



**Commercial Guidelines
&
Advertising Standards**

Table of Contents

CONTACTS.....	3
POLICIES	5
SPONSORSHIP REQUIREMENTS – BILLBOARDS AND LOGOS.....	7
SPONSORSHIP REQUIREMENTS – BILLBOARDS AUDIO AND LOGOS.....	7
SPONSORSHIP REQUIREMENTS – FEATURES.....	7
SPONSORSHIP REQUIREMENTS – BILLBOARDS AND LOGOS.....	9



COMMERCIAL GUIDELINES & ADVERTISING STANDARDS

Enclosed, please find the commercial guidelines for all ESPN International Networks. ESPN strives to provide the highest level of commercial services to its clients. To help us maintain this quality, we require adherence to our guidelines.

Contacts

Contacts			
ESPN International – Bristol CT.			
	Name	Phone	E-Mail
Commercials & Sponsorship			
Associate Manager	Mendes, Jose	(860) 766-4108	Jose.Mendes@espn.com
Client Supplied			
Manager	Tate, Chris	(860) 766-2624	Christopher.Tate@espn.com
Commercial Clearance			
Associate Director	Doucette, Craig	(860) 766-7188	Craig.P.Doucette@espn.com

Affiliate Network Addresses

All tapes, instructions, slides and copy running on the following networks should be sent to:

ESPN Brasil

ESPN Brasil

Attn: Jose Borges
Rua Piracicaba 175
Sumare
01254050 Sao Paulo
BRAZIL
TEL: 55-113677-7762
Email: jose.e.borges@espn.com
(Betacam - Dolby off - Sistema NTSC)

ESPN SUR

ESPN SUR

Maipu 939 1 piso
Buenos Aires
Argentina 1006
Contacto: Arturo Martínez
TEL: 54-11-5031-0805
Email: arturo.martinez@espn.com
(Beta SP NTSC)

ESPN SUR

ESPN UK

BT Sport

Attn: Andrew Argyrides
Queen Elizabeth Olympic Park
Off Waterden Road
London
E15 2EE
UK
TEL: +44 020 8221 8564
MOB: +44 07435 663381
[E-mail: andrew.argyrides@bt.com](mailto:andrew.argyrides@bt.com)
(Digital- Beta PAL)
(Beta SP NTSC)

TSN:

TSN

Attn: Tony Marcantonio
9 Channel 9 Court
Scarborough, Ontario M1S 4B5
Phone: 416-384-4564
E-mail: Tony.Marcantonio@ctv.ca

MULTI-REELS WILL NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES

Commercial Materials may be sent digitally via one of our approved Digital Ad Vendors (see Commercial Delivery):

*** Digital Ad Vendor Contact Info:**

- Extreme Reach: support@extremereach.com or (877) 769-9382
- Javelin/Hula: support@javelindelivers.com or 877-851-1786
- AdStream: Traffic.latam@adstream.com or (786) 472 2615
- DMDS/Yangaroo: support@dmds.com or (866) 992-9902
- Comcast AdDelivery: addelivery_support@cable.comcast.com or 855-858-1942, option 1
- On The Spot Media/EZSpot: stationservices@onthespotmedia.com
- SpotGenie: support@spotgenie.com, or (888) 808-1631

Commercial Requirements

Commercial Instructions

Commercial instructions must be sent via fax (860-766-6786) or via email (InternationalTraffic@espn.com).

Please refer to the appropriate template attached at the end of these guidelines. Instructions must include:

- ESPN network(s)
- Advertiser
- Product/Brand
- Title
- Ad-ID Code
- Length(s)
- Language(s)
- Flight Date
- Rotation or percentage of how spots are to run
- Agency contact with phone and fax number

Instructions and tapes must be received at the appropriate ESPN network on the date indicated in the Commercial Tape Guidelines.

Changes to commercial copy within a current flight will be accommodated as soon as operations permit. **ESPN will not guarantee changes within 48 hours of airdate, but will make every attempt to meet the requested date.** Verbal instructions or changes will be accepted no later than 48 hours prior to airdate. Written confirmation must follow immediately. **By submitting verbal instructions or changes, clients waive the right to object to the results, including errors.** See end of document for Commercial Instruction forms for each network.

