

LEGA SERIE A

ROLE & ACTIVITIES

Milan, 2 October 2019



LEGA NAZIONALE PROFESSIONISTI SERIE A

HISTORY & BASIC TRAITS

1946 - Clubs affiliated to the Federazione Italiana Giuoco Calcio (F.I.G.C.) founded the **Lega Nazionale Professionisti** which ran the two highest professional football divisions in Italy (Serie A and Serie B)

2010 - The split between Serie A and Serie B clubs led to the creation of the **Lega Nazionale Professionisti Serie A (LNPA or Lega Serie A)**:

- **Governing body which organises**, upon F.I.G.C.'s delegation and within the framework and format prescribed by the latter, the following competitions: **Serie A TIM** (the 20-teams premier football division in Italy), **Coppa Italia**, **Supercoppa Italiana**, **Primavera 1 TIM**, **Primavera TIM Cup** and **Supercoppa Primavera TIM**
- **Private association** grouping together clubs affiliated with the Federazione Italiana Giuoco Calcio (F.I.G.C.) and participating in the Serie A Championship
- **Organisational and administrative autonomy**

RESPONSIBILITIES & GOALS

- ✓ **Promote general and common interests of Serie A clubs, representing them** in the cases provided for by law and by national football system **and carrying out commercial activity as pertaining to its role** and without interfering with individual rights of associated clubs
- ✓ **Organise Serie A TIM, Coppa Italia, Supercoppa Italiana, Primavera 1 TIM, Primavera TIM Cup and Supercoppa Primavera TIM**
- ✓ **Determine competitions calendars and define related dates, times and schedules**
- ✓ **Regulate media access to the stadiums and discipline relationships between media and clubs** in order to guarantee the exercise of news access rights
- ✓ **Represent associated clubs towards football bodies and external institutions**
- ✓ **Commercialise collective audiovisual rights of its competitions**
- ✓ **Define, manage and guarantee the mutuality system in order to ensure the internal distribution of financial resources**
- ✓ **Monitor, validate and maintain stadiums' conditions**



20 clubs for 380 matches



78 clubs for 79 matches



Winner of the Serie A TIM
vs
Winner of the Coppa Italia



16 clubs for 247 matches



40 clubs for 41 matches



Winner of the Primavera 1 TIM
vs
Winner of the Primavera TIM Cup

SPORT SEASON 2019/20



The Serie A TIM Championship is one of the world's elite football league whose clubs lead the way in terms of titles won...

