plan including the level of coverage and exposure.
- o The company's experience in the exploitation of audio-visual content, with express indication of the football-related contents.

If the bid is submitted by an intermediary, a report must be prepared indicating the general description of its activities, expressly indicating its offer of sports content and an action plan submitted that includes the expected coverage for the exploitation of the audio-visual content in the event that it is awarded the contract.

Financial solvency requirements shall be evidenced by means of a report drafted by the legal representative of the company, including the following:



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- That it has the financial capacity to provide a Banking guarantee enough to meet the financial bid of each of the seasons awarded, when so required by the RFEF.

7.4.- Bid content.

Interested bidders shall submit the documentation in sections 7.2 and 7.3, and the financial offer they wish to make to the RFEF in accordance with the form in Appendix 4. Bids may be submitted in Spanish or English.

The bid shall be submitted by electronic mail sent to the following email address: **primerainternacional@concursos.rfef.es**

The financial offer shall consist of a monetary amount in euros and shall not include taxes. The awardee must pay the RFEF the total amount offered in euros and cannot reduce or diminish that amount under any circumstances, and therefore may not apply withholdings, deductions, fees, taxes, commissions or any other deduction or reduction of any nature whatsoever. The Awardee acknowledges that they are solely responsible for the payment of any taxes, withholdings and/or liabilities arising from the non-payment thereof. If such taxes are required to be made by the RFEF, the Awardee must calculate the relevant gross amount to ensure that the RFEF receives the full consideration expressed by the Bidder in its bid by expressly stating so in the bid.

7.5.- Representations and warranties of the Bidder with regards to the Bid Content.

Bidders understand and accept that the submission of their bid to RFEF implies the following representations and warranties:

It is understood that the Bidder, when submitting its bid, represents and warranties that the content of the Bid, including the documents attached thereto, is truthful, complete, updated or current, precise and accurate. Bids that are evidently considered to have a clear lack of credibility shall be automatically excluded, without prejudice to the implementation of any remedies that the RFEF considers applicable against the Bidder or Bidders.

7.6.-Evaluation of Bids.

The evaluation body shall comprise:

- The Chairman of the RFEF or the person they designate on their behalf.
- The Chief Financial Officer.



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- The Director of the Legal Department.
- The Director of Competitions.
- The Marketing Director.
- The Head of the Audio-visual Area of the RFEF

A lawyer from the Legal Department shall act as Secretary.

The evaluation body shall submit a provisional award proposal to the RFEF's audio-visual rights management control body, which must be ratified by the aforementioned management body.

7.7.- Stages of each tender.

STAGE 1 of each tender.- The bid-receiving procedure shall be published **on 4 August 2021.**

All deadlines and times mentioned in such procedure refer to Madrid time (CET).

Bids shall be permitted from the moment when its publication at RFEF's official website for the territories indicated in the publication up to **10 August at 11:59 p.m.** Bids can be submitted to the following email address: **primerainternacional@concursos.rfef.es**

Once these conditions have been published at RFEF's website, time-to-admission and resolution of queries of interested parties shall be provided until 5 August 11:59pm. These queries shall be submitted to the following email address: tv@rfef.es

In the stage where bids are opened and evaluated the interested parties shall be given one day to correct or remedy incidents concerning bid requirements.

The financial bid shall be the main criterion to award the rights.

Following the evaluation of the bids, the RFEF shall inform the Final Operator who won the bid of its rights and they will sign the contract.

STAGE 2 of each tender.- There shall be a new receipt of bids stage for those territories that were not awarded in Stage 1. Such stage shall begin after completion of Stage 1 and by means of an official notice via RFEF's website and shall be open until the beginning of each of the stages or play-offs of the competition, bidding the interested party for all of the remaining matches until the end of the Competition.

Bidders interested in Territories that were not awarded in Stage 1 must submit their bids electronically to the email address that will be provided by the RFEF. Bids will be admitted in a successive and continuous manner, being able to award them bids are received.

7.8.- Provisional and final evaluation and bid award.



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The supervisory body for the management of audio-visual rights shall provisionally allocate the rights to the lots, provided that they have previously been awarded in the Spanish tender for the purpose of the production of the matches. The RFEF shall comply with the principles of transparency, competitiveness, fairness and non-discrimination of each Bidder.

The award criterion will be the best economic offer valued as a whole and globally taking into account the years offered and the price per season.

The RFEF may open a second round of improvement of the bids submitted in any of the lots.

In any case, it may not be awarded for a period exceeding the number of seasons that would have been awarded in Spain.

7.9.- Contract.

No media rights agreement shall be binding upon the RFEF until such agreement has been accepted, at its sole discretion, and fully granted by the RFEF, within the period set out in these terms and conditions or as may be agreed with the operator and in accordance with the conditions set out therein. The term of the contract shall be for one, two or three seasons.

The awardee acknowledges that they have read the contract attached as Appendix 5 and that they accept its terms with the submission of their bid, which are referred to and are in accordance with this document, and the awardee undertakes to sign and comply with all its terms.

Given that we are dealing with a new competition, the RFEF reserves the right to return to the previous model of non-professional competitions (2B and Third Division only) in the event that the Primera RFEF does not meet the competitive and sporting objectives of its creation.

In such a case, the contract shall be automatically terminated due to the supervening loss of its purpose, and the awardee shall be entitled to the value of the unamortised investment according to the amortisation plan set out in the proposal and attached to the contract, without being entitled to any further claims for such termination.

7.10.-Suspension and cancellation.



When there is an event of force majeure duly substantiated, the RFEF may suspend or cancel the Tender.

The RFEF reserves the right to suspend or cancel the tender in the event that there are indications of collusion between bidders in which case the RFEF shall inform the corresponding competition authority without undue delay of such illegal acts.

The tender may also be cancelled in the event that the rights have not been awarded in all or some of the seasons in the Spanish tender and the tender may also be cancelled if, in the opinion of the RFEF, the bids received do not meet the objective of being economically profitable.

8.- LEGAL PROVISIONS.

8.1.- Nondisclosure.

The RFEF agrees that any information of a confidential nature (marked as such by a bidder) included in the Bids received (including all financial information) shall be kept confidential and shall not be disclosed to any third party other than their respective advisors.

No potential Bidder is entitled to make any announcement relating, directly or indirectly, to these Rules and, in particular, to its Bid, nor relating to any acceptance or rejection of its Bid. The bidders acknowledge and agree that the RFEF shall have the exclusive right to make announcements in relation to these rules, including the awarding of the rights.

8.2.- Own costs.

Each Bidder is responsible for all costs, expenses and liabilities incurred by them or any third party assisting the Bidder in the preparation of his Bid and at any subsequent stage of the Bidding process, including translations into Spanish if necessary. The RFEF shall not be responsible, in any event, for any such costs, expenses or liabilities incurred by a Bidder in connection with this proceeding or the preparation, negotiation, execution or delivery of any media rights agreement.

8.3.- Exploitation of Rights.

The Awardee is obliged to exploit the Rights conferred, except for reasons of force majeure, and the RFEF reserves the right to terminate the corresponding Contract in the event of non-compliance.

8.4.- Collaboration.



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Both the RFEF and the Awardee undertake to collaborate jointly in the face of any threat that may arise to protect the assigned Rights, whether in terms of integrity (rigging, corruption, betting, etc.) and/or anti-piracy.

8.5.- Acceptance.

Any Bidder submitting a Bid for the exploitation of the Rights in question in this Bid shall be deemed to have read, understood and expressly accepted all the terms and conditions relating to the Bid itself.

8.6.- Separability.

In the event that any provision contained in this Tender is invalid or illegal, only that particular provision shall be invalid and, as such, the validity of the remaining provisions shall not be affected.

8.7.- Interpretation.

The Spanish version of this Tender shall be considered the only binding version of this Tender. In the event of contradiction between the Spanish version and the English version of this Tender, the Spanish version shall prevail.

8.8.- Applicable Legislation.

