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# INVITATION TO TENDER FOR INTERNATIONAL MEDIA RIGHTS

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**Sport Seasons:** 2018/2019, 2019/2020, 2020/2021

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**Date of issue:** 7 August, 2017

**Deadline for submission of Bids:** 5:00 p.m. CET, 15 September, 2017

*This document contains an English courtesy translation of the Invitation to Tender issued by the Lega Nazionale Professionisti Serie A. The Italian text remains the primary text of the Invitation to Tender. Should any discrepancy arise, it shall be resolved referring solely to the Italian text.*



## INTERNATIONAL MEDIA RIGHTS



Please download the latest version of Adobe Reader to complete this form: [get.adobe.com/reader](http://get.adobe.com/reader)

In order to facilitate the Bids' submission, this specimen of bid letter can be filled in electronically by the Bidders.

Thus, any Bidder may download the specimen and fill it electronically in any part except the signature. The bid must be signed manually by the person indicated by clause 4.5, third paragraph, of the ITT (electronic signature is NOT allowed).

Once signed, the Bidder must scan the entire document and upload it in .pdf format through the platform: <https://legaseriea.acquistitelematici.it> within the deadline set.

## APPENDIX 3 SPECIMEN OF BID LETTER

This Appendix 3 contains the specimen to which each Bidder must abide in presenting its Bid.

[place, date]	Messrs Lega Nazionale Professionisti Serie A Via Rosellini 4 20124 Milano
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### OFFER

FOR THE ACQUISITION OF PACKAGES OF AUDIOVISUAL RIGHTS  
RELATED TO LEGA CALCIO SERIE A COMPETITIONS  
SEASONS 2018/2019, 2019/2020 AND 2020/2021

**Company name:**

Type of business activity (X):	Broadcaster	Intermediary
Proof of Broadcaster license/certification (reference number or approval):		
Registered Address:		
First name, last name and title of the legal representative undersigning this Bid:		

In connection with the Invitation to Tender issued by Lega Calcio Serie A on 7 August 2017 ("ITT"), the undersigned company ("Bidder") hereby submits its Bid for the acquisition of the following Package(s) (mark with a cross on type of Package and Territory and indicate the consideration offered for each Season). Such consideration is in addition to the technical costs related to the supply of the Signal and, where applicable, to the technical costs related to the supply of additional content, as provided for in Clause 7, in Appendix 4 and in this present Appendix. All consideration is net of any applicable taxes, deductions, expenses and withholdings, which shall be borne exclusively by the Bidder.

**INTERNATIONAL MEDIA RIGHTS****GLOBAL TERRITORY**

(4 Packages)

<b>Package</b>	<b>Compensation offered for each Season</b>
<b>Serie A</b>	2018/2019: € _____
	2019/2020: € _____
	2020/2021: € _____
<b>Coppa Italia</b>	2018/2019: € _____
	2019/2020: € _____
	2020/2021: € _____
<b>Betting</b>	2018/2019: € _____
	2019/2020: € _____
	2020/2021: € _____
<b>In-Flight and In-Ship</b>	2018/2019: € _____
	2019/2020: € _____
	2020/2021: € _____

The compensation offered for the above Packages will be increased by an amount equal to 3,5% of such compensation, for the technical costs related to the supply of the Signal. The compensation offered for the Serie A and Coppa Italia Packages will be increased by a further amount equal to 0,5% of such compensation, for the technical costs related to the supply of additional content.

# INTERNATIONAL MEDIA RIGHTS



## TERRITORY: CONTINENT (1/2)

(5 Serie A Packages and 5 Coppa Italia Packages)

<b>Package</b>	<b>Continent</b>	<b>Compensation offered for each Season</b>
<b>Serie A</b>	Package Continent 1 Europe	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 2 Americas	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 3 Middle East and North Africa	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 4 Sub Saharan Africa	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 5 Asia and Oceania	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____

## INTERNATIONAL MEDIA RIGHTS



### TERRITORY: CONTINENT (2/2)

(5 Serie A Packages and 5 Coppa Italia Packages)

<b>Package</b>	<b>Continent</b>	<b>Compensation offered for each Season</b>
<b>Coppa Italia</b>	Package Continent 1 Europe	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 2 Americas	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 3 Middle East and North Africa	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 4 Sub Saharan Africa	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____
	Package Continent 5 Asia and Oceania	2018/2019: € _____
		2019/2020: € _____
		2020/2021: € _____

The compensation offered for the above Packages will be increased: (i) by an amount equal to 3,5% of such compensation, for the technical costs related to the supply of the Signal; and (ii) by a further amount equal to 0,5% of such compensation, for the technical costs related to the supply of additional content.