Commercial Delivery

- Any content which does not meet these specifications may be refused for air or have the levels altered to meet these specifications at ESPN's discretion.
- ESPN reserves the right to refuse to broadcast or otherwise utilize television recordings that, in its opinion, are technically unsatisfactory.
- ON-Air materials must be in house (Bristol, CT) no later than **five (5) business days prior to the airdate.**
- ESPN does NOT accept multi-reels.
- ESPN accepts Closed Captioned commercial content. All Infomercials MUST be Closed Captioned.
- ESPN does NOT accept commercial content with embedded or encoded triggers.
- ESPN will utilize one commercial tape for a buy across all Standard Definition networks. There is no need to submit the same commercial tape for each of these networks.
- ESPN will NOT guarantee replacement of a commercial if it is assigned the same Ad-ID as the original version. Unique codes must be created for all separate material submitted for telecast.
- ESPN cannot hold indefinitely, duplicate or return commercial materials submitted for telecast. Commercial tapes will be held for sixty days from the last airdate, after which time they will be removed from the computerized inventory system and destroyed. The same tape disposal policy applies to commercial tapes that do not air within sixty days of receipt.
- All clearance materials should be sent in advance to CommercialClearance@espn.com for network approval.
- Advertiser/Product Name; Commercial Title; Commercial Ad-ID Number (www.ad-id.com); Duration: Length of Commercial; Date of Recording

STANDARD DEFINITION

- Via accepted Digital Ad Delivery vendor.
- 29.97 frame rate.
- Full Stereo mix on audio channels 1 & 2.

HIGH DEFINITION

- Via accepted Digital Ad Delivery vendor required.*
- 720p; 59.94 frame rate.
- Full Stereo mix on audio channels 1 & 2. ESPN does not broadcast commercial inventory on 5.1 Dolby Surround.
- The HD Ad-ID must have an "H" at the end to signify HD material.
- Only one piece of creative (either SD or HD) will be accepted for air on all HD available networks and will air simultaneously on the HD and SD services. Commercials airing on any SD only network (Classic, etc.) may submit a center-cut protected HD tape or an SD version.
- All HD available networks are currently down-converted in 16x9 letter-box.



COMMERCIAL INSTRUCTIONS

- HD (i.e. in full 16 x 9 format) and will be simulcast in center cut format (i.e. in 4 x 3 format) on the SD networks.

Length Policy

Commercial lengths must be in increments of five seconds (:05; :10; :15; :20; etc.) All commercial lengths must be negotiated as part of the order. ESPN TV Ad Operations will not accept length change allocations that were not agreed to when the order was confirmed. If circumstances require a length change after order confirmation, notification must be made through your ESPN Account Executive.

Placement Policy

ESPN endeavors to give advertisers fair and equal rotation across network buys. ESPN does not guarantee placement requests. ESPN will bookend :15 second commercials of the same advertiser/product if a :15 second mate is unavailable.

ESPN Brazil Specific Requirements (For campaigns running in Brazil only)

Commercial Tapes must be NTSC or Betacam SP videotapes. No ¾ inch cassettes, film or MULTI-REELS are accepted. Tapes must be master or sub master to insure highest quality.

For Betacam, audio must be configured as follows:

Audio Channel 1	Portuguese/mix
Audio Channel 2	Portuguese/Natural

Commercial tapes must be received by ESPN at least ten days prior to air and MUST include Portuguese or English audio.
All audio must be mixed.

****Commercials not sent with Portuguese audio or Portuguese subtitles cannot and will not air in BRAZIL.**
**** CONDECINE CODE MUST BE ON THE SLATE OF THE COMMERCIAL**

Paid Programming on ESPN Latin America, ESPN Mexico and ESPN Brazil

The same commercial guidelines must be followed for Paid Programming. Tapes must be exactly 1710 in length (28:30) and must be of master quality to insure highest quality.

Tapes also must have a disclaimer placed in the beginning of the spot, and the word "Publicidad**" must appear on screen throughout the program. TV Ad Operations and Technical Operations have the right to refusal for air if these conditions are not met.**



COMMERCIAL INSTRUCTIONS

Sponsorship Requirements – Logos and Billboards

Sponsor artwork should be sent electronically in one of the following file formats, in order of preference, to produce the best quality visual product: .EPS or .AI Illustrator vector-art; .PSD Photoshop; .JPG JPEG format (broadcast-quality resolution required).

Text elements within Illustrator files should be rendered as full vector art outlines, and not as typed text.

Billboards are pre-produced, materials must be in-house five business days prior to air.

Billboards

Billboards consist of a 5 second generic ESPN lead in (specific to the region or network) followed by 5 second still or animated logo. Billboards are 10 seconds.

Sponsorship Requirements – Billboards Audio

Billboard Audio Requirements

For all International networks, audio must be five seconds in length in script form. Audio copy in excess of five seconds will not air.

