

NBCUniversal Content Distribution
Partner Marketing & Local Ad Sales Promotional Rules & Guidelines
for the
FIFA Women's World Cup France 2019™
And
CONMEBOL Copa America Brasil 2019

NBCUniversal Content Distribution, in conjunction with Telemundo and Universo, (collectively, "NBCUniversal") is pleased to distribute a variety of marketing materials – including on-air and online promotional spots, as well as print and online creative – to promote your company's (a "Provider") affiliation with our Spanish-language coverage of the FIFA Women's World Cup France 2019™ (the "2019 Women's World Cup") and the CONMEBOL Copa America Brasil 2019 (the "2019 Copa America").

The 2019 Women's World Cup and the 2019 Copa America tournaments will be collectively referred to as the "2019 Tournaments".

In order for a Provider to use these materials or promote or market its affiliation with Telemundo and/or Universo's Spanish-language coverage of the 2019 Tournaments in any manner whatsoever, each of the following rules must be strictly obeyed and NBCUniversal reserves the right to change these rules accordingly. NBCUniversal's promotional spots, social assets, digital assets, creative designs, and print templates, logo treatments, photographs and other materials may not be altered in any manner without the express written permission of NBCUniversal. These promotional materials may only be used by Provider during the limited duration set forth by NBCUniversal and Provider will follow any direction in the event that NBCUniversal requests that such materials be taken down.

FOR THE AVOIDANCE OF DOUBT, PROMOTIONAL MATERIALS CREATED PURSUANT TO THESE RULES AND GUIDELINES FOR THE 2019 TOURNAMENTS MUST CLEARLY DENOTE THAT THE RELATIONSHIP IS BETWEEN THE PROVIDER AND TELEMUNDO AND UNIVERSO. THE PURPOSE OF THE MATERIALS IS TO ENCOURAGE TUNE-IN TO TELEMUNDO AND UNIVERSO'S SPANISH-LANGUAGE COVERAGE OF THE 2019 TOURNAMENTS AND PROVIDER'S CARRIAGE OF THE TELEMUNDO AND UNIVERSO CHANNELS.

PROVIDER SHOULD NOT USE THE PROMOTIONAL MATERIALS (A) TO INFER THAT COVERAGE IS AVAILABLE SOLELY VIA THE PROVIDER'S SERVICES WITHOUT MENTION OF TELEMUNDO AND UNIVERSO; OR (B) TO INFER ANY DIRECT RELATIONSHIP WITH FIFA AND/OR THE 2019 WOMEN'S WORLD CUP OR WITH CONMEBOL AND/OR THE 2019 COPA AMERICA.

WITH RESPECT TO THE 2019 WOMEN'S WORLD CUP:

All promotional materials created pursuant to these rules and guidelines for the 2019 Women's World Cup must be in Spanish and must promote the Spanish-language coverage. (Please See Section 8 for further details.)

- 1. STRUCTURE OF ON-AIR AND ONLINE PROMOTIONAL SPOTS:** NBCUniversal will produce promotional spots that are 30 and 15 seconds in total length and will be delivered to Provider as either :20/:10, :10/:05, or :25/:05. The spot will have a specific section for Provider to insert tags/customizations in accordance with Section 2 below.

Please note, the spot itself (excluding the tags/customizations) may not be altered in any manner and Provider may not alter the NBCUniversal-produced spot by taking clips of this content for use in customized sizzles, spots, b-rolls, or any other Provider-produced materials.

All NBCUniversal promotional spots have been cleared for on-air, online and mobile use for the limited duration set forth by NBCUniversal.

- 2. SPOT TAGS & OFF-AIR COLLATERAL CUSTOMIZATIONS:** In each spot tag or off-air collateral customization, a Provider may incorporate messaging for its own products and services (*see 2A below*), or incorporate messaging of a local advertiser (*see 2B below*), but in each case only pursuant to these rules.