This procedure and any documentation, correspondence and agreements entered into between the RFEF and any Bidder in connection therewith shall be governed by and construed in accordance with the laws of Spain. Any and all disputes arising in connection therewith shall be submitted to the exclusive jurisdiction of the courts of Madrid capital, Spain.

Las Rozas, 4 August 2021



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APPENDIX 1

Lot 1, 2 and 3 are offered by countries and lot 4 is offered together for all countries.

1. List of Territories where RFEF offers these rights

THE AMERICAS		
Code	Package	Territories
A1	Canada	On an exclusive basis, free-to-air and encrypted: Canada
A2	USA	On an exclusive basis, free-to-air and encrypted: USA (incl. Alaska), Bermuda, Puerto Rico, United States Virgin Islands
		On a non-exclusive basis, free-to-air and encrypted: Anguilla, Barbados, Antigua and Barbuda, Kingman Reef, Palmyra Atoll, Johnston Atoll, Bahamas, Bajo Nuevo Bank, Baker Island, Barbados, Bonaire, Cayman, Curaçao, Dominica, Grenada, Guadalupe, Cuam, Howland Island, Jarvis Island, Navassa Island, Clipperton Island, Northern Mariana Islands, Midway Atoll, Turks and Caicos Islands, Jamaica, Martinique, Montserrat, Saba, American Samoa, Saint Barthelemy, Saint Kitts and Nevis, Sint Eustatius, Saint Martin, Saint Pierre and Miquelon, Saint Vicent and the Grenadines. Saint Lucia, Trinidad and Tobago.
A3	Mexico	On an exclusive basis, free-to-air and encrypted: Belize, Costa Rica, Cuba, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Dominican Republic.
		On a non-exclusive basis, free-to-air and encrypted:



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		Anguilla, Antigua and Barbuda, Aruba, Bahamas, Bajo Nuevo Bank, Barbados, Bonaire, Cayman Islands, Curaçao, Dominica, Grenada, Guadalupe, Clipperton Island, Navassa Island, Turks and Caicos Islands Jamaica, Martinique, Montserrat, Saba, Saint Barthelemy, Saint Kitts and Nevis, Sint Eustatius, Saint Martin, Saint Pierre and Miquelon, Saint Vicent and the Grenadines, Trinidad and Tobago
A4	South America (excluding Brazil)	On an exclusive basis, free-to-air and encrypted: Argentina, Bolivia, Chile, Colombia, Ecuador, Guiana South Georgia and the South Sandwich Islands, Falkand Islands, Paraguay, Peru, Surinam, Uruguay, Venezuela.
		On a non-exclusive basis, free-to-air and encrypted: Aruba, Bonaire, Curaçao, French Guiana, Trinidad and Tobago
A5	Brazil	On an exclusive basis, free-to-air and encrypted: Brazil

ASIA		
Code	Package	Territories
B1	Brunei	On an exclusive basis, free-to-air and encrypted: Brunei
B2	Cambodia	On an exclusive basis, free-to-air and encrypted: Cambodia
B3	China	On an exclusive basis, free-to-air and encrypted: China
B4	North Korea	On an exclusive basis, free-to-air and encrypted: North Korea



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B5	South Korea	On an exclusive basis, free-to-air and encrypted: South Korea
B6	The Philippines	On an exclusive basis, free-to-air and encrypted: The Philippines
B7	Hong Kong	On an exclusive basis, free-to-air and encrypted: Hong Kong
B8	India	On an exclusive basis, free-to-air and encrypted: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka
B9	Indonesia	On an exclusive basis, free-to-air and encrypted: Indonesia
B10	Japan	On an exclusive basis, free-to-air and encrypted: Japan
B11	Laos	On an exclusive basis, free-to-air and encrypted: Laos
B12	Macao	On an exclusive basis, free-to-air and encrypted: Macao
B13	Malaysia	On an exclusive basis, free-to-air and encrypted: Malaysia
B14	Mongolia	On an exclusive basis, free-to-air and encrypted: Mongolia
B15	Myanmar	On an exclusive basis, free-to-air and encrypted: Myanmar
B16	Singapore	On an exclusive basis, free-to-air and encrypted: Singapore
B17	Taiwan	On an exclusive basis, free-to-air and encrypted:



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		Taiwan
B18	Thailand	On an exclusive basis, free-to-air and encrypted: Thailand
B19	Vietnam	On an exclusive basis, free-to-air and encrypted: Vietnam
MIDDLE EAST AND NORTHERN AFRICA		
Code	Package	Territories
C1	Middle East and Northern Africa	On an exclusive basis, free-to-air and encrypted: Algeria, Bahrain, Qatar, Chad, Egypt, United Arab Emirates, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Syria, Somalia, South Sudan, Tunisia, Yemen, Djibouti. Non-exclusive basis: Mauritania y Mauritius (see note 1)
C2	Middle East	On an exclusive basis, free-to-air and encrypted: Saudi Arabia
(Sub-Saharan) AFRICA		
Code	Package	Territories
D1	Sub-Saharan Africa (excl. South Africa)	On an exclusive basis, free-to-air and encrypted referred to French language and on a non-exclusive basis in local language (excluding broadcasting in English, Portuguese and Swahili) Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Comoros, Congo Brazzaville, Republic of the Congo, Ethiopia, Gabon, Gambia, Ghana, Green Cape, Guinea Bissau, Guinea-Conakry, Equatorial Guinea, Ivory Coast, Kenya, Liberia, Madagascar, Malawi, Mali, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tomé,



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		Príncipe, Senegal, Seychelles, Mauritius, Sierra Leone, Swaziland, Togo, Uganda, Zambia, Zimbabwe. Non-exclusive basis: Mauritius and Mauritania, Djibouti, Somalia, South Sudan and Sudan.
D2	Africa	On an exclusive basis, free-to-air and encrypted referred to Portuguese language (excluding broadcasting in English, French and Swahili). Angola, Cape Verde and Mozambique
D3	Africa	On an exclusive basis free-to-air and encrypted referred to English language Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cabo Verde, Central African Republic(CAR), Chad, Comoros, Republic of the Congo, Congo Brazzaville, Guinea Equatorial , Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea Bissau, Guinea Conakry, Ivory Coast, Kenya , Liberia, Madagascar, Malawi, Mali, Mozambique, Namibia, Niger, Nigeria, Rwanda, Sao Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Socotra, St Helena, Ascension Island, Tanzania, Togo, Uganda, Zambia, Zimbabwe. Non-exclusive basis, free-to-air and encrypted: Djibouti, Lesotho, Mauritania, Mauricio, Somalia, Sudan, South Sudan and Swaziland.
D4	Africa	On an exclusive basis, free-to-air and encrypted referred to Swahili language (excluding broadcasting in English), Kenya (non-exclusive basis, free-to-air and encrypted in English, Portuguese and French) Kenya, Tanzania and Uganda
D5	South Africa	On an exclusive basis, free-to-air and encrypted: South Africa Non-exclusive basis free-to-air and encrypted: Lesotho and Swaziland

EUROPE (Countries outside the EEA)		
Code	Package	Territories
E1	Armenia	On an exclusive basis, free-to-air and encrypted: Armenia
E2	Azerbaijan	On an exclusive basis, free-to-air and encrypted: Azerbaijan



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E3	Belarus	On an exclusive basis, free-to-air and encrypted: Belarus
E4	Georgia	On an exclusive basis, free-to-air and encrypted: Georgia
E5	Israel	On an exclusive basis, free-to-air and encrypted: Israel
E6	Kazakhstan	On an exclusive basis, free-to-air and encrypted: Kazakhstan
E7	Kyrgyzstan	On an exclusive basis, free-to-air and encrypted: Kyrgyzstan
E8	Moldavia	On an exclusive basis, free-to-air and encrypted: Macedonia
E9	Russia	On an exclusive basis, free-to-air and encrypted: Russia
E10	Tajikistan	On an exclusive basis, free-to-air and encrypted: Tajikistan
E11	Turkmenistan	On an exclusive basis, free-to-air and encrypted: Turkmenistan
E12	Turkey	On an exclusive basis, free-to-air and encrypted: Turkey
E13	Ukraine	On an exclusive basis, free-to-air and encrypted: Ukraine
E14	Uzbekistan	On an exclusive basis, free-to-air and encrypted: Uzbekistan
E17	Lot Regional 1	Belarus, Kazakhstan, Kyrgyzstan, Moldavia, Turkmenistan, Tajikistan, Uzbekistan. Non-exclusive basis, free-to-air and encrypted: Armenia and Azerbaijan