Audio copy in English and network appropriate languages is preferred. Audio copy sent only in English will not be translated by ESPN services. Clients choosing not to send audio copy in all languages will receive only the generic lead-in, as stated below.

ESPN International uses the following lead-in copy (network language used accordingly: "This ESPN program is brought to you by..." Lead-in copy is non-inclusive of the five seconds of audio.

Sponsorship Requirements – Features

Feature opportunities, which include Presenting Sponsorships and Entitlements, are program segments that give prominence to a story, person or event within the sporting world.

Only the advertiser's logo will be used for feature opportunities. Taglines will not appear in features. The advertiser's billboard logo will be used, unless separate materials are sent specifically for this purpose.

Sponsorship Requirements – Billboard and Feature Production

Every Billboard and Feature is a pre-produced separate element. The production of all billboards and features must be requested through AtTask.

All artwork and brand information must be received in advance of the airdate as stated below.

BILLBOARDS –	5 BUSINESS DAYS
SHOW FEATURES –	5 BUSINESS DAYS
PROMOS –	7 BUSINESS DAYS
VIGNETTES –	14 BUSINESS DAYS
ANIMATIONS –	1 MONTH
SC ANIMATIONS -	14 BUSINESS DAYS



COMMERCIAL INSTRUCTIONS

Billboards and features are produced by International Ad Sales Integration except for billboards for dual stream productions (Beisbol Esta Noche, Sunday Night Baseball, NFL Esta Noche and Monday Night Football). Billboards for dual stream productions air in content and are produced by TV Ad Operations.

Sponsorship Requirements – After Client Approval

Billboards and features approved and received by TV Ad Operations prior to 2pm can be added to the commercial logs being published that day. Anything received after 2pm can only be added starting with logs being published the following business day.



COMMERCIAL INSTRUCTIONS

Advertising Standards & Guidelines

General Guidelines and Substantiation

Overview

All material distributed over any of ESPN's programming networks or other media platforms will be reviewed and must conform to all applicable governmental laws and regulations as well as the standards and policies of ESPN.

All commercial material(s) (e.g., television advertisements, billboards, feature materials) must be submitted in advance for approval and will be subject to ESPN's Advertising Standards and Guidelines and can be sent to CommercialClearance@espn.com. A minimum of two weeks lead time is required. Script, storyboard and/or viewing media is required for review. On occasion, one or more elements may be required for approval (e.g. script and viewing media). Submission of a commercial shall constitute the agency/client warranty to ESPN that all elements have been cleared for air (and Internet distribution or broadband properties) with respect to intellectual property rights: this includes, but is not limited to, rights of privacy and publicity and master, mechanical, performance and synchronization rights for music.

All material submitted for approval over any of ESPN's programming networks or other media platforms is kept strictly confidential within the commercial clearance unit. Proprietary information subject to ESPN review shall not be disclosed with any parties outside this unit.

The basic principles of advertising acceptance are: advertising should be honest and in good taste, claims should be substantiated and qualifying information about the attributes or use of a product should be disclosed whenever qualifying information is required to avoid misleading consumers.

All international commercial clearance and on-air material submitted for review will be evaluated in conjunction with the local market in order to effectively manage customer support.

Standard

ESPN reserves the right to:

1. accept or reject at any time advertising for any product or service submitted for distribution over any of its programming facilities;
2. require elimination or revision of any material in advertising copy which violates ESPN's standards, policies or guidelines; federal, state or local laws or regulations; is otherwise contrary to the public interest; or is in violation of Standard Digital Terms and Conditions;
3. reject any advertising in which the advertised product, program, or service could negatively affect its audience or partnerships; and
4. reject any advertising that appears in ESPN's sole judgment to improperly associate the submitting advertiser with an ESPN or ESPN-advertiser sponsored or owned property (e.g. X Games, BCS, ESPY Awards, etc).

No commercial material (including Institutional Messages, as defined below) may contain any data embedded in any portion of the audio or video signal or any other data stream without ESPN's prior written approval.

In order to determine the acceptability of advertising material, ESPN has the right to investigate the advertiser and the accuracy of all statements and claims made in advertising copy, including requiring the advertiser to provide substantiation or documentation providing a reasonable basis for the claims, as determined by ESPN.

ESPN reserves the right at any time to revoke its acceptance of and to require the elimination or revision of any advertising material that is inconsistent with ESPN standards and policies. ESPN also reserves the right to require revision of any advertising material to meet emergency circumstances or situations of unusual significance.