28

Out of 62 UEFA Champions League Finals involved Serie A TIM Clubs

12

UEFA Champions League titles won

9

UEFA Super Cup titles won



18

Ballon d'Or awarded to Serie A TIM Clubs' players

9

UEFA Europa League titles won

9

FIFA Club World Cup titles won

FOCUS ON THE STADIUMS

2018/19 AVERAGE STADIUM CAPACITY: 38.501



ALLIANZ STADIUM 41.507



DACIA ARENA 25.155



GIUSEPPE MEAZZA 78.328



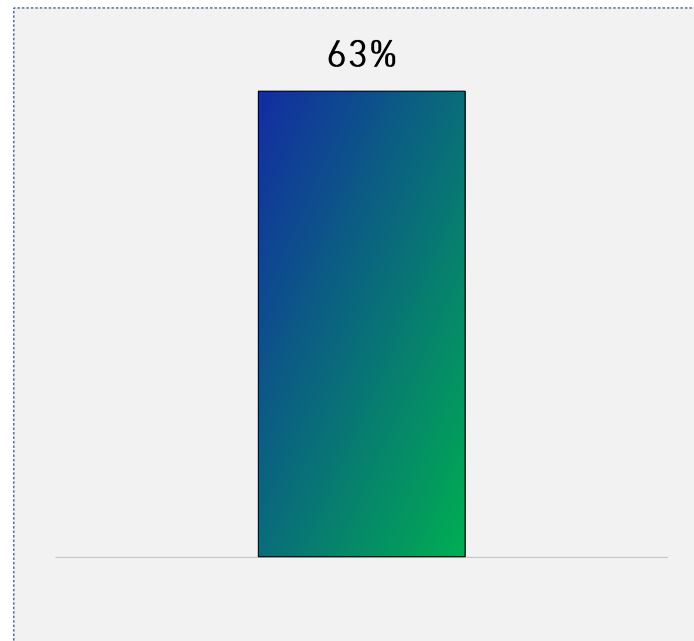
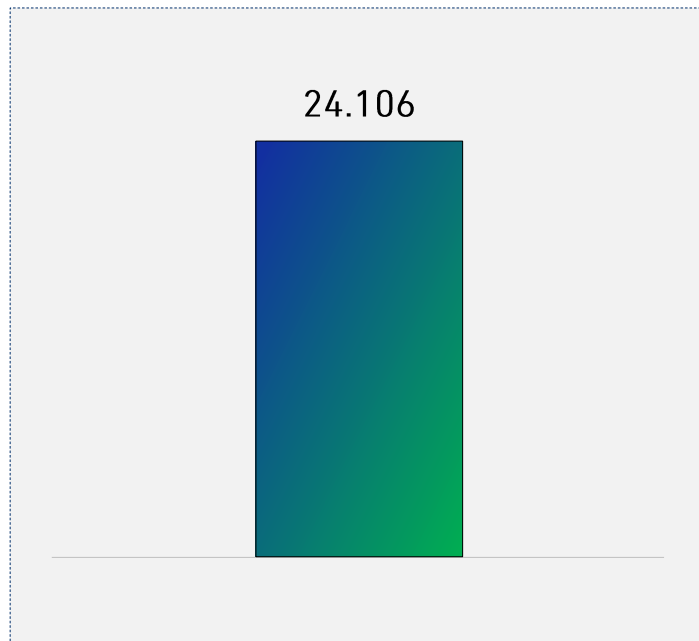
STADIO OLIMPICO 68.530

STADIUMS – AVERAGE ATTENDANCE & UTILIZATION RATE

Average stadium attendance

2018/19

Average stadium utilization rate



NAMING SPONSOR



OFFICIAL BALL SUPPLIER



OFFICIAL STICKERS LICENSEE



ITALIAN LEGISLATIVE DECREE N. 9 OF 9 JANUARY 2008

COMPETITIONS

Identification of Lega Serie A as the organiser of Serie A TIM, Coppa Italia, Supercoppa Italiana and its Primavera competitions

MATCH PRODUCTION

Match production up to the clubs or, for those not intending to carry out such activity, **to Lega Serie A**

RIGHTS' OWNERSHIP

Introduction of co-ownership of audiovisual rights between Lega Serie A and its clubs

RIGHTS' EXERCISE

Recognition of Lega Serie A as the sole subject entitled to exercise collective audiovisual rights of its competitions

RIGHTS' COMMERCIALISATION

Audiovisual rights to be offered, to the national and international markets, **by way of separate competitive bidding procedures**

REVENUE DISTRIBUTION

Revenue generated by audiovisual rights sales are **distributed to clubs**, **after deduction of quotas as provided for by law and General Assembly**

4 STANDARD



+ 1 tactical camera + 2 GLT + 2 VAR





The Additional Content Channel (ACC) is a signal produced at the match site, according to the editorial guidelines issued by Lega Serie A, through the use of video servers ingesting any camera feeds in network sharing and with dedicated operators who create playlist of relevant clips:

Pre- and Post-match phases:

- Players' kit
- Arrival of referees
- Teams' arrival
- Dressing rooms
- Clip of supporters inside the stadium/VIP guest
- Clip of warmup (including ultra motion and super slowmotion if available)
- Unilateral windows for stand-ups and interviews in the Flash Zone

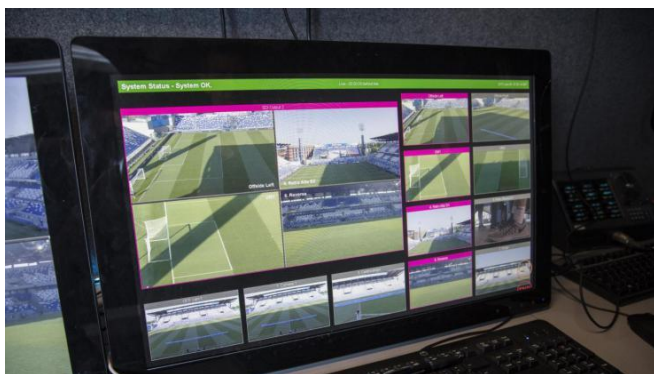
During the match, all camera angles from standard cameras and ultra motion, super slow motion plus "full speed" filming systems of:

- Main plays and occasions for goals
- Goals
- Penalties
- Referee penalties
- Disputed actions

