

MARKETING GUIDELINES FOR AFFILIATE DISTRIBUTION PARTNERS

DISCLAIMER

- This document is a marketing guideline and should not be considered as a substitute for approval process. It is not contractual.
- Artworks are only given as an example and have been created for illustration of this document.
- All affiliate's marketing creatives should follow the approval process before use.
- These guidelines are confidential and for internal use only.

CONTENT

1. CONTEXT

2. PRINCIPLES

- a. KEY PRINCIPLES
- b. PRINT / OOH CREATIVES
- c. ON AIR
- d. DIGITAL
- e. SOCIAL MEDIA

3. SUBMISSION PROCESS



1. IOC CONTEXT

Eurosport may promote its broadcast of the Olympic Games through third-party distributors/carriers (affiliates).

In any distribution deal, no marketing rights can be granted/transferred to affiliates.

Only the promotion, by Eurosport, of the availability of its programs on the affiliates platform is possible.



2. PRINCIPLES / KEY PRINCIPLES

Only the name of the broadcaster (ex. Eurosport) can be associated with the Olympic Games.

The promotion must be run by, positioned as and clearly perceived as being led by Eurosport. This applies both to the copy and to the overall look and feel. Any references to the affiliates must be secondary to Eurosport.

Affiliates must not gain any association with the Olympic parties.*

Fonts to be used in any promotion have to be Eurosport fonts or neutral.

*Exception being Official Mobile Broadcaster



2. PRINCIPLES / KEY PRINCIPLES

The 5 Golden Rules to integrate an affiliate in any promotional material.

Olympic Games are broadcast on Eurosport

Eurosport is available on affiliate name / logo

The affiliate's brand may be present provided that there is no direct association between his brand and the Olympic Games logo

The logo of the affiliate should be smaller than the Eurosport & the Olympic Games logos, following the guidelines indications

All creative materials must be submitted to Eurosport for prior approval and will be then submitted to the IOC

2. PRINCIPLES / OFF AIR

The affiliate's marks must be less prominent than the Olympic marks. As a ratio indication, the affiliate marks or combined marks should be no greater than approximately two-thirds the size of the Olympic marks. For clarity, affiliate's look and feel is not permitted on Eurosport promotions.

Affiliate's marks must be shown with an appropriate qualifier, such as "Available on..."



Eurosport must always be mentioned before the affiliate

Only Eurosport composite logo can be used. A standalone logo may not be used

The affiliate marks must be clearly separated from any Olympic marks or any Olympic-related terminology

2. PRINCIPLES / ON AIR

EUROSPORT OLYMPIC PROMOS



<https://discovery.box.com/s/d18xxvaaq463loxnqk2jm7mwautcugms>

Affiliates are allowed to use Eurosport Olympic promos on different tools/platforms including: barker channels, social networks and websites. They must respect the following rules:

- Promos cannot be edited
- Affiliates can add an after pack shot including:
 - Eurosport Logo + “available on Affiliate logo + channel N° XXX” – see example.
 - The fonts to be used for the after packshot should be Eurosport or neutral.
- Direct association between the event and the affiliate is not allowed

2. PRINCIPLES / ON AIR

AFFILIATE MULTICHANNEL TVC, INCLUDING EUROSPORT OLYMPIC FOOTAGE



<https://discovery.box.com/s/ie3s9y603ocsy9hrmbgooudl5vx5x2hb>

Previous editions of Olympic Games' footage is available upon request, after submission and validation from the IOC for Affiliates generic promos respecting the following rules:

- No presence of the affiliate's logo on Olympic footage
- Olympic footage should be integrated in a single block only and must always have the Eurosport Olympic composite logo.
- There should be a balance between the different programs promoted.
- No direct link between the affiliate and the Olympic Games or the Olympic Movement
- Voice over must communicate that the Olympic Games are broadcast on Eurosport available on [affiliate name]

2. PRINCIPLES / DIGITAL

Affiliates are allowed to use Eurosport Olympic promotional assets in their Digital supports in order to promote Eurosport channel's Olympic broadcast.

In terms of program publicity, they can:

- Insert Eurosport digital banners promoting the Olympic Games on the affiliate's website
- Include information about Eurosport coverage of the Olympic Games on the affiliate's website.

Regarding Eurosport videos, they are allowed to:

- Host (or embed "i-frame") Eurosport Olympic promos – with a call to action to watch the Olympic Games on Eurosport channels
- Embed "i-frame"(no hosting allowed) the free editorial videos from Eurosport websites, clearly mentioning in a text / environment next to the video that it belongs to Eurosport by always adding something like " To see more of the Olympic Games, tune in to Eurosport" or "to see all the action live from the Olympic Games, tune in to Eurosport" or any other sentence that associates Eurosport to this content .

**Campaigns and content have to be geoblocked according to the territories listed on the distribution contract.*

2. PRINCIPLES / SOCIAL

Affiliates are not entitled to host on their Social Media accounts editorial content produced by Eurosport including Olympic content or Olympic properties.