Provider marks should not be greater in size or placed in relation to FIFA marks in such a way so as to denote a direct relationship with FIFA and/or the 2019 Women's World Cup. For clarity, Provider (or its local advertiser) marks should be on a different screen than the FIFA marks and the FIFA Composite Logo (as defined in Section 5). If different screens are not available due to the type of asset, the FIFA marks and the FIFA Composite Logo must be larger in proportion and away from Provider (or its local advertiser) marks.

The only approved purposes of the promotional spots and off-air collateral customization is the retention or upgrading of a Provider's existing customers or the acquisition of new customers. However, copy CANNOT encourage customers to "switch" services from one provider to another.

See examples below. All customizations must be submitted for approval via Provider's NBCUniversal representative, at least fifteen (15) business days prior to the proposed launch date and cannot be used until written approval is obtained.

A. PROVIDER SPOT TAGS & OFF-AIR COLLATERAL CUSTOMIZATIONS:

- i. **GENERAL RULES:** NBCUniversal's approved voice-over, copy and graphic options for the tags/customizations are set forth below. A Provider may choose among these options and must submit their customization for approval (see 2 above) but otherwise the approved copy cannot be altered.
- ii. **TUNE-IN INFORMATION:** All spot tags/customizations must include an appropriate approved tune-in option using the official Spanish language designation promoting a Provider's carriage of Telemundo and/or Universo's Spanish-language coverage of the 2019 Women's

World Cup.

iii. **COPY RULES:** Please note that (a) a Provider must never refer to itself as a sponsor, supporter or partner of the 2019 Women's World Cup or FIFA; (b) the word "oficial" may not be used under any circumstances, even to reference its relationship with NBCUniversal; (c) superlatives are strictly prohibited, including "exclusivo", "mejor", and "solo con". Again, all copy must be in Spanish.

iv. **PROVIDER APPROVED VOICE-OVER, COPY AND GRAPHIC OPTIONS:**

- Vamos a vivir la Copa Mundial Femenina de la FIFA™ en [Telemundo/Universo or Telemundo y Universo] [Channel Number] por [Provider Name]. [Time and Date]. [Provider Logo].
- Vamos a vivir la Copa Mundial Femenina de la FIFA™ en HD, en [Telemundo/Universo or Telemundo y Universo] [Channel Number] por [Provider Name]. [Time and Date]. [Provider Logo].
- Para conocer más de como ver la Copa Mundial Femenina de la FIFA™ en [Telemundo/Universo or Telemundo y Universo] por [Provider Name], llama/contacta al [Telephone Number and/or URL] hoy. [Time and Date]. [Provider Logo].
- La Copa Mundial Femenina de la FIFA™ en [Telemundo/Universo or Telemundo y Universo]. [Time and Date]. Llama/contacta a [Provider Name] al [Telephone Number and/or URL] hoy. [Provider Logo].

Para obtener la cobertura de la Copa Mundial Femenina de la FIFA™ en [Telemundo/Universo or Telemundo y Universo] con [Provider Name], llama al [Provider Telephone Number] o visita al [Provider URL] hoy.

- [Provider Logo]. Presentado en [Channel Number] con [Provider Name].
- Disponible En [Provider Logo]. (*Subject to artwork having clear Tune-In messaging – see second example below*)

**Provider messaging and any logos must appear on a full screen, separate from any FIFA marks.*

***If using word marks, Provider must use the appropriate trademark symbols and license applicable fonts.*

****If tournament name and/or tune-in information is included in the spot as copy or graphic, it can be excluded from the voice over read.*

*****In all instances in which "Provider Name" is incorporated into approved voice-over, copy and graphic options in these creative rules and guidelines, a Provider may substitute its product or service brand name (e.g., U-Verse, Xfinity, Optimum, etc.).*

B. LOCAL ADVERTISER SPOT TAGS & OFF-AIR CUSTOMIZATIONS:

i. **IDENTITY OF ADVERTISER:** A Provider may allow a local advertiser to tag the promotional spots in accordance with these rules. However, the FIFA Partners must first be offered the opportunity to tag the promotional spots before a Provider may contact any other potential local, third-party advertisers. A current list may be found at www.fifa.com/womensworldcup/organisation.

ii. **SINGLE ADVERTISER:** Only one advertiser tag may appear within each particular promotional spot, *i.e.*, one spot cannot contain twotags.

iii. **GENERAL RULES:** Specific approved voice-over, copy and graphic options are set forth below. A Provider may choose among these options and must submit their customization for approval (*see 2 above*) but otherwise the approved copy cannot be altered.