**INTERNATIONAL MEDIA RIGHTS****TERRITORY: COUNTRY**

(34 Serie A Packages and 34 Coppa Italia Packages)

<b>Package</b>	<b>Country</b>	<b>Compensation offered for each Season</b>
<b>Serie A</b>	Package Country 1 Europe - Baltics	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 2 Europe - Belgium	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 3 Europe - Central	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 4 Europe - Former Yugoslavia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 5 Europe - France	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 6 Europe - Germany, Austria	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 7 Europe - Greece, Cyprus	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 8 Europe - Israel	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 9 Europe - Netherlands	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 10 Europe - Nordic Countries	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 11 Europe - Poland	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____

# INTERNATIONAL MEDIA RIGHTS



<b>Package</b>	<b>Country</b>	<b>Compensation offered for each Season</b>
<b>Serie A</b>	Package Country 12 Europe - Portugal	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 13 Europe - Russia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 14 Europe - Spain	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 15 Europe - Switz., Liecht.	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 16 Europe - Turkey	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 17 Europe - UK, ROI	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 18 Americas - Canada	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 19 Americas - USA, possessions, Caribbean	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 20 Americas - MEX, Central America	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 21 Americas - South (excl. Brazil)	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 22 Americas - Brazil	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____

**INTERNATIONAL MEDIA RIGHTS**

<b>Package</b>	<b>Country</b>	<b>Compensation offered for each Season</b>
<b>Serie A</b>	Package Country 23 Sub-Saharan- South Africa	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 24 Asia - Indian Subcont.	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 25 Asia - China	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 26 Asia - Hong Kong	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 27 Asia - Indonesia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 28 Asia - Japan	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 29 Asia - Malaysia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 30 Asia - Philippines	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 31 Asia - Singapore	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 32 Asia - Taiwan	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 33 Asia - Thailand	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 34 Oceania - AUS, NZL	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____



# INTERNATIONAL MEDIA RIGHTS



<b>Package</b>	<b>Country</b>	<b>Compensation offered for each Season</b>
<b>Coppa Italia</b>	Package Country 1 Europe - Baltics	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 2 Europe - Belgium	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 3 Europe - Central	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 4 Europe - Former Yugoslavia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 5 Europe - France	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 6 Europe - Germany, Austria	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 7 Europe - Greece, Cyprus	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 8 Europe - Israel	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 9 Europe - Netherlands	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 10 Europe - Nordic Countries	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 11 Europe - Poland	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____

**INTERNATIONAL MEDIA RIGHTS**

<b>Package</b>	<b>Country</b>	<b>Compensation offered for each Season</b>
<b>Coppa Italia</b>	Package Country 12 Europe - Portugal	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 13 Europe - Russia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 14 Europe - Spain	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 15 Europe - Switz., Liecht.	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 16 Europe - Turkey	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 17 Europe - UK, ROI	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 18 Americas - Canada	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 19 Americas - USA, possessions, Caribbean	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 20 Americas - MEX, Central America	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 21 Americas - South (excl. Brazil)	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 22 Americas - Brazil	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 23 Sub-Saharan- South Africa	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____

**INTERNATIONAL MEDIA RIGHTS**

<b>Package</b>	<b>Country</b>	<b>Compensation offered for each Season</b>
<b>Coppa Italia</b>	Package Country 24 Asia - Indian Subcont.	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 25 Asia - China	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 26 Asia - Hong Kong	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 27 Asia - Indonesia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 28 Asia - Japan	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 29 Asia - Malaysia	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 30 Asia - Philippines	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 31 Asia - Singapore	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 32 Asia - Taiwan	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 33 Asia - Thailand	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____
	Package Country 34 Oceania - AUS, NZL	2018/2019: € _____ 2019/2020: € _____ 2020/2021: € _____

The compensation offered for the above Packages will be increased: (i) by an amount equal to 3,5% of such compensation, for the technical costs related to the supply of the Signal; and (ii) by a further amount equal to 0,5% of such compensation, for the technical costs related to the supply of additional content.