In order to promote the Olympic Games coverage on Eurosport in Social Media, they can:

- Retweet Eurosport tweets
- Quote tweet, including a call to action message to watch the Olympic Games on Eurosport , through the affiliate.
- Tweet Eurosport promotional videos from affiliate account, clearly mentioning that the video belongs to Eurosport and adding a tune in message to watch the OG on Eurosport. Ex. “to see all the action live from the Olympic Winter Games, tune in on Eurosport”
- Share Eurosport videos and posts with a call to action message to watch the Olympic Games on Eurosport channels.

**Campaigns and content have to be geoblocked according to the territories listed on the distribution contract. (Instagram is not allowed)*

2. PRINCIPLES / SOCIAL / TWITTER

OPTION 1. RETWEET A EUROSPORT TWEET

Retweet this to your followers? ×

Add a comment...


 **Eurosport** ✓ @Eurosport · Jan 9
A lot of the Finnish ice hockey hopes in PyeongChang will lie with defenceman Sami Lepistö. Sami is One to Watch at the Olympic Winter Games #RoadToPyeongChang pic.twitter.com/WHMn5naAYj

Retweet

OPTION 2. QUOTE A TWEET, ADDING A TUNE IN TO EUROSPORT MESSAGE

Quote Tweet ×

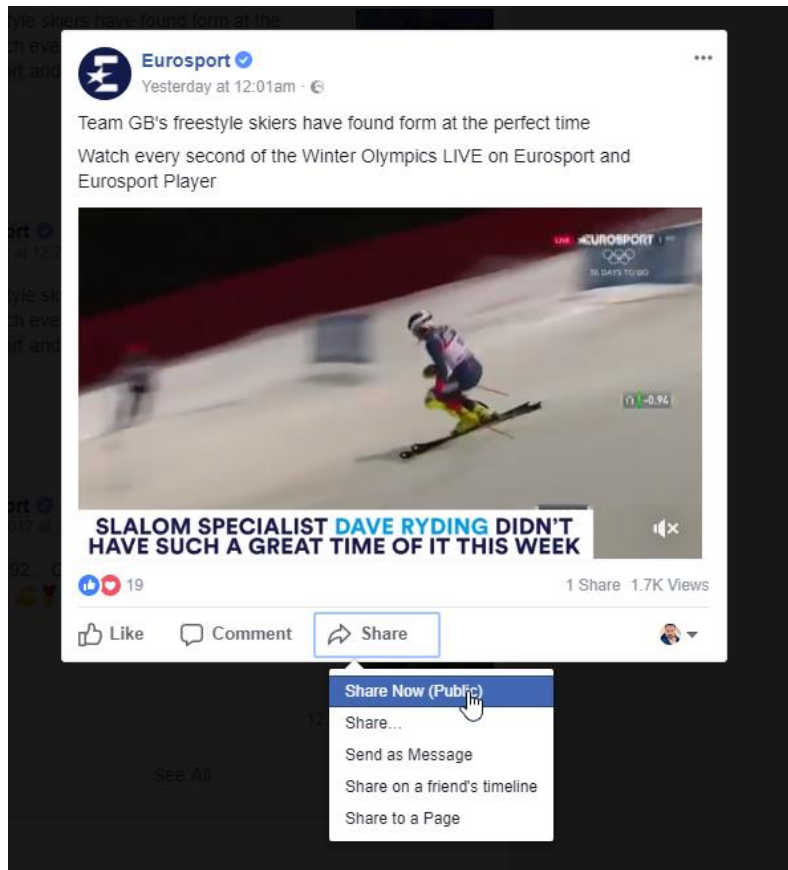
Watch ice hockey hopes on Eurosport 1 at 20:30 via "AFFILIATE-NAME" 😊

 **Eurosport** ✓ @Eurosport · Jan 9
A lot of the Finnish ice hockey hopes in PyeongChang will lie with defenceman Sami Lepistö. Sami is One to Watch at the Olympic Winter Games #RoadToPyeongChang pic.twitter.com/WHMn5naAYj

+ **Tweet**

2. PRINCIPLES / SOCIAL / FACEBOOK

OPTION 1. SHARE DIRECTLY ON YOUR TIMELINE



OPTION 2. SHARE WITH YOUR COMMENT ON YOUR TIMELINE



2. PRINCIPLES / SOCIAL / RECAP



Tweet Eurosport promo from affiliate account

Retweet Eurosport tweet

Quote Eurosport tweet with comment mentioning Eurosport's Programme available via AFFILIATE-NAME



Post Eurosport promo from affiliate account.

Share Eurosport post

Share Eurosport post with comment mentioning Eurosport's Programme available via AFFILIATE-NAME



Instagram

No sharing
No regramming permitted



3. SUBMISSION PROCESS



Unless clearly stated, all elements of the marketing campaign must be submitted to Eurosport (and subject to final approval by the IOC).

3. SUBMISSION PROCESS

- Share your plans to your Marketing point of contact at Discovery/Eurosport.
- Your plan will then be reviewed and pre approved by Eurosport's local and central teams, and submitted for validation to the IOC.
- Please respect all the guidelines detailed in the document.
- By contract, the IOC has up to 3 weeks to give their feedback: they can approve, decline, or ask for more details.
- Activations must be limited in their duration. Any proposed activation that does not have a completion date will not be approved.
- Ads should hold generic or in group athletes - using recognizable single athletes would be at the affiliates sole risk and responsibility.

THANK YOU