OCEANIA		
Code	Package	Territories
F1	Australia	On an exclusive basis, free-to-air and encrypted:



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		Australia
F2	New Zealand	On an exclusive basis, free-to-air and encrypted: New Zealand



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APPENDIX 2

CLUBS THAT HAVE TRANSFERRED TO RFEF THEIR AUDIO-VISUAL RIGHTS FOR THE JOINT EXPLOITATION THEREOF THROUGHOUT THE WHOLE PERIOD TRADED IN THIS TENDER

The list shall be updated for each season according to the promotion and relegation that take place in each division.

C.D. BADAJOZ S.A.D C.E.

SABADELL S.A.D U.D.

LOGROÑÉS S.A.D

C.D. CASTELLÓN S.A.D

VILLARREAL C.F. S.A.D (VILLARREAL B)

SEVILLA F.C. S.A.D (SEVILLA ATLÉTICO)

ALBACETE BALOMPIÉ S.A.D.

ZAMORA C.F. S.A.D.

UNIONISTAS DE SALAMANCA C.F.

REAL VALLADOLID C.F. S.A.D. (REAL VALLADOLID PROMESAS)

CyD LEONESA S.A.D.

ATHLETIC CLUB (ATHLETIC CLUB "B")

C.D. CALAHORRA

C.D. TUDELANO S.D.

LOGROÑÉS

REAL UNIÓN CLUB S.A.D.

REAL RACING CLUB DE SANTANDER S.A.D.

F.C. BARCELONA (F.C. BARCELONA "B")

SAOE F.C. ANDORRA

GIMNÁSTIC DE TARRAGONA S.A.D. C.D.

ALCOYANO S.A.D.

U.E. CORNELLÀ S.A.D.

U.E. LLAGOSTERA - COSTA BRAVA S.A.D.

CLUB LINARES DEPORTIVO

UCAM UNIVERSIDAD CATÓLICA DE MURCIA C.F.

ALGECIRAS C.F. S.A.D.

REAL BETIS BALOMPIÉ S.A.D. (BETIS DEPORITVO BALOMPIÉ)

SAN FERNANDO CD ISLEÑO SAD

ATLÈTICO SANLUQUEÑO C.F.

REAL BALOMPÉDICA LINENSE

U.D. SAN SEBASTIÁN DE LOS REYES

EXTREMADURA U.D. S.A.D.

C.F. TALAVERA DE LA REINA

C.F. RAYO MAJADAHONDA S.A.D.

C.D. ATLÈTICO BALEARES S.A.D.

REAL MADRID C.F. (REAL MADRID-CASTILLA)

REAL CLUB DEPORTIVO DE LA CORUÑA SAD (REAL CLUB DEPORTIVO DE LA CORUÑA B)

RACING CLUB DE FERROL S.A.D.

REAL CLUB CELTA DE VIGO S.A.D. (REAL CLUB CELTA DE VIGO B)

DUX INTERNACIONAL



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APPENDIX 3

AFFIDAVIT

Mr, with Spanish ID Number (D.N.I.), acting as.....
of the company....., in the name and on behalf of such company ,
DECLARES UNDER HIS RESPONSIBILITY that:

1.- The company or group of companies (parent company or subsidiaries) and its managers or directors have not been subject to criminal sanctions nor have they recognised their criminal liability or that of their Managers, in any country in the world, in the last three (3) years for any of the following crimes:

a) misrepresentation; b) crimes against property or related to the socioeconomic order c) bribery; d) misappropriation; e) influence peddling; f) use of privileged information; g) corruption-related crimes of authorities or Spanish or foreigner public officials or private corruption, at national and international level; h) crimes against Social Security; i) crimes involving of employees; j) offences against Spanish Public Treasury and the European Union.

The managers or directors have not been convicted of other offences, of the same nature, that may damage the reputation of RFEF or those of the competition or jeopardize the broadcasting of such event of the awarded Territory.

2.- An arrangement with creditors has not been requested or declaration of bankruptcy at the time of submitting the application.

3.- It is up to date with its arrears to the Tax Office and/or Social Security in Spain (tax clearance certificates are attached herein).

4.- It has no due, liquid or enforceable debts with RFEF.

Signed: Legal Representative



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APPENDIX 4

FORM OF THE LETTER OF THE BIDDER TO DRAW UP A BID AND FINANCIAL BID FOR THE ACQUISITION OF THE EXPLOITATION RIGHTS OF THE PRIMERA RFEF FOR THE 2021/2022; 2022/2023 AND 2023/2024 SEASONS.

In, as of, 2021.

Mr / Ms, holder of Spanish ID Number (DNI)/Passport Number ,

Acting as

Acting in the name and on behalf of company

incorporated

in accordance with the laws of, with registered office inand

Tax ID Number

Hereby sets forth in this document:

(i) That, having thoroughly reviewed the Call for Tender of the Primera División RFEF, issued by the Royal Spanish Football Federation ("**RFEF**"), the Company is interested in acquiring the Lot(s) detailed below so as to exploit the Audio-visual Rights of the Primera RFEF.

(ii) That the tendered amount is provided in euros and shall be understood to match the final net worth expressed in euros that will be available to the RFEF once all financial expenses, deductions, withholdings, fees and taxes are covered along with those arising from the financial transaction.

(iii) That regarding the feed of matches, the Company understands and agrees that the technical costs/expenses of access to the feed shall be paid to the RFEF or to whoever it indicates, in accordance with the terms laid down in the corresponding section.

(iv) That the Company understands and agrees all the terms and conditions governing this Tender and the future Contract with the RFEF.

Accordingly, the Company expresses and details the terms and conditions of its Bid:

1- CORPORATE DATA

Identification of the company and person who signs with sufficient powers

1.1.- On the company

Full name of the company interested in the tender

DOCUMENT BELONGING TO THE REAL FEDERACIÓN ESPAÑOLA
DE FÚTBOL



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Full address

Tax ID Number

1.2.-Contact person

Contact person, name and position held in the company

Telephone

Email

2.- FINANCIAL BID

A bid is submitted for the lot:

NET FINANCIAL BID IN EUROS OFFERED FOR EACH SEASON

Lot number	2021/2022	2022/2023	2023/2024

Mr/Ms [Name and surname(s)]

Acting on behalf of [Name of company]

Date: [dd/mm/yyyy]

SIGNATURE:



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ANNEX 5

CONTRACT FOR THE ASSIGNMENT OF AUDIO-VISUAL RIGHTS-EU-INTERNATIONAL

NOTE: For the award contract of betting streaming the clauses of this contract shall be replaced by the corresponding clauses of the tender on such audio-visual product.

In Las Rozas.....of2021

BY AND BETWEEN

On the one part, Mr.of full age, of Spanish nationality, with Spanish ID Numberand domiciled for these purposes in Ciudad del Fútbol Plaza Luis Aragones s/n, 28232 Las Rozas de Madrid.

On the other part, Mr....., of full age, of nationality, with Spanish ID Number....., and domiciled for these purposes at Ciudad del Fútbol Plaza Luis Aragones s/n, 28232 Las Rozas de Madrid.

APPEARING

The first of them, in the name and on behalf of the **SPANISH ROYAL FOOTBALL FEDERATION**, holder of Tax ID Number (NIF)and with registered office at Ciudad del Fútbol Plaza Luis Aragones s/n, 28232 Las Rozas de Madrid, by means of the power of attorney that he/she validly holds at present due to his/her role as General Secretary thereof,

Hereinafter, the "**RFEF**".