Please note that **(a)** unless a Provider's local advertiser is a FIFA Partner, a Provider should never refer to the local advertiser as a "sponsor"; **(b)** it must be clear that the local advertiser is associated with a Provider's carriage of Telemundo and/or Universo's Spanish-language coverage of the 2019 Women's World Cup, as opposed to the 2019 Women's World Cup itself; **(c)** the voice-over copy may not include marketing messages or "sell" messages on behalf of the local advertiser, including references to specific products, services, price points, website, or phone number but may include the local advertiser's corporate slogan (*e.g.*, McDonald's "i'm lovin' it"); and **(d)** all promotional spot tags and collateral customizations must include an appropriate approved tune-in option promoting a Provider's carriage of Telemundo and/or Universo's Spanish-language coverage of the 2019 Women's World Cup.

iv. **ADVERTISER APPROVED VOICE-OVER, COPY AND GRAPHIC OPTIONS:**

1. La cobertura de la Copa Mundial Femenina de la FIFA™ en [Telemundo/Universo or Telemundo y Universo] llega a ustedes a través de [Provider Name] por [Advertiser Name]. [Time and Date]. [Advertiser Logo].
2. [Advertiser Name], se complace en presentarles la cobertura en [Telemundo/Universo or Telemundo y Universo] de la

Copa Mundial Femenina de la FIFA™ por [Provider Name]. [Time and Date]. [Advertiser Logo].

3. [Advertiser Name], se complace en presentarles la cobertura en [Telemundo/Universo or Telemundo y Universo] en [Provider Name] de la Copa Mundial Femenina de la FIFA™. [Time and Date]. [Advertiser Logo].
4. La Copa Mundial Femenina de la FIFA™ [Time and Date]. Llegan a ustedes a través de [Provider Name] por [Advertiser Name]. [Advertiser Logo].
5. La Copa Mundial Femenina de la FIFA™, llega a ustedes a través de [Provider Name] por [Advertiser Name]. Acompáñanos [Time and Date]. [Advertiser Logo].
6. La Copa Mundial Femenina de la FIFA™ [Time and Date]. Llegan a ustedes por [Advertiser Name]. [Advertiser Logo].

**Provider messaging and any logos must appear on a full screen, separate from any FIFA marks.*

***If using word marks, Provider must use the appropriate trademark symbols and license applicable fonts.*

****If tournament name or tune-in information is included in the spot as copy or graphic, it can be excluded from the voice over read.*

Two examples as follows:



3. **ALTERATION OF NBCUNIVERSAL-CREATED MATERIALS:** These promotional materials will have space for the inclusion of a Provider's company logo, phone number, website address, local Telemundo and Universo network channel numbers, and approved tags/customizations. Note, however, that the only additions, alterations, or customizations that can be made to these materials are specifically outlined in *Section 2 – Spot Tags & Off-Air Collateral Customizations* above, and in any event only pursuant to these rules.

For clarity on the second example above, in the event artwork is customized with only the Provider's logo (without copy), Provider must add "Disponible en" language above logo.

The format is intentional and meant to create a clear separation between the Provider's message and FIFA mentions.