COMMERCIAL INSTRUCTIONS

Language

- **Argentina:** Advertising must be in Spanish language only.
- **Brazil:** Advertising must be in Portuguese language only. The advertisements shall use correct grammar and restrict the use of slang and foreign expressions, unless they are absolutely necessary to transmit the information or the intended "climate". Not permitted to air in X Games, LLWS or any programming ESPN believes to have significant audience concentrations of or otherwise appeals primarily to persons under age 17.
- **Mexico:** Advertising must be in Spanish language only or with Spanish subtitles.

Condecine Code

- **Argentina:** All advertising must have a registered Condecine/Ancine tax ID code prior to approval for air.
- **Brazil:** All advertising must have a registered Condecine/Ancine tax ID code prior to approval for air.

Disclaimers/Supers

Standard

When superimposed copy (e.g., disclaimers or supers) is required, it must be displayed clearly and conspicuously. As a general rule, supers must be presented against a contrasting background, and must be displayed for sufficient duration and in well-spaced letters, words, and lines of copy large and bold enough to be read easily by the viewer.

All supers must be clearly legible, any clear typeface is acceptable.

Each line of every required super must occupy at least 22 scan lines (or the equivalent of 5% of the active picture) of the television screen for SD formatted commercials; a minimum of 29 scan lines for HD formatted commercials.

Minimum on-display time should be three seconds for all one-line supers. Supers of two or more lines should remain in view as follows: three seconds for the first line of text plus one second for each additional line (thus a four-line super requires a minimum six-second display).

Supers which vertically "roll" over the screen may be permissible with prior ESPN approval; those which horizontally "crawl" across the bottom one-third of the screen may be permitted only in rare circumstances on a case-by-case basis.

ESPN reserves the right to modify these requirements as circumstances may warrant.

Advertising Injurious to Interests of Public or ESPN

Standard

ESPN retains the right to reject any advertising that is or might be injurious or prejudicial to the interests of the public, ESPN or honest advertising and reputable business in general.

Advocacy / Issue Oriented Advertising

Standard

ESPN does not accept advertising that consists of, in whole or in part, political or religious advocacy, or issue-oriented advertising.

Ads may be submitted on behalf of government agencies, provided there is no overt advocacy messaging.



COMMERCIAL INSTRUCTIONS

All advertisements submitted by or on behalf of advocacy organizations that also engage in consumer-oriented activities, such as the sale of goods and services must be submitted for approval in a timely fashion to ensure that the advertisements are not "advocacy-oriented."

See also: PSA's

Beer & Wine

Standard

Beer and wine advertising is acceptable provided that the product does not contain more than 24% alcohol by volume.

The portrayal of alcohol consumption within the advertising is not permitted.

ESPN will accept malt beverage advertising with appropriate scheduling restrictions, provided the advertising material is otherwise acceptable and the commercial clearly and conspicuously communicates in audio and/or video that the product is an alcoholic malt beverage. See Distilled Liquor, etc. for details.

Malt beverage, beer and wine advertising in NCAA Championship programming is limited to products that do not exceed 6% alcohol by volume.

Regional Provisions:

- **Brazil:** The advertisement shall not have children and adolescents as target public. No suggestion ingestion or irresponsible consumption shall be accepted. A social responsibility message must be present in the audio or video content of the advertising.
- **Mexico:** The following disclaimer must appear on the commercial spot(s): "Nada con exceso, todo con moderación".
- **Venezuela:** Not permitted.
- **Caribbean:** Depiction of consumption is permitted for Caribbean networks only.

Competitive Disparagement / Libel

Standard

ESPN will not telecast advertising that unfairly disparages or libels any competitor or competitive product. Truthful and fair competitive advertising with the appropriate substantiation is acceptable.

Condoms / Other Sexually Oriented Products

Standard

ESPN may, on a case-by-case basis and subject to scheduling restrictions, accept advertising for condoms, erectile dysfunction treatments, birth control devices or methods, or remedies for sexually transmitted diseases, provided it is presented in good taste.

Sponsorship is not permitted.

Regional Provisions:

- **General Restrictions:** Not permitted in NFL, NBA, College, US Open (golf & tennis), X Games, LLWS, Spelling Bee, High School sports.
- **Venezuela:** Condom advertisements are not permitted.