The second of them, in the name and on behalf ofholder to Tax ID Number....., and with registered office in the city of....., in....., by means of the power of attorney that he/she states to validly hold at present due in his/her role asthereof

Hereinafter, the "**OPERATOR**" and/or the "**AWARDEE**".



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The parties acting herein, in accordance with the statements of their representatives, acknowledge each other the sufficient legal authority to sign this document, and to such effect,

STATE AND DECLARE

First.- That the RFEF is the entity marketing the audio-visual rights of the clubs taking part in the competition named Primera División RFEF, that they have assigned to the RFEF the joint marketing of their audio-visual rights in Spain in accordance with that laid down in Royal Decree-Law 5/2015, amended by Royal Decree Law 15/2020.

Second.- That the OPERATOR is a company related to the audio-visual sector.

Third.- That the RFEF is interested in assigning and authorising the OPERATOR to exploit the rights of audio-visual content of certain matches of the PRIMERA RFEF competition, which are detailed and specified in this contract for theseasons (hereinafter, the "**Competition**").

Fourth.- That, given the common interest of the parties acting herein, they agree to sign this **CONTRACT FOR THE EXPLOITATION RIGHTS OF AUDIO-VISUAL CONTENT** (hereinafter the "**Contract**"), that shall be governed by the following,

CLAUSES

One.- Participating teams and competitions.

1.1.- The Primera RFEF competition corresponds to the category classified by the RFEF and for the purposes of the Federation as professionalised. It is a new category ranked between Segunda División B (Segunda RFEF for commercial and branding purposes) and Segunda División of the professional competition.

It is an official state-wide competition organised entirely and exclusively by the RFEF.

In the 2021/2022 season the category shall comprise 40 clubs/teams divided into 2 groups of 20 teams each. The assignment of the clubs to one of the two groups shall be based, essentially, on geographical criteria.



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The competition model foresees that due to external circumstances (e.g. force majeure or similar) or sporting assessment of the competition, the groups may be divided into subgroups in order to finish off the competition or to improve its competitive nature and social impact.

Where the division of the competition into subgroups is not for reasons of force majeure or similar reasons, the awardee shall be entitled to terminate the contract.

In the first season of this new category 36 of the 40 teams shall come from Segunda División B and the remaining 4 from relegation from Segunda División.

From the 2022/2023 Season onwards, the 40 teams in the competition shall be made up of the 26 teams that had already competed in that category the previous season and did not occupy relegation or promotion positions, joined by a further 10 teams that shall be promoted from Segunda División B (Segunda RFEF) and the four teams relegated from Segunda División.

1.2.- Regular phase and playoff

Primera RFEF shall comprise 40 clubs, divided into two groups of 20 teams.

The competition shall take place in two phases, of which, the first will correspond to the regular phase and the second to the Play Off of Primera RFEF.

I. Regular Phase.

It shall be set over a total of 38 matchdays in which the participating clubs will meet for the home-and-away matches through a points system, setting the final classification according to the points obtained by each of the clubs, with three points per winning match, one per drawn match and zero per game lost.

Clubs that qualify first of each of the two groups will directly move into the National League Championship of Segunda División.

Clubs that qualify second to fifth of the two groups will participate in the Play Off of Primera RFEF.

Teams placed 16th to 20th of each of the groups shall be relegated to Segunda B (Segunda RFEF).

II. Play Off of Primera RFEF.

It shall take place through a knockout phase, of one single match, in accordance with the



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General Regulations of the RFEF.

The eight clubs classified in the places 2nd to 5th of each of the groups shall participate, exchanging the teams from one group to the other.

It shall take place in the venue designated by the RFEF, in a pre-game meeting format, and will consist of two qualifiers, corresponding to semi-final and final rounds. Thus, the matches shall proceed as follows:



In case of a tie at the end of the 90 minutes match, extra-time of two periods of 15 minutes each will be played and, if after such extra-time, neither team has scored more goals than the other, the winner will be the team achieving a better position in the regular phase. The two winning clubs of each of the finals will be promoted, along with the first classified teams of each group, to Segunda División.

This competition system shall apply without prejudice to the extraordinary rules approved in exceptional cases derived from COVID-19.

It includes a possible match to decide the champion of Primera RFEF between the first two teams, either through a one-off match at a neutral ground or two home and away games, both organised by the RFEF.

1.3.-In any of the seasons covered by the contract, the competitive system and the competition phases, as well as the number of matchdays may be modified due to force majeure, with the Delegate Committee of the RFEF Assembly being responsible for determining the new competition rules in order to adapt these to the grounds of force majeure that may arise during the time in which they persist in whole or in part.



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In any case, if for reasons of force majeure or by agreement of the RFEF with the favourable report of the awarded operator in Spain, a competitive system in subgroups format is set, this model would be based on creating two subgroups of 10 in each group (also based on geographical criteria) that would play a regular league through a one-off match where the teams that finish in the top five of each subgroup would play a second phase, also based on a one-off match, and including the points obtained in the first phase, the purpose of which would be to determine the winner that would be automatically promoted to Segunda División and the classification of the teams to dispute the playoffs for promotion from among the teams that finish from second to fifth place.

Those classified in the sixth to 10th positions of the initial phase would play a second phase involving a one-off match with those classified in the same position in the other subgroup of their group, to determine the five teams that would be in the lower positions and would be automatically relegated to Segunda RFEF. In this second phase of the relegation group, the points obtained in the first phase would also be carried over.

Second.- Scope of the assignment

For the purposes of this contract, the RFEF assigns to the OPERATOR the exploitation of broadcasting rights of certain matches of the PRIMERA RFEF within the territory of Spain in accordance with the following conditions:

1.- Broadcasting territory:

2.- Exclusivity

Exclusive right to live broadcasting of at least two (2) of the live of all clubs participating in the competition matches.

The exclusivity mentioned in these rules does not affect the right of the clubs participating in the matches to be able to record images for the mere internal purposes of technical analysis of the matches and their use for training purposes and monitoring of their own players or those of opposing teams. The granting of permission or refusal of permission in respect of such recordings shall be the responsibility of the team playing the match as the home team.

Neither does the exclusivity prevent participating clubs and the RFEF from recording and broadcasting images of moments before or after the match, of the benches, as well as any other image that is not of the match being played on the field of play. The



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granting of authorisation or refusal in respect of such recordings shall be the responsibility of the home team or of the RFEF when it is the RFEF that organises the match or when it is played on a neutral ground.

The clubs that have assigned the rights for the entire period of this marketing offer are listed in Appendix 1.

This list shall be updated each season depending on the promotions and relegations that occur in the category and the voluntary transfer of audio-visual rights that these new clubs may make when participating in the competition. The list may also be increased at any time with the voluntary transfer of audio-visual rights by clubs that have not done so previously.

3.- Broadcasting guarantee

The operator guarantees the live broadcasting of at least two of the available games of each matchday.

The broadcasting shall be open or encrypted via a traditional television feed (DTT) or via cable, satellite, Hertzian waves, ADSL or IPTV, Internet (including OTT format), WiFi, 3G, 4G technologies and future generations, mobile portals, websites, and/or streaming, as well as any other system or modality existing or to be developed in the future and on any device. This includes the segment known as Horeca, which includes hotels, bars, cafés and restaurants.

4.- Sub-licences

The operator may grant sub-licences with the prior and express authorisation of the RFEF, and the sub-licensor must guarantee compliance by the sub-licensee with the obligations established in the lot and ensure that the sub-licensee complies with all the conditions established for bidders in accordance with the provisions of this contract.

When applying for the sub-licence, the channel and its audience shall be detailed, and such application must be made at least 10 calendar days prior to the broadcast date of the matches to be sub-licensed.