4. **PROVIDER ANCILLARY PRODUCED MATERIALS:** It is NBCUniversal's preference that Provider uses the NBCUniversal-created promotional materials. If Provider would like to create any custom promotional materials, all custom materials must be submitted for approval via Provider's NBCUniversal representative at least fifteen (15) business days prior to the proposed launch date and cannot be used until written approval is obtained. Note, such custom materials must maintain the same look and feel as the materials provided by NBCUniversal and remain subject to these rules. NBCUniversal has right to withhold approval in its sole discretion.
5. **FIFA COMPOSITE LOGO:** Telemundo/Universo's Spanish language FIFA Composite Logo, designed specifically for Telemundo/Universo's coverage of the 2019 Women's World Cup must be included in the NBCUniversal promotional materials as directed by NBCUniversal.

The logo treatment may not be altered in any manner. The official designation "Canal Official" or "Cadena Official" must remain part of the composite logo in any and all uses.

The FIFA Composite Logo cannot be used without a Spanish promotional message encouraging tune-in to Telemundo and Universo's Spanish-language coverage of the 2019 Women's World Cup, placed over footage provided by NBCUniversal, or used in any manner not authorized by NBCUniversal. Provider logos should not be greater in size or placed in relation to the FIFA Composite Logo or other FIFA marks in such a way so as to denote a direct relationship with FIFA and/or the 2019 Women's World Cup.

6. **ACCEPTABLE REFERENCES TO THE 2019 WOMEN'S WORLD CUP™:**

- Copa Mundial Femenina de la FIFA Francia 2019™
- Copa Mundial Femenina de la FIFA 2019™

- Copa Mundial Femenina de la FIFA™

Please do not use alternative FIFA references or trademarks, including hashtags, without NBCUniversal's express written consent.

7. APPROVED TUNE-IN OPTIONS (depending on circumstances):

- ESTE VERANO
- ESTE JUNIO
- VERANO 2019
- DESDE EL 7 DE JUNIO
- DESDE EL 7 DE JUNIO HASTA EL 7 DE JULIO
- AHORA HASTA EL 7 DE JULIO
- Mañana
- Esta Noche
- EN 100 DÍAS
- EN 60 DÍAS
- UN MES
- DOS SEMANAS

8. LANGUAGE OF THE PROMOTION: Since Telemundo/Universo is the rightsholder in the territories of the United States, Puerto Rico, and America Samoa for the Spanish language broadcast (and not any other language) of the 2019 Women's World Cup, NBCUniversal strictly prohibits promotions created hereunder for the 2019 Women's World Cup in any language other than Spanish.

In the event Provider's promotional materials includes promotions related to Provider's carriage of an English language broadcaster covering the 2019 Women's World Cup (in addition to Telemundo/Universo's Spanish coverage), NBCUniversal may allow promotion for Telemundo/Universo's Spanish coverage in English provided that such use is pre-approved in writing by Provider's NBCUniversal representative. Such approval may be withheld in NBCUniversal's sole discretion.

In the event Provider's promotional materials includes co-promotions related to 2019 Copa America – see Section 18.

9. APPROVED PRODUCTS AND SERVICES: In all promotional materials, a Provider must not promote products and services unrelated to its carriage of Telemundo and/or Universo's Spanish language coverage of the 2019 Women's World Cup. For example, if a Provider will not be making Telemundo and/or Universo's coverage available via mobile, it may not promote its mobile phone services in the related materials.

10. PRICE POINT REFERENCES: In all promotional materials, all "sell" or price point references for Provider packages on which Telemundo and/or Universo's Spanish-language coverage of the 2019 Women's World Cup is available must be physically separated from, and less prominent than, the tune-in message, the FIFA Composite Logo, and any 2019 Women's World Cup or other FIFA marks. Price point copy may not be used to encourage customers to "switch" providers or to offer any free trials.

11. ATHLETE IMAGES: Promotional materials provided by NBCUniversal may include athlete images. These athlete images may be used by Provider only in conjunction with driving tune-in to Telemundo/Universo's Spanish-language coverage of the 2019 Women's World Cup in accordance with the approved copy options set forth in these guidelines. These athlete images may not be used in any other manner.