COMMERCIAL INSTRUCTIONS

Dating Websites

Standard

ESPN may, on a case-by-case basis and subject to scheduling restrictions, accept advertising for dating websites, provided:

- The advertising is presented in good taste and is consistent with ESPN's brand standards;
- The content of the website and service provided is generally acceptable;
- The platform does not exclude any persons or groups and does not include and discriminatory messaging;
- Clearly communicates that all participants must be of legal age;
- Not permitted in sponsorship elements.

Regional Provisions:

- **General Restrictions:** Additional Programming restrictions subject to ESPN's discretion.

Defamatory, Violent or Obscene Material

Standard

ESPN will not telecast any advertisement that contains material that is in whole or in part defamatory, obscene, profane, vulgar, repulsive or offensive or excessively violent, either in theme or in treatment, or that describes or depicts repellently any internal bodily function or symptomatic results of internal conditions, or refers to matters that are not considered socially acceptable topics. The graphic depiction of blood is not permitted. At no time can a person be shown shot, stabbed, impaled, blown up, maimed or killed.

All advertising material will be reviewed on a case-by-case basis.

Regional Provisions:

- **General Restrictions:** Additional Programming restrictions subject to ESPN's discretion.

Distilled Liquor, Malt Beverages and Distilled Liquor Sponsorships

ESPN will accept distilled spirits television advertising that contains branding and/or prominent social responsibility messaging.

The advertisement shall not have children and adolescents as target public. No suggestion ingestion or irresponsible consumption shall be accepted.

Sponsorship elements (presenting, entitlement, half-time, etc) may be considered on a case by case basis, depending on the specific programming and air time.

Incidental coverage is also permitted for distilled spirits. Incidental coverage is any existing on-site sponsorship opportunity that exists for other sponsors. These opportunities include, but are not limited to, in-car cameras and on-site billboards within arenas.

Regional Provisions:

- **General Restrictions:** Additional Programming restrictions subject to ESPN's discretion.
- **Brazil:** Permitted from 9:30 PM to 6:00 AM local time.
- **Mexico:** Permitted from 10:00 PM to 5:00 AM local time. Not permitted in NFL, College, US Open, X Games, High School LLWS, Spelling Bee.



COMMERCIAL INSTRUCTIONS

- **Venezuela:** Not permitted

Drugs, Habit Forming

Standard

ESPN does not accept advertising for any drug that is or may be habit forming.

Prescription drug advertising is also subject to separate standards and guidelines (see Drugs, Prescription).

Drugs, Prescription, OTC

Prescription and Over-the-Counter drug advertisements must comply with all applical laws and regulations.

NFL Guidelines: Sponsorships not permitted. Categories of permitted/prohibited pharmaceutical products (both prescription and over-the-counter) are subject to the NFL's discretion and may be modified at any time. The NFL maintains a current list of permissible prescription categories and individual approval will be given on a case-by-case basis.

Regional Provisions:

- **Brazil:** Shall not make any assertion as to the action of the product other than based on clinic or scientific evidence.

ESPN Talent Appearing in Commercials

In order to protect ESPN's brand and the integrity of our news and event coverage, the following guidelines will apply to all ESPN talent, including anchors, hosts, play-by-play, analysts, and writers regarding endorsements and related activities. This includes any activity in which a third party provides cash or in-kind compensation to endorse, promote or support a product, service or event. Such activities include but are not limited to commercials, testimonials, personal appearances, public use of branded apparel, footwear or equipment, website participation, blog posts, tweets or any other form of paid activity, video depiction or name and likeness usage. These guidelines apply to all staff and independent contractors.

ALL TALENT MUST OBTAIN ESPN'S PERMISSION IN ADVANCE OF ACCEPTING ANY ENDORSEMENT OPPORTUNITY. All requests are to be submitted to ESPN's Talent Development office at least 15 business days in advance of the effective date of the agreement. Approval will be granted or withheld within the fifteen-day window at ESPN's sole discretion.

The following endorsements/related activity are not permitted:

- Any activity in which talent is required to wear or be associated with any ESPN mark, insignia or logo or is portrayed in the endorsement material as an ESPN personality, announcer or employee.
- Any portrayal or participation of talent for an entity, product or event that is competitive with any of ESPN's or The Walt Disney Company's lines of business.
- Any endorsement, speaking engagement or appearance paid for by any professional or college sports conference, league, team, association, entity, coach, active player/participant, owner or administrator, television or radio network, website, blog or publication, including payments from any booster clubs, alumni associations, companies or other supportive programs.

Strict Review Categories.

The following categories of endorsements are subject to strict review and a strong presumption that they will not be approved.