The RFEF shall reply to the application within five calendar days of receiving all the complete documentation necessary to analyse the application and in the absence of a reply within the period indicated, the application shall be considered to have been granted. If the RFEF refuses authorisation, reasons must be given.



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5.- Delayed broadcasts

The operator may broadcast deferred matches in an unlimited and non-exclusive way for each match in its entirety, after its recording and within the season in which such matches are played.

The clubs may also broadcast on a delayed basis the matches in which they have participated as a home team or as an away team. The delayed broadcasting by the club is regulated in clause three.

Three.- Scope of conferred rights.

3.1. Audio-visual rights may only be exploited:

- a) Within the Territory of XXXXXXXX, over the term of the Contract (defined in clause nine).
- b) In any language, preferably the official one or officials of the territory.
- c) Through any of the designated Channels or Supports

3.2. The Audio-visual Rights granted include, inter alia, the following:

- a) Right of fixation, reproduction, provision and public communication of the Competition, for its broadcasting in the terms previously stated;
- b) “Right to secondary exploitation”, this being understood as the use of extracts, brief summaries, clips, fragments, frames of images, sounds and audio-visual recordings of the Competition, for their subsequent fixation, reproduction and public communication in the Operator’s programming, and for its use in merchandising and advertising campaigns concerning the Competition.

3.3.- Non-exclusive rights: the OPERATOR expressly recognises that the RFEF, the Participating Teams and/or third parties hold the following rights:

- a) Clubs taking part in the competition that have their own distribution channel dedicated thematically to the sporting activity of the participating club or entity and that have a DTT television licence may broadcast the match solely and exclusively on that television channel both live and deferred in its entirety and/or highlights of the match. In the case of the live match, they shall be able to do so for those matches they play as the home team.



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In the event of broadcasting the full match on a delayed basis, they shall be able to do so both when they play as the home team and when they play as the away team.

For a delayed broadcast, a minimum of 12 hours must elapse from the end of the match, unless that game was also broadcast live as a home match, in which case it can be broadcast at any time.

In all cases clubs must guarantee that the live match can only be watched within the territory of Spain.

- b) The RFEF and the Clubs playing the matches both as home and away teams shall be able to produce image clips on their official profiles on the Social Media apps, RFEF branded channels or those of the clubs on digital platforms (YouTube and similar) and the clubs' official websites. Such use shall be restricted to five (5) minutes in total, and its publication after the end of the match. These highlights may be published worldwide.
- c) The RFEF reserves the right to authorise Sponsors and/or Official Suppliers of the Competitions to use images of the Competition on the Sponsor's own platforms to promote their association with the Competition. The RFEF may also use the images of a match as a technological support for video-referring and/or for training purposes.
- d) The Clubs that play matches as the home team and the RFEF, when the match is organised by it and/or is played on a neutral pitch, reserve the right to exploit the live feed, within the facilities where the sporting event takes place, of the audio-visual television feed corresponding to this event.
- e) Exploit the broadcasting through voiceovers and/or commentaries on the development of each match via radio channels.

The reservation of the rights set out in the previous paragraphs are exclusively in favour of the Clubs indicated in appendix 1 and/or of the Real Federación Española de Fútbol.

3.4.- The RFEF and participating clubs may make use of the right to archive all matches of the competition and any digital files including tokens or NFTs. Clubs playing home matches shall also have the right to archive the matches they play and may make use of them. In this regard, once the term of the corresponding marketing contract has expired, the OPERATOR shall be obliged to return to the RFEF or destroy any material generated as a result of the exploitation of the awarded lot, as well as any information held by virtue of the marketing contract, which may lead to an improper use of audio-visual rights beyond the term of the corresponding contract.



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The Clubs' right to archive referred to in the previous section is exclusively in favour of the Clubs whose rights have been marketed through these Rules in the specific competition to which it applies. In particular, the Clubs' right to archive is exclusively in favour of the Clubs referred to in appendix 1.

3.5.- The RFEF is co-owner, together with the clubs, of all the Intellectual Property Rights of the Competition.

Once the term of the marketing contract has expired, where appropriate, the RFEF and the participating Clubs/SAD (, shall hold all the intellectual property rights over all the audio-visual content and recordings (files) that have been produced, and may be exploited in any medium or means, without any limitation whatsoever in a worldwide territorial scope for the maximum period of validity of such rights.

The Clubs' co-ownership of the Intellectual Property Rights of the Competition and the right in favour of the same of the intellectual property rights over all the contents and audio-visual recordings (files) that have been produced is recognised, exclusively, in favour of the Clubs whose rights have been commercialised through these Rules in the specific competition to which the same affects and when they play the match as the home team. And specifically, co-ownership in the Intellectual Property Rights of the Competition and the right in favour of the Clubs of the intellectual property rights over all the contents and audio-visual recordings (files) that have been generated is recognised, exclusively, in favour of the Clubs that for each of these seasons have transferred their audio-visual rights to the RFEF in accordance with appendix 1.

3.6.- The broadcasting of the images referred to in section 3.4 a), b) and d) implies the right of the RFEF and/or the clubs to reproduce said images, but not to exploit them, without, therefore, being able to transfer said images to any third party.

3.7.- Rights that are not expressly granted in this bidding process, such as exploitation in other territories, betting, etc., are excluded from this process.

3.8.- All rights reserved herein for the participating clubs and/or clubs or, where appropriate, for the RFEF are reserved exclusively in favour of the participating clubs and/or clubs or in favour of the RFEF whose audio-visual rights are marketed in each case under these Rules, without such reservation of rights affecting the rest of the participating clubs and/or clubs whose audio-visual rights have not been marketed in respect of the match and/or audio-visual right whose right has been reserved.

Four.- Calendar and times. Choosing the operator.



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1.- Calendar of dates and times:

The definitive dates and times for each match shall be determined by the RFEF.

For guidance purposes, the matches are played at the following times:

-On weekends:

Saturdays and Sundays between 11:00 a.m. and 11:30 p.m. Occasionally and, when competition or infrastructure needs so require, they may be played, with the express prior authorisation of the RFEF, on Friday between 7:00 p.m. and 11:30 p.m.

-On weekdays:

When the match is played during the week, the RFEF shall designate the dates and times of the matches so that the calendar can be configured respecting the different rules that influence it (three-day break between matches, etc.). Indicative start times are Tuesday, Wednesday and Thursday between 7:00 p.m. and 11:30 p.m.

All times refer to the time of the city of Madrid (Spain).

The RFEF reserves the right to change the dates and times of the matches.

In cases of postponement or suspension of matches, the RFEF shall be responsible for setting the new date for the holding of such matches.

2- Available matches and selection thereof by the awardee.

The RFEF shall notify the awardee of the available matches for each matchday of the competition at least 10 calendar days prior to each matchday in the regular phase and within two days following the draw for the playoffs.

The awardee must select from the matches offered by the RFEF at least four days prior to the match.

Five.-Feed.

The operator shall pay the RFEF or whoever it indicates for the technical costs derived from sending the live feed incurred by the RFEF. These costs are independent from the price of the contract and may not be compensated, under no circumstance, with the final price paid for the award of rights.

The technical costs derived from sending the live feed from the location established by the RFEF in Spain to the international operator shall be borne by



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the latter, although the RFEF (or the company it designates) shall apportion the technical costs that may be common to sending these feeds to different international operators.

The Awardee shall be able to customise the production delivered by the operator in Spain or by the RFEF according to their preferences through the use of voiceovers, commentaries and appearances by their announcers, narrators and commentators. If the Awardee requires any on-site service, this service shall be provided by the Host Broadcaster of the match, in accordance with a rates sheet made available to the Awardee. These services include, inter alia, distribution, TV Compound, equipping the commentators' positions, etc.

Six.- Use of brands and requirements of publicity.

6.1.- OPERATOR's use of the brand.

To communicate a unified and consistent branding and image of the Competition, the Awardee shall be required to use the official headlines, banners and graphics of the Competition, as well as its Brands, as provided and required by the RFEF (including any television studios and scenery), the use and design of which must be previously approved by the RFEF.