Any ancillary produced piece using athlete images not provided by NBCUniversal must be sent to Provider's NBCUniversal representative with Provider's proof of a properly obtained image license, including written approval for usage from any third party athletes, and cannot be used until NBCUniversal approval is obtained. Provider must at all times avoid creating a false sponsorship or endorsement between NBCUniversal, itself, and the third party athlete so it is recommended that Provider license images with generic and unrecognizable athletes.

12. MERCHANDISE/PREMIUMS; PRINTED COLLATERAL: Merchandise/premiums (i.e. apparel, magnets, water bottles) bearing NBCUniversal and FIFA marks will only be distributed by NBCUniversal. Co-branding of NBCUniversal's premiums with any partner logo is strictly prohibited.

NBCUniversal may distribute printed collateral (i.e. one sheets, brackets, etc.) bearing NBCUniversal and FIFA marks to Provider for specific use as determined by NBCUniversal in its sole discretion. Any use by Provider of the printed collateral must be pre-approved in writing.

Provider may not use 2019 Women's World Cup merchandise/premiums, printed collateral or other related items as consideration for consumer recruitment (e.g. providing merchandise in exchange for a consumer signing up to receive provider e-mail alerts) or for public distribution to customers or third parties. For clarity, these items will only be approved for internal or B2B purposes.

13. SWEEPSTAKES/PRIZING/GIVEAWAYS: Provider may not incorporate or integrate the 2019 Women's World Cup, or Telemundo and Universo's coverage of the of the 2019 Women's World Cup, into a promotion, giveaway, sweepstakes, contests or special events. Likewise, a Provider may not use 2019 Women's World Cup merchandise or other related items as prize, nor may a Provider include tickets and/or a trip to the 2019 Women's World Cup as part of any prize package.

14. VIEWING PARTIES: NBCUniversal has the exclusive license to host viewing parties for the Spanish language broadcast on Telemundo/Universo in the United States, Puerto Rico, and American Samoa. Viewing parties are subject to NBCUniversal's Viewing Party Guidelines and approval, as well as FIFA's guidelines and approval. If Provider is interested in hosting a viewing party, contact your NBCUniversal representative for more information.

15. MOSAICS/INTERACTIVE EXPERIENCES: To the extent a Provider offers an interactive experience or mosaic display of Telemundo and Universo's coverage of the 2019 Women's World Cup ("Mosaic Experience"), Provider must get NBCUniversal written approval before executing such experience. Provider may not sell any advertising elements or sponsorships related to such Mosaic Experience(s). If Provider offers a Mosaic Experience, the creative layout must adhere to the rules and guidelines set forth herein and must be approved prior to use on Provider's platform(s). Such approvals may be withheld in NBCUniversal's sole discretion.

16. SOCIAL MEDIA USE:

Posting:

Provider may post the NBCUniversal-provided promotional materials, including the tagged spot, with the NBCUniversal-provided copy options to its social media handles in an organic or paid capacity if approved by NBCUniversal: **(1)** Provider must submit all proposed custom social media posts via Provider's NBCUniversal representative for written approval in advance of publication on any social media platform; **(2)** All content must be geo-restricted to the territories inside of the United States, Puerto Rico, and America Samoa; **(3)** Provider may link back to its website provided that the landing page of such site does not contain any FIFA Marks.

Retweeting or Sharing Telemundo/Universo Content:

Provider may retweet or share any content coming from Telemundo and/or Universo's social handles during the 2019 Women's World Cup. However, Provider may not "add" any additional brand-centric content or copy except for copy related to Telemundo and/or Universo channel information. For clarity, Provider may not include any marketing messages or "sell" messages, references to specific products, services, price points, website, or phone number, brand slogan or hashtags but may include copy like "Vive la Copa Mundial Femenina de la FIFA™ en Telemundo Canal # con [Provider Name]".

Provider may not mention or congratulate teams or individual athletes when retweeting or sharing any content coming from the Telemundo and/or Universo social handles or using any of the promotional materials provided for use by NBCUniversal under these Guidelines.