COMMERCIAL INSTRUCTIONS

- Any endorsement related to apparel, footwear or athletic equipment used for training, playing or participating in any sport or event ESPN may cover including the companies that manufacture and distribute any such material. **Provided, however, that in assessing apparel, footwear and equipment, exceptions will be granted to players, coaches and administrators who are engaged as analysts and for whom such endorsements are part of the sports coverage/reporting landscape.**
- Endorsements related to any form of gambling or lotteries.
- Endorsements of any type of firearm or ammunition.
- Endorsements of political candidates or any form of political advocacy.

Normal Review Categories.

- All other categories are subject to our normal review process. ESPN will consider the potential for the company or product to become the subject of a sports news story or subject ESPN or the talent to a loss or the perceived loss of credibility or reputation.

Disclosure

- All approved talent endorsements will be publicly disclosed on ESPN.com.

False, Unsubstantiated or Unwarranted Claims or Testimonials That Can Not Be Authenticated

Standard

ESPN will not telecast any advertisements that contain (i) false, unsubstantiated or unwarranted claims, (ii) false or ambiguous statements or representations that may be misleading to the audience or (iii) testimonials that cannot be authenticated. ESPN reserves the right to request an affidavit or notarized statement signed by the endorser attesting to the truthfulness of all testimonial representations as well as written evidence that the name or picture of the endorser is used with the specific consent of that person.

Firearms / Firearm Ammunition

Standard

ESPN does not accept advertisements for handguns or handgun ammunition.

Advertisements for rifles, shotguns and BB guns (rifle only) will be accepted on a case-by-case basis following approval. It is strongly recommended that all production elements (i.e., script or storyboard, rough cut, final version) be submitted as available. Tactical, assault or combat style rifles with high-capacity clips, flash suppressors and collapsing stocks will not be allowed. Once approved, these advertisements may only air in hunting-oriented programs and not in any Great Outdoor Game, Bass Tournament or similar "event" type programming.

Advertisements for any product that show animals that have been killed or that are being shot or suffering are not acceptable. Requests for exceptions will be reviewed on a case by case basis, but generally wild fowl (e.g., ducks, geese) may be shown falling from the sky or after having been shot by hunters. Advertisements for any product that show children shooting or address children are not acceptable.

Regional Provisions:

- **Brazil:** The advertisement shall make clear that acquisition of the product shall depend on registration granted by the competent authority. The advertisement shall not be emotional. The advertisement shall be restricted to presentation of the model, characteristics and price; evidence that use of the product requires training and emotional equilibrium; emphasize the risk for the community of maintaining the product in an unsafe place. Permitted between 11:00 PM and 6:00 AM local time only.



COMMERCIAL INSTRUCTIONS

Public Service Announcements

Standard

- No direct solicitation of funds, absent special public interest considerations (e.g., emergency or disaster relief situations).
 - In place of direct solicitation of funds it is permissible to say "for more information" or to "learn more" or "log on to _____ for more information."
 - Solicitation of volunteer efforts (e.g., "give your time") is permissible.
 - All emergency or disaster relief activities for the company are managed solely by Corporate Outreach in conjunction with The Walt Disney Company.
- No 800 or other phone numbers soliciting donations.
- No political or issue-oriented advocacy messages.
 - Content that advocates non-issue oriented messages (e.g., get a colon cancer check-up) is permissible.
- Paid advertising for political candidate campaigns is permissible.
- No content from religious institutions, whether proselytizing or not.
- "Appreciation" material is permissible as approved on a case-by-case (e.g., we appreciate the Alabama National Guard's efforts).
- All cause-related material must contain a "Paid for by...", "Sponsored by..." or "Supported by..." declaration.
- Social media components are permissible if they fit within these guidelines.
- Where applicable, viewers should be directed to the advertiser or league site rather than the charity itself. Other URL and social engagement sites will be considered if they are sponsor led, and not the site of a specific charity, have no direct solicitation and meet the general guidelines (e.g., no advocacy, etc.).

Non-Profit PSAs

PSAs submitted for free airing by or on behalf of non-profit organizations (e.g., the Red Cross), governmental agencies or via the Ad Council must be reviewed and approved by ESPN Communications/Corporate Outreach.

Institutional Messages

All spots submitted by or on behalf of rights holders or league partners must be reviewed and approved by ESPN Programming. For purposes of these standards and guidelines, an "Institutional message" must be a non-commercial spot comprised of a charitable or informational message only. Spots submitted by or on behalf of a rights holder that advertise or promote any form of commercial venture or product associated with a particular league or rights holder are permissible only if authorized by an agreement between ESPN and such league or rights holder.