ON FIELD TECHNOLOGY

VIDEO ASSISTANT REFEREES system

Since 2017/2018



GOAL LINE TECHNOLOGY

Since 2015/2016





4K UHD PRODUCTION

From 2018/19 season, Lega Serie A started the production of a series of Serie A matches in 4K-UHD format, on selected matches – one match per Match Round

4K UHD INTERNATIONAL SATELLITE DISTRIBUTION

THE COMMERCIAL EXPLOITATION OF AUDIOVISUAL RIGHTS REPRESENTS THE PRIMARY SOURCE OF INCOMES FOR LEGA SERIE A AND ITS CLUBS. REVENUE GENERATED FROM NATIONAL & INTERNATIONAL MEDIA RIGHTS SALES ARE THE CORNERSTONE OF THE SUSTAINABLE DEVELOPMENT OF ITALIAN FOOTBALL SYSTEM:

1) FINANCING OF SERIE A CLUBS

Starting from 2018/19, the amount of Serie A audiovisual rights revenues destined to be shared amongst clubs is distributed according to the following criteria:

- A. 50 %** distributed in equal parts amongst all Serie A clubs
- B. 30 %** based on sporting results, according to the following percentages:
 - B1. 15%** based on results of current season, attributed according to final classification **(12%)** and points earned **(3%)**
 - B2. 10%** based on results of the previous five seasons, attributed according to the aggregate ranking
 - B3. 5%** based on historical results, attributed according to the national and international sports results achieved starting from season 1946/47 until sixth season prior to the current season
- C. 20%** based on social roots, determined on the basis of the reference audience of each team, taking into consideration:
 - C1.** the number of paying live stadium attendance at home matches played in the last three seasons **(12%)**
 - C2.** certified television audience **(8%)**

2) FINANCING OF ITALIAN FOOTBALL THROUGH MUTUALITY SYSTEM

AMOUNT

10% of revenue generated from audiovisual rights sales, distributed according to the following criteria:

6% to Lega Nazionale Professionisti Serie B

2% to Lega Italiana Calcio Professionistico (Lega Pro)

1% to Lega Nazionale Dilettanti (LND)

1% to Federazione Italiana Giuoco Calcio (F.I.G.C.)

BENEFICIARY

Federazione Italiana Giuoco Calcio (F.I.G.C.)

GOALS

- **Development of clubs' youth sectors**
- **Formation of players eligible for men's and women's youth national teams**
- **Support to investments in stadiums and facilities**
- **Development of local federal training centres and youth activities of F.I.G.C.**

OBJECTIVES

- ✓ **Enhance Serie A's value** as a product which can be comprehensively promoted and widely broadcast to football supporters throughout the world
- ✓ **Realise Italian football's potential** in order to ensure its visibility in the international market
- ✓ **Maximise value of audiovisual rights' distribution**
- ✓ **Ensure exceptional programming standards and a balanced representation of matches and teams** aimed at ensuring that Italian football is internationally desirable, successful and vibrant
- ✓ **Stimulate broadcasters to empower their level of technological innovation and editorial production**
- ✓ **Guarantee impartiality and transparency towards parties** who are active on the international market, including parties active in single countries, interested in the acquisition of the audiovisual rights of Lega Serie A competitions

LAST 4 SALES CYCLES

2010/11-2011/12

2 YEARS

2012/13-2014/15

3 YEARS

2015/16-2017/18

3 YEARS

2018/19-2020/21

3 YEARS

(ongoing)

2018/19



5

Continents

60+

Broadcasters

216

Territories
covered

1.671M

Estimated Households
reached



2018/19



Hours of cumulative
linear coverage



INTERNATIONAL

108.935



Linear cumulative
viewership
(in million)

628,9

+5% on 2017/18



Linear cumulative
live viewership
(in million)

288,3

+13% on 2017/18



SUB-SAHARAN AFRICA + SOUTH AFRICA

12.042

Pan-Africa & S. Africa are amongst the top 5 markets

58,3

Pan-Africa & S. Africa are amongst the top 5 markets

Significant year on year growth of linear viewership in Pan Africa & South Africa.
Sub-Saharan Africa is a key region for Serie A and can be seen as a big growth area for football viewership

SERIE A PACKAGE RIGHTS

- **Exclusive right to broadcast live and in full all Matches** of each Round
- **Exclusive right to broadcast any Match on a delayed or repeat basis, in full an unlimited number of times** until midnight of the 8th day following its conclusion
- **Exclusive right to transmit excerpts of a Match** until midnight of the 8th day following conclusion of the relevant Match
- **Exclusive right to broadcast Additional Content (Magazines & Support Programs)**
- **Rights related to admission to the stadiums**