To promote and advertise its broadcasts, the Awardee has the non-exclusive right and the obligation to make use of:

- the name of the RFEF, as well as the name of the Competition.
- the logo of the RFEF and the Competition.
- the competition logo on the bumper for the playback of replays.

All the distinctive signs of the Competitions and/or of the RFEF and/or of the clubs to be used by the Awardee for the promotion and/or broadcasting of the Competitions shall be provided by the RFEF, and/or expressly approved by this Royal Federation prior to their dissemination and/or publication. No use may be made of distinctive signs that refer to the Competitions or to the RFEF which do not comply with the format and/or the express indications set by the RFEF.

The Awardee cannot carry out advertising inserts for sports entities other than the RFEF or without the latter's authorisation, nor for business or general associations that pool together sports entities.

The Awardee shall be able to customise the broadcasting of the matches according to their preferences, through the use of voiceovers, commentaries and appearances of their



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announcers, narrators and commentators. They cannot personalise the image of the game beyond what is indicated in this paragraph, but they may add content and recorded images unilaterally when this has been previously agreed with the RFEF.

The RFEF shall notify the awardee of the title sponsor of the competition and the awardee shall be obliged to apply the correct naming and logo of the title sponsor and of the competition during broadcasts.

6.2.- Interviews

The clubs shall make their best efforts to ensure that player interviews are conducted with the sponsorship backgrounds provided by the RFEF.

6.3.- Opportunities and commercial obligations.

6.3.1.- General conditions:

The Awardee cannot enter into advertising contracts with entities involved, in full or in part, in the production, sale and/or distribution of products and/or services that fall into the category of "sports brands of any kind".

By the same token, under no circumstances may the Awardee broadcast advertising that may lead to the belief that there is a collaboration and/or association of said advertiser with the RFEF, its Primera División RFEF competitions, participating Clubs and their respective players. It will not appoint a sponsor for programming or contents related to the RFEF and/or to the Competitions, in such a way that it is understood that they sponsor the RFEF, the Competitions and/or the participating clubs.

In addition, the RFEF and/or the clubs are entitled to carry out activities that include, inter alia, half-time competitions with the participation of fans in the stadium, promotional advertisements placed on the field of play at the beginning, half-time and end of the match, without this implying a violation of the Rights granted to the Awardee.

6.3.2.- Regulation of virtual advertising through digital tools:

With regard to virtual advertising, understood as the placement of advertisements on digital instruments that allow the reproduction of different advertisements during the match and that are located at specific points within the Stadium (for example, stands, advertising media, static billboards, etc.), the Awardee acknowledges that the RFEF may exclusively use these instruments to reproduce digital advertisements for advertising purposes. As such, the Awardee undertakes not to change the content of the digital instrument, unless the displayed advertisement is contrary to the applicable legal provisions of the Authorised Territory of the Awardee (for example, if the advertisement placed on the digital instrument in connection with tobacco and tobacco advertising is



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strictly prohibited in the Authorised Territory). In this case, the Awardee must notify the RFEF without undue delay and, in any case, within forty-eight (48) hours from the time the RFEF disclosed the list of sponsors to be placed on the digital tools. The Awardee agrees to hold harmless RFEF from any liability arising from the Awardee's failure to notify the RFEF of the incompatibility of the national legislation of the Authorised Territory with the virtual advertisements placed on the digital tools, including, but not limited to: damages, penalties, fines, emerging and/or indirect damages.

6.3.3.-Information:

The Awardee is hereby informed, understands and accepts that the entities related to the information sector in its territory (news) may have access to report on the progress of the Match.

Seven.- Obligations of the RFEF.

In accordance with the purpose of this Contract and additionally to all other obligations contained in the clauses thereof, the RFEF commits itself to:

- a) Protect the good name of the OPERATOR;
- b) Ensure the full and peaceful exercise by the OPERATOR of the Audio-visual Rights in the terms set forth in the Contract;
- c) Have the necessary powers to assign the Audio-visual Rights in accordance with the terms and conditions set forth in this Contract;
- d) Ensure that the exercise of the Audio-visual Rights by the OPERATOR does not infringe the rights of third parties, the current rules of FIFA, UEFA and the regulations of the RFEF or other relevant sports organisations; and
- e) Ensure that the Competition is played as from the Start Time, except in cases of force majeure and/or reasons not attributable to the RFEF.

Eight. - Obligations of the OPERATOR.

8.1.- In accordance with the purpose of this Contract and additionally to all other obligations contained in the clauses thereof, the OPERATOR commits itself to:

- a) Protect the good name of the RFEF, the Competition, the Participating Teams and players and all other people who form part of it, in the exercise of all Audio-visual Rights;
- b) Put into effect the funds in accordance with clause ten;



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- c) As to the use of the Brands and/or distinctive signs of the RFEF and or the Competition, the OPERATOR commits itself to comply with that indicated in the Style Book provided by the RFEF for such purpose.

8.2.- In the broadcasting of the Competition the OPERATOR is committed to:

1.- Ensure that the Rights are accessible exclusively within the Territory and undertakes to implement all those security measures, such as encryption of signals or geo-blocking system, DRM systems, to prevent them from being accessed from outside the Territory and/or illegally, and shall comply with Regulation (EU) 2017/1128 of the European Parliament and of the Council of 14 June 2017 on cross-border portability of online content services in the internal market.

With regard to content accessible via the Internet or any other equivalent broadcasting medium, the operator who exploits the aforementioned audio-visual content must undertake to implement all those measures that prevent the copying, storage, conservation or sending of any of the audio-visual content acquired, as well as to use a system that prohibits access or viewing from outside the Territory.

Any broadcasting via the Internet must:

- Take place using only standard formats of websites or applications;
- Not use formats allowing downloads; and
- Use standard technology of the sector on digital rights management to avoid broadcasting or distribution of contents outside the Territory.
- Implement all those measures that prevent the copying, storage, conservation or sending of any of the audio-visual content acquired, as well as to use a system that prohibits access or viewing from outside the Territory that broadcasts the content.

Nine.- Term.

The term and effect of this Contract is set as from the date of signature and up toOnce the term is met, the Contract will be automatically terminated with no need for prior notice.

Ten.- Price and means of payment thereof. Guarantee.

1.- The OPERATOR must pay the RFEF under this Contract and under the item of financial consideration for the Audio-visual Rights conferred, a total amount of



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€..... plus VAT.

2.- For the 2021/22 season the financial consideration in favour of the RFEF for the rights conferred amounts toeuros plus VAT. For the 2022/23 season the financial consideration in favour of the RFEF for the rights conferred amounts toeuros plus VAT. For the 2023/24 season the financial consideration in favour of the RFEF for the rights conferred amounts toeuros plus VAT.

3.- The Operator shall comply with its payment obligations detailed in this clause in accordance with the following payment schedule:

2021/22 Season

- 30 September
- 30 October
- 30 November
- 30 December
- 30 January
- 30 March

2022/23 Season

- 30 September
- 30 October
- 30 November
- 30 December
- 30 January
- 30 March

2023/24 Season

- 30 September
- 30 October
- 30 November
- 30 December
- 30 January
- 30 March

The amounts referred to in the previous section shall be paid via bank transfer to the account provided by the RFEF for such purpose, upon the prior issuance of the



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corresponding invoices 30 days in advance.

Delays in payment of any of the amounts agreed with the Operator shall entail the right of the RFEF, upon prior request, to impose late interest equivalent to the legal interest rate, increased by three percentage points. Payment obligation is considered to be an essential obligation of the contract.

4.- Costs derived from sending the feed of matches (technical costs) shall be invoiced on a monthly basis to the operator, who shall pay them to the RFEF or the company it designates to provide such service, within 15 days as from the receipt of the invoice.

Eleven.- Intellectual and industrial property rights. Use of Brands.