Regional Provisions:

- **Brazil:** Advertising shall clearly explain causes and official or third sector involved in the partnership with companies, brands, products and services. The advertisement may not refer to causes, movements, performance indicators or use the prestige and credibility of the institution unless authorized to do so. Socio-environmental and sustainability actions object of advertising do not release the advertiser from compliance.

Casino / Lottery / Gambling Advertising

Casinos: ESPN will distribute advertising for casinos or other places of gambling (including travel services or tourist destinations that directly or indirectly promote gambling), under the following standards and guidelines and according to all laws and government regulations:

- The advertisement does not in any way promote sports wagering or race book services, including references to odds, horse racing "tout" boards, betting slips, etc.
- Advertisements for casinos may promote the gambling amenities of the casino, and may include visual or audio references to gambling or gambling paraphernalia (e.g., dice, roulette wheels, "slot machine" type graphics).
- Advertising for casinos will be subject to any restrictions or prohibition required by programming rights-holders during applicable programming.

Lottery/Gambling: Other than as noted in these Advertising Standards & Guidelines, ESPN does not accept advertising constituting or



COMMERCIAL INSTRUCTIONS

relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product which would tend to encourage, aid, abet, assist, facilitate or promote illegal or legal gambling.

Horse Racing: Ads for licensed horse racing wagering (including race tracks and websites) may run on digital and audio properties ONLY.

Instructional Poker: ESPN TV will accept advertising for Internet web sites or other products (e.g., DVDs) that provide (a) instruction or instructional materials (b) or non-gambling player participation games such as poker, subject to the following guidelines:

- Approved programming may be subject to change based on continuing requirement of 85% 21+ audience composition.
- Billboards and features are permissible in approved programming (except Audio)
 - Features must be specific to approved league/program content
 - Features not permitted in SportsCenter
 - No Billboards in the AM SportsCenters
 - No A positions for Billboards in PM SportsCenters
 - Not permitted in bottomlines
- Not Exclusive. Guidelines of 1(unit) per half hour, 2 (units) per hour program. No copy splits.
- Cannot provide link to ANY gambling related sites.
- ALL creative must clearly and specifically note "this is not a gambling site" and is subject to ESPN approval (22 scan lines for a minimum of 3 seconds). See Disclaimers/Supers for additional guidelines.

Regional Provisions:

- **General Restrictions:** Not permitted in NFL, NBA, MLB, US Open (golf & tennis), X Games, LLWS, Spelling Bee, High School sports. Casino advertising may air in College programming (non-NCAA Championship), provided the content of the advertising material does not include visual or audio references to gambling or gambling paraphernalia. Additional Programming restrictions subject to ESPN's discretion.
- **Australia/Pac-Rim:** Sports wagering websites are permitted with authorization from Ad Sales.
- **Mexico:** Sports wagering websites are permitted with authorization from Ad Sales.

Illegal Products or Services

Standard

ESPN will not telecast any advertisement for a product or service which is illegal per se or has no legal use in the region in which the advertisement is distributed.

Motion Picture Marketing

All commercials submitted to ESPN are subject to Network Standards and Practices review regardless of rating. The outcome of any specific review supersedes any general guidelines that may be in place.

We recognize that in some cases ESPN will have to exercise judgment in situations as to which the application of the policy may be ambiguous, or as to which it does not fully cover or even contemplate. In these cases, we will look to the intended effect of these policies and act in accordance with its spirit. In addition, any commercial may be reviewed and temporarily suspended from air when the national or world events changes the environment (e.g., war or sniper case)

Advertisements will be considered on a case-by-case basis. Subject to time-of-day restriction as well as more restrictive program schedule



COMMERCIAL INSTRUCTIONS

guidelines. Plan and Schedule as well as commercial must be reviewed prior to air.

Regional Provisions:

- **General Restrictions:** Not permitted in X Games, High School, LLWS, Spelling Bee. Additional Programming restrictions applicable at ESPN's discretion.

Video Game Marketing

All commercials submitted to ESPN are subject to Network Standards and Practices review regardless of rating. The outcome of any specific review supersedes any general guidelines that may be in place.

We recognize that in some cases ESPN will have to exercise judgment in situations as to which the application of the policy may be ambiguous, or as to which it does not fully cover or even contemplate. In these cases, we will look to the intended effect of these policies and act in accordance with its spirit. In addition, any commercial may be reviewed and temporarily suspended from air when national or world events changes the environment (e.g., war or sniper case)

Submission of storyboards and/or scripts prior to shooting is strongly advised.