MINIMUM BROADCAST OBLIGATIONS

*(save for any possible derogations
granted by Lega Serie A on reasonable
grounds)*

- 1) **Matches: at least 5 matches per Round in their entire duration:**
 - **minimum 3 on Digital Terrestrial or Satellite Platform or via cable, 2 of which live**
 - **the remaining 2 on licensee's Internet Platform and/or OTT, provided that are broadcast live** and to the highest market production standards using suitably skilled personnel
- 2) **Preview Magazine & Edited Highlights: at least once, in whole, at any time during the period between Rounds**
- 3) **Promotional Trailer: appropriate number during the week preceding each Round, being at least 5 per Round. Approx. 190 trailers (5-15 sec.) per season expected**

SERIE A TIM 2018/21 – INTERNATIONAL AUDIOVISUAL RIGHTS: INVITATION TO TENDER 2/2



LANGUAGE	Legally-recognised languages of the Country
MEANS OF TRANSMISSION	Any distribution platforms & payment mechanisms
TERM	3 years
MARKETING OBLIGATIONS	<p>Licensee is expected to:</p> <ul style="list-style-type: none"> ➤ develop marketing programmes to the benefit of Lega Serie A and of the clubs ➤ promote Lega Serie A and its competitions in the Territory
SUB-LICENSING	<p>Sub-licensee shall fulfill the basic requirements for Bidder as set out in the ITT:</p> <ul style="list-style-type: none"> ➤ proven capacity and experience in the exploitation (or, in the case of an Intermediary, distribution) of audiovisual rights, ideally related to football or sports events ➤ well-established and professionally managed company and organisational structure as well as sufficient means to support the activities deriving from the award and to pursue a broad exploitation of the Rights ➤ adequate security in respect of their solvency and ability to ensure the exact fulfilment of the payment obligations



Commentary position, requiring technical equipment, with the possibility of a dedicated audio channel of the Signal and live audio-video connection – all the requesting Licensees

Pre-match:

- Interviews during teams' arrival (-90 up to -30 to K0) – max 3 Licensees per match
- Stand up inside the dressing rooms (after players' kits, before teams' arrival) – max 1 Licensee per match
- Stand up from the pitch (-90 up to -10 to K0) – max 3 Licensees per match
- Live commentary from the pitch (pitch reporter) during the match – max 3 Licensees per match

Post-match:

- Interview from the pitch (Superflash) right after the final whistle – max 1 Licensee per match
- Interviews from the Flash zone – max 3 Licensees per match
- Interviews from the Mixed zone

Pitch view Live TV Studio: at the Stadium – max 1 Licensee per match

Unilateral live productions: to integrate the Signal through standard and optional cameras to be placed in specific areas identified on site – max 3 Licensees per match

Isolated cameras signals: to receive isolated standard cameras feeds (iso cam) up to a maximum of 7 (program and beauty cam included), available on site, plus Tactical Feed

Unilateral slots: before and after the end of the multi feed, for pre match stand up and post match interviews from the Flash zone

CURRENT MAGAZINE SHOWS

3 WEEKLY MAGAZINES AIMED AT TELLING THE SERIE A STORY:

1. **Inside Serie A:** Preview show to promote the upcoming games
2. **Highlights Show:** Classic highlights show with all the best action
3. **Full Impact:** Highlights show focusing on tight angles & slo-mos

3 SPECIAL EDITIONS TO PREVIEW AND REVIEW THE SERIE A SEASON

1. **Season Preview**
2. **Midseason Update**
3. **End of Season Review**

INSIDE SERIE A

1. Football-oriented program designed to prepare fans for the upcoming games
2. Exclusive, original interviews per episode
3. Episodes: 38 + 1 extra episode (Season Preview)
4. Duration: 24 mins

FULL IMPACT

1. Show which captures the excitement of the weekend action and uses exclusive highlights to give an unparalleled review of Serie A
2. Episodes: 35 + 2 extra episodes (Midseason Update, End of Season Review)
3. Duration: 24 mins

HIGHLIGHTS SHOW

1. Classic highlights show that retells the weekend action in all its detail. Matches involving the major teams are edited in a longer format to bring out the best of the top names in Serie A.
2. Episodes: 38
3. Duration: 48 mins