The RFEF shall co-own all audio-visual, Property, Industrial and marketing rights of the Competitions, the brands and distinctive signs thereof. All of this is without prejudice to the non-exclusive use made by Clubs and/or SAD of the content originated from matches, in accordance with the provisions of this contract.

The OPERATOR shall have no right to the images of matches or highlights, except for those rights described in this Contract.

The RFEF expressly authorises the OPERATOR the non-exclusive and non-transferable right to use and/or reproduce and/or insert the image and/or trade name and/or Brand and/or any other distinctive sign inherent to the Competition, for the exclusive purposes and in the terms indicated in this Contract and only during the term thereof.

Except as provided in the above paragraph, none of the statements made in this Contract involve the assignment of any industrial or intellectual property rights owned by the RFEF, except authorised expressly or in writing by it, for a different purpose than that agreed in this Contract.

Brands must be used in accordance with the Style Guide provided by the RFEF for such purpose and protect in any case RFEF's appearance.

The OPERATOR may request the RFEF to review the promotional materials, by submitting simulations or samples thereof, provided that, once they have been approved by the RFEF, their use cannot be modified in the Competition.

The OPERATOR shall submit as soon as possible to the RFEF all additional materials or information that is so reasonably requests with regard to any review request submitted



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by the OPERATOR. If the RFEF informs in writing to the OPERATOR its disapproval on the way it has used the Brands, the OPERATOR will not be able to use such Brands in such way if such use contravenes the provisions of the Style Guide.

Likewise, the OPERATOR shall be liable to the RFEF for the non-compliance of the obligations derived from this clause by its employees, representatives, contractors, agents and, where appropriate, sublicensees.

Twelve.- Services in the interest of the operator.

12.1.- The RFEF shall make its best efforts to provide the OPERATOR, for its use, with such services and facilities as may be necessary for the correct production and personalisation of matches, such as commentary positions, facilities for presentations, unilateral camera positions and other technical facilities (cable feedthroughs and similar) that are normally provided for the production of the television coverage of matches.

12.2.- In each case, the availability of any and all of the services and unilateral facilities, and its use by the OPERATOR shall be subject to the following conditions:

- a) the prior notice in writing of the OPERATOR on the requirements of such facilities and services as soon as possible;
- b) Security and planning restrictions, real availability of space and facilities in Stadiums.
- c) guidelines of the RFEF applicable to the use of each service and audio-visual facility;
- d) compliance at all times by the OPERATOR and its staff of the RFEF's rules, in particular, applicable rules and regulations of security and accreditation; and

All facilities required, as well as the availability and use thereof, are subject to factors such as the space available and facilities, order of priorities for the purposes of arbitration, compliance of the reservation procedures required, considerations with respect to security and being subject to the costs of the list of market price rates.

Thirteen.- Permits and authorisations.

The operator shall obtain at its sole account and expense the permits and authorisation



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that, where appropriate, are necessary for the correct and full execution of this Contract.

The RFEF shall give the operator the accreditations required for the correct audio-visual production of each match.

Fourteen.- Force majeure, non-compliance and termination.

14.1.- Force majeure.

The parties express their will to keep the contract in force when a force majeure event takes place such as floods, strikes, riots and other natural, human or technical constraints beyond foreseeable human control, care and diligence of contractors or its members.

Therefore, the interruption or suspension of the services of the parties throughout the force majeure situation will not be considered to be a breach. Suspension will only affect those services that cannot be developed because of the force majeure event.

If force majeure events take place, the parties shall adapt the contract so as to adjust it to the new circumstances for the duration of the force majeure event.

The contract will only be terminated when it turns out to be true that it cannot be fully executed in the future.

14.2.- Breach.

Total or partial breach of the obligations undertaken by the parties acting herein by virtue of this Contract will empower the other party to request the faithful and compulsory compliance thereof in the terms set forth below and, failing this, or in case of irremediable breach, to be able to urge the termination of this Contract and request the pertinent compensation for liquidated damages.

Once breach of any of the obligations laid down in this Contract takes place, the party affected by such breach must demand the faithful compliance of such obligation, having to give notice and faithfully require (notices shall be valid when made via burofax/registered letter with acknowledgement of receipt or email to the address indicated in clause nineteen to the breaching party so that, within a limit not exceeding three (3) calendar days from such notice, it corrects the non-compliance.

After such time elapses without having corrected the non-compliance and/or having agreed its compensation, this Contract shall be automatically terminated.

If the correction or compensation required or the conventional termination takes place,



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the breaching party shall be additionally liable for the liquidated damages caused to the affected party because of the breach.

Without prejudice to the foregoing, the RFEF may urge the unilateral and immediate termination of this Contract, with no need for a prior correction requirement, if the OPERATOR incurs in any of the following:

- a) If any of the managers and/or seconded staff is found guilty via final judgement for crimes of forgery, against public equity and against the socioeconomic order, bribery, embezzlement, influence peddling, use of privileged information, crimes against the public treasury and social security and crimes involving the rights of workers, among others. Such prohibition also extends to the directors of such companies, inside members, that have been found guilty for any of the crimes mentioned in the previous paragraph, and/or for any others that the RFEF considers could harm the reputation of the Competition and/or may compromise the its audio-visual broadcasting.
- b) Declaration of insolvency and/r bankruptcy
- c) Non-fulfilment of obligations with regard to the payment to the Tax Agency and/or Social Security in Spain.

14.3.- The RFEF may also terminate this Contract if the operator fails to pay two price instalments, whether consecutive or non-consecutive or the technical costs. Besides from termination, the RFEF may request the operator to pay the amounts it stopped paying and the direct and indirect damages caused by such lack of payment.

Fifteen.- Assignment and sublicenses

The rights acquired and obligations undertaken by the Operator hereunder are personal and therefore cannot be assigned, transferred or otherwise disposed of to third parties without the prior and express written consent from the RFEF.

If the operator is interested in granting sub-licences the process provided for in clause two shall apply.

Sixteen.- Declaration of non-association.

The content of this Contract in no way shall involve the creation of any kind of company and/or association between the parties acting herein, and it is absolutely forbidden for neither of the parties to represent the other and vice versa.

Seventeen.- Confidentiality.



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This Contract is confidential and, as a result, the parties acting herein undertaken not to disseminate and/or disclose and/or communicate its existence and/or its content to third parties (natural and/or legal) not related thereto, without the prior authorisation of the other parties acting herein, with the exception, as a general rule, those matters where information has to be disclosed by mandatory provision (either legal, judicial or as indicated by the National Commission on Financial Markets and Competition of Spain (CNMC), extending temporarily such obligation, not only to the period of validity set forth in clause seven, but also indefinitely after its conclusion and subjectively to all people (directors, advisors and employees of the parties acting herein) that on the grounds of their status or position, have had access to the content thereof. It all except legal requirement, express requirement of the competent authority or prior and express consent of the counterparty.

Eighteen.- Personal data.

Parties expressly undertake to comply with the obligations on data protection set forth in Organic Law 2/2018 of 5 December on Personal Data Protection and Guarantee of Digital Rights that covers EU Regulation (EU) 2016/579 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

In particular, the parties undertake not to apply or use data managed under this contract with a purpose other than that of this contract, and they will not report them, not even for their preservation, or assign them to other persons aside from the circumstances expressly allowed by the Regulation.

The parties shall comply at all times with the technical and organisational measures provided for in the existing rules on data protection.

Once the contractual relationship ends, the parties undertake to return personal data or destroy them, where appropriate, in the terms provided for in the existing rules.

Both parties undertake to maintain professional secrecy with regard to the personal data provided and this obligation shall continue to apply after the termination of the contractual relationship.

Nineteen.- Domiciles for notification purposes.

The parties acting herein state that any notices that are to be made during the term of this Contract, shall be formalised in writing and sent in a reliable way to the counterparty, at the following addresses:



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Mr

Plaza Luis Aragoles s/n, 28232 Las Rozas de Madrid

Tel. +34 91 495 98 00

Fax. +34 91 495 98 01

Email:

OPERATOR

Name:

Address:

E mail:

Twenty- Other guarantees.