**INTERNATIONAL MEDIA RIGHTS****PICK PACKAGE**

(2 Packages)

(Only for the Bidders who have submitted one or more Bids for the Serie A Package):

<b>Package</b>	<b>Compensation offered for each Season</b>
<b>Pick Package 1</b>	2018/2019: € _____
	2019/2020: € _____
	2020/2021: € _____
<b>Pick Package 2</b>	2018/2019: € _____
	2019/2020: € _____
	2020/2021: € _____

**ITALIAN COMMUNITIES PACKAGE**

(1 Package)

<b>Package</b>	<b>Compensation offered for each Season</b>
<b>Italian Communities</b>	2018/2019: € _____
	2019/2020: € _____
	2020/2021: € _____

The compensation offered for the above Packages will be increased: (i) by an amount equal to 3,5% of such compensation, for the technical costs related to the supply of the Signal; and (ii) by a further amount equal to 0,5% of such compensation, for the technical costs related to the supply of additional content.

**INTERNATIONAL MEDIA RIGHTS**



**In support of this Bid, the following documentation is attached:**

- (a) updated Bidder’s company registration certificate issued by the local register authority;
- (b) copy of the Bidder’s last annual audited financial statement showing adequate guarantees of solvency and financial resources such as to guarantee the payments set forth in Clause 5.1 or, alternatively, a first demand bank guarantee issued by a leading banking institution in relation to the fee due per Season, without prejudice to Clause 5.2;
- (c) documentation regarding the Bidder’s experience in the distribution of audiovisual rights or in the marketing thereof;
- (d) proposed financial securities offered by the Bidder.

Any further documentation that the Bidder wishes to submit to Lega Calcio Serie A shall be attached to this Bid.

For any communication, please contact the following authorised representative of the Bidder:

First name and last name:	
Position:	
Mail address:	
Fixed phone number:	
Mobile phone number:	
Fax number:	
E-mail address:	

In case of acceptance of a Bid by Lega Calcio Serie A, the applicable License Agreement related to the Package/s indicated in this Bid will automatically enter into force within the terms and conditions provided for by the ITT and with the integral acceptance of all the provisions therein, inclusive of the License Terms contained in Clause 6, and shall therefore be immediately effective between the parties.

The Bidder undertakes to maintain a Bid as irrevocable until 15 January, 2018 or, if subsequent to that date, until the deadline set forth in Clause 5.1 without prejudice, in any case, to Clause 4.7, final paragraph.

## INTERNATIONAL MEDIA RIGHTS



The Bidder acknowledges and confirms that:

- any determination regarding the acceptance of a Bid is left to the evaluation and is subject to acceptance by the competent bodies of Lega Calcio Serie A, which may take action at any time until 15 January, 2018 (or, if subsequent, until the deadline set forth in Clause 5.1 without prejudice, in any case, to Clause 4.7, last paragraph);
- Lega Calcio Serie A has the right to cancel the ITT at any time, and nothing will be due to the Bidders for any reason whatsoever; the publication of the ITT and the receipt of the Bids neither give rise to any obligation on Lega Calcio Serie A to sell to the Bidders nor confer any right to obtain any performance from Lega Calcio Serie A or from its associates, officers, employees or consultants.

Date:	
Place:	
First name, Last name:	
In its capacity of:	
Legible signature:	

This offer integrates all terms and conditions set forth in the ITT, which are referred to per relationem. Based upon art. 1341 and 1342 of the Italian Civil Code, the Bidder specifically declares to have evaluated, approved, and therefore to expressly consent to the contents of the following paragraphs of the ITT: 3.1 (Scope of Exclusivity), 3.2 (Reserved Rights), 3.3 (Reserved Rights of the Clubs and of Lega), 3.4 (Lega rights with regard to the programming of the Matches and to the format of the Competitions), 5.1 (Payment Schedule), 5.2 (Financial Security), 6.1 (License Agreement), 6.2. (Licensee’s Obligations), 6.2.2 (Minimum Broadcast Obligations), 6.2.3 (Other Licensee’s Obligations), 6.7 (Advertising), 6.8 (Territorial Protection and Anti-Piracy), 6.11. (Sub-licensing) 6.13 (Term and Termination), 8.2 (No Warranties or Representations), 8.4 (Costs and Expenses), 8.5 (Confidentiality), 8.6 (Intellectual Property), 8.7 (Amendments), 8.8 (Voidness or Voidability of Bid Provisions), 8.9 (Assignability of the License Agreement by Lega Calcio Serie A), 8.10 (Governing Law, jurisdiction and language).

Legible signature:	
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