Any retweet or share must be posted in the same social media platform on which Telemundo and/or Universo shared such content from (i.e., no switching platforms) and should be directed back to www.TelemundoDeportes.com (i.e., cannot direct back to Provider's websites).

The following is applicable to all social media content:

- For the avoidance of doubt, social media copy must be in the Spanish language.
- Note, all other restrictions within these guidelines still apply. Please allow a minimum of fifteen (15) business days for NBCUniversal's approval, which may be withheld in NBCUniversal's sole discretion.
- FIFA has not distributed its official social media guidelines for the 2019 Women's World Cup but they have previously advised that NBCUniversal promotion of the 2019 Women's World Cup, including by its Providers, be taken down by July 8, 2019.
- NBCUniversal may request that Provider remove any social media content on Provider's handles at any time and Provider must remove such content within 48 hours.

17. DIGITAL/ONLINE USE: Provider use of the promotional materials on Provider-owned and operated digital platforms and on non-owned digital platforms must be strictly in line with these Guidelines.

- Please allow a minimum of fifteen (15) business days for NBCUniversal's approval, which may be withheld in NBCUniversal's sole discretion.
- Note, that NBCUniversal is not approving or providing any guidance on tactics such as keyword or search term advertising efforts via SEM, SEO, etc. The extent of these guidelines is to address how copy must be used on digital platforms to properly denote Provider's carriage of the Telemundo/Universo channel and coverage of the respective 2019 Women's World Cup. For the avoidance of doubt, copy on the digital platforms for the 2019 Women's World Cup must be in the Spanish language and must follow the approved copy options outlined herein.
- FIFA has not distributed its official digital media guidelines for the 2019 Women's World Cup. Therefore, this section is subject to change.
- NBCUniversal may request that Provider remove any digital / online content at any time and Provider must remove such content within 48 hours.

WITH RESPECT TO 2019 COPA AMERICA:

18. 2019 COPA AMERICA PROMOTIONS: All of the foregoing shall apply equally to the 2019 Copa America tournament. Where the above states "FIFA", please read it as "CONMEBOL", and where it states "2019 Women's World Cup", please read it as "2019 Copa America".

The exceptions are as follows:

ACCEPTABLE REFERENCES TO 2019 COPA AMERICA and APPROVED TUNE-IN OPTIONS:

- Copa America Brasil 2019
- CONMEBOL Copa America Brasil 2019
- DESDE EL 14 DE JUNIO
- DESDE EL 14 DE JUNIO HASTA EL 7 DE JULIO

Please do not use alternative CONMEBOL references or trademarks, including hashtags, without NBCUniversal's express written consent.

LANGUAGE OF THE PROMOTION: Telemundo/Universo is the rightsholder in the territories of the United States, Puerto Rico, and America Samoa for the Spanish language broadcast (and not any other language) of the 2019 Copa America.

Unlike the 2019 Women's World Cup, promotion for the 2019 Copa America may be in either the English or Spanish language. However, any English language materials must state that Telemundo is the Spanish language broadcaster. Example as follows: "Watch Copa America Brasil 2019 in the Spanish language on Telemundo available on [Provider] Channel #".

In the event Provider's promotional materials includes co-promotions related to both 2019 Tournaments: Generic soccer copy may be in English, 2019 Copa America copy may be in either the English or Spanish language, and 2019 Women's World Cup copy must be in Spanish. All of the foregoing is subject to NBCUniversal approval.

IDENTITY OF ADVERTISERS: A Provider may allow a local advertiser to tag the promotional spots in accordance with these rules. However, the CONMEBOL Sponsors must first be offered the opportunity to tag the promotional spots before a Provider may contact any other potential local, third-party advertisers. A current list may be found at <http://www.conmebol.com/es/copa-america-brasil2019>

If you have further questions, please visit the Resource site, <https://digitaltvtools.nbcuni.com/>, or email your NBCUniversal Representative.