20.1.-The OPERATOR ensures the RFEF:

- a) That there is no existing agreement or contract through which it has paid or is to pay, directly or indirectly, any additional amount for the signing of this Contract to any of the managers or employees of the RFEF; and
- b) If the OPERATOR becomes aware of any information concerning the existence of any of such payments, it will inform immediately to the RFEF.

20.2.-The RFEF ensures the OPERATOR that it is up-to-date with all its obligations regarding the public finance or social security.

The parties ensure each other, taking responsibility for the veracity thereof, as from the date of signature of this Contract and up to the end of the Period of Validity of the Contract, the following:

- 1) That they are free to sign this Contract and are authorised for the signature of this Contract and that their board of directors or the competent governing body (as the case may be) have taken all the measures in accordance with the law of its place of incorporation, the deed of incorporation or corporate bylaws or corporate resolutions to authorise the execution of this Contract and the effective performance of the transactions covered therein;
- 2) That they will act at all times in accordance with the highest professional standards in sports for the purposes of protecting the purpose and value of the contract.



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Twenty-one.-

21.1 Criminal Responsibility.

21.1. Private corruption.

The parties state that, the signature of this Contract has taken place in accordance with the particular needs of each party and only based on the commercial criteria thereof, and that such Contract has not been signed as a consequence of an unsupported promise, offer or concession made by any of the parties, or benefit or advantage of any nature that may have favoured the contractors or other third parties.

21.2. Crime prevention measures.

The OPERATOR and the RFEF state that their action in the scope of this Contract shall be governed at all times by the principles of contractual good faith and properly subject to the Law, in such a way that they will not participate or collaborate in any conduct that may constitute a crime according to the legal system.

Both parties commit to report any suspicious action that may constitute a crime. The parties expressly undertake to report at all times before the competent police and/or judicial authorities any behaviour of either dependent natural persons or natural and/or legal persons with whom it has a direct or indirect relationship as a result of the execution of this Contract, and that may be considered to be a crime in accordance with that provided for in the Criminal Code.

In the case foreseen in the previous paragraph, the parties shall collaborate as far as possible with police and/or judicial authorities to clarify the criminal responsibilities emerging from the events reported.

21.3. Contractual non-compliance.

If any of the contracting parties and/or any of the natural persons that conform or depend thereof exercises a behaviour that may be considered to be illegal or imply a criminal responsibility, it may constitute a contractual breach and, therefore, become a reason of termination of this Contract, giving rise to the compensation that may result for liquidated damages.

21.4. Performance standards.

The Parties guarantee one another that they will do every effort to ensure that their managers and employees do not perform any action that can reasonably be considered to discredit the other Party, or carry out statements against the other Party, and/or statements that publicly influence in a negative way the other Party.

21.5. The Parties guarantee one another that they will do every effort to ensure that their managers and employees do not perform any action that can reasonably be considered to discredit the other Party, or carry out statements



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against the other Party, and/or statements that publicly influence in a negative way the other Party.

21.6. Likewise, Parties undertake, during the term of the Contract, not to carry out any acts or omissions that may negatively affect the image or standing of the other Party.

Twenty-two. Independence of the parties

Nothing contained in this Contract shall be considered to constitute an association, joint venture or agency between the parties of the Contract, or a type of company, or joint account contracts, and the **OPERATOR** shall not hold the status of representative of the RFEF.

Twenty-three.- Compliance.

The parties are familiar with and absolutely share the ethical and responsibility principles that integrate their corporate governance systems and they undertake to fully respect the current legislation and the internal rules of conduct, in particular, the Code of Ethics of the OPERATOR's supplier (**INSERT LINK OF THE OPERATOR, WHERE APPROPRIATE**), in the scope of the collaboration to which this agreement refers; and in the RFEF's website with regard to its corresponding Regulatory Compliance Code and to its Code of Ethics:

https://rfef.es/sites/default/files/pdf/codigo_etico_rfef_28_05_21_vf.pdf

https://www.rfef.es/sites/default/files/pdf/codigo_de_cumplimiento_normativo_aprobado.pdf

With regard to this, the parties undertake to do their best so that their members, employees, are familiar with the ethical and social responsibility principles of each of them.

The RFEF states to receive and allocate the contribution in accordance with the lawful purposes of this Contract and not as bribery to influence in decision making or to ensure any kind of unfair advantage.

Non-compliance of any of the obligations undertaken in this clause shall be considered to be a serious breach of the Contract and, therefore, empower the party not in breach to terminate it automatically, without prejudice to any additional measures to which it is



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entitled in accordance with the law or this Contract, to defend its interests.

Twenty-four.- Applicable jurisdiction and venue.

24.1.-This Contract shall be construed in accordance with the current laws applicable in the Kingdom of Spain.

24.2.-The parties acting herein, expressly waiving their own jurisdiction, if any, undertake to appear before the Courts and Tribunals of the City of Madrid, to settle any disputes that may arise in the interpretation and/or application of this Contract.

And, in witness whereof, the parties acting herein sign and initial this Contract, in two copies, each equally binding, in the place and date indicated ut supra.

By the RFEFF

By the Operator

D.



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CONTRACT- APPENDIX 1

CLUBS THAT HAVE TRANSFERRED TO RFEF THEIR AUDIO-VISUAL RIGHTS FOR THE JOINT EXPLOITATION THEREOF THROUGHOUT THE WHOLE PERIOD TRADED IN THIS TENDER

The list shall be updated for each season according to the promotion and relegation that take place in each division.

C.D. BADAJOZ S.A.D C.E.

SABADELL S.A.D U.D.

LOGROÑÉS S.A.D

C.D. CASTELLÓN S.A.D

VILLARREAL C.F. S.A.D (VILLARREAL B)

SEVILLA F.C. S.A.D (SEVILLA ATLÉTICO)

ALBACETE BALOMPIÉ S.A.D.

ZAMORA C.F. S.A.D.

UNIONISTAS DE SALAMANCA C.F.

REAL VALLADOLID C.F. S.A.D. (REAL VALLADOLID PROMESAS)

CyD LEONESA S.A.D.

ATHLETIC CLUB (ATHLETIC CLUB "B")

C.D. CALAHORRA

C.D. TUDELANO S.D.

LOGROÑÉS

REAL UNIÓN CLUB S.A.D.

REAL RACING CLUB DE SANTANDER S.A.D.

F.C. BARCELONA (F.C. BARCELONA "B")

SAOE F.C. ANDORRA

GIMNÁSTIC DE TARRAGONA S.A.D. C.D.

ALCOYANO S.A.D.

U.E. CORNELLÀ S.A.D.

U.E. LLAGOSTERA - COSTA BRAVA S.A.D.

CLUB LINARES DEPORTIVO

UCAM UNIVERSIDAD CATÓLICA DE MURCIA C.F.

ALGECIRAS C.F. S.A.D.

REAL BETIS BALOMPIÉ S.A.D. (BETIS DEPORITVO BALOMPIÉ)

SAN FERNANDO CD ISLEÑO SAD

ATLÈTICO SANLUQUEÑO C.F.

REAL BALOMPÉDICA LINENSE

U.D. SAN SEBASTIÁN DE LOS REYES

EXTREMADURA U.D. S.A.D.

C.F. TALAVERA DE LA REINA

C.F. RAYO MAJADAHONDA S.A.D.

C.D. ATLÈTICO BALEARES S.A.D.

REAL MADRID C.F. (REAL MADRID-CASTILLA)

REAL CLUB DEPORTIVO DE LA CORUÑA SAD (REAL CLUB DEPORTIVO DE LA CORUÑA B)

RACING CLUB DE FERROL S.A.D.

REAL CLUB CELTA DE VIGO S.A.D. (REAL CLUB CELTA DE VIGO B)

DUX INTERNACIONAL