A-Rated: Considered on a case-by-case basis, and plan/schedule as well as commercial must be reviewed prior to consideration for air.

M-Rated games (including RP-Rated = Rating Pending) are subject to Entertainment Software Ratings Bureau (ESRB) audience guidelines as well as review prior to consideration for air.

Regional Provisions:

- **General Restrictions:** Not permitted in X Games, High School, LLWS, Spelling Bee. Additional Programming restrictions applicable at ESPN's discretion.

Multiple Product Advertisements

Standard

Advertisements that feature products from distinct multiple product categories (e.g., toothpaste and laundry detergent) in a single spot require the express, prior approval of Ad Sales.

Investments

Regional Provisions:

- **Brazil:** The advertisements shall respect the rights of information of investors, shareholders, individual and institutional investors, third parties dealing with securities, public institutions and international bodies – with strict observance of the need to offer them all clarification necessary to a sensible and conscious decision – as provided in the legislation on the matter (Law no. 4728/65 and Law no. 6404/76).

Advertising by Non-ESPN Media

The following guidelines will apply to advertising by ESPN's competitors as well as non-competitive media outlets on ESPN's television networks and on ESPN's non-television platforms.

Guidelines are for all ESPN Media Platforms (except Print)



COMMERCIAL INSTRUCTIONS

Sports Programming, Platforms and Services

- Sports programming, platforms and services are not permitted, EXCEPT for the following:
 - PPV events
 - Multi-channel subscription services (without specific network mentions) if the advertising is placed by the video provider (e.g. DirecTV, Verizon, etc)
- Daily Fantasy Sports websites will be considered on a case-by-case basis, provided that;
 - The advertising does not contain any overt references to gambling related content.
 - The advertising and website are reviewed and approved by ESPN and do not contain any competitive content.
 - The advertising does not contain any superiority claims or disparaging statements regarding traditional fantasy services found on ESPN.com.
 - Approved advertising is not permitted to run in ESPN Fantasy sports content, NFL Homepage or NFL Index page.

Non-Sports Programming, Platforms and Services

- Advertising for Non-Sports programming is permitted, including day, date and/or time promotion, on the day the show is scheduled to air, provided it does not air against any programming that is an ESPN promotional priority. A generic "Check Your Local Listings" tag is permitted in this case.
- No advertising for non-sports programming, with or without tune-in, is permitted to air in any ESPN programming airing during the same time period.
- Advertising for non-sports programming cannot air within three hours of the shows scheduled start.
- Advertising for Non-ABC broadcast networks (CBS, NBC, FOX) is not permitted.
- No home page take-overs of any platform on the same day as ESPN's protected programming.
- Features and billboards are permissible on a case-by-case basis:
 - Contingent upon approval of advertising material.
 - Name of show is acceptable.
 - Name of network brand is acceptable, but the use of the words "channel", "network", "tv", etc is not permitted.
 - Show title should be read first on all copy, prior to name of network.
 - No day, date or time promotions are permitted.
 - Bottomlines are not permitted.

Digital Video Recorders/Personal Video Recorders

Advertisements for products or services that mention or promote in any way the skipping, fast-forwarding through or otherwise altering or avoiding the display of commercials are not acceptable.

Regional Provisions:

- **Brazil:** ESPN Brasil doesn't accept Pay TV service campaign from operators.

Submission Dates / Timing

Standard

Submission of a commercial constitutes the agency/client warranty to ESPN that all elements have been cleared for air with respect to intellectual property rights: this includes, but is not limited to, rights of privacy and master, mechanical, performance and synchronization rights for music.

A minimum of two weeks lead time is required.

Third Party Rights

Standard

ESPN will not accept advertising that includes any element of intellectual property for which the advertiser has not obtained the owner's consent to use, including but not limited to music master, mechanical, performance and synchronization rights. ESPN will not accept advertising that gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition.



COMMERCIAL INSTRUCTIONS

Submission of a commercial constitutes the agency's and the advertiser's warranty to ESPN that all elements have been cleared for air with respect to intellectual property rights, including music rights. Advertiser and/or its agency must submit proof of clearance immediately upon request by ESPN.

Tobacco

Standard

ESPN does not accept advertisements for tobacco products or products which promote smoking (lighters, etc.).

Electronic cigarettes will be accepted on a case-by-case basis:

- Contingent on review of creative.
- At no point can a person be shown smoking or in the active use of the product.
- Video ads on digital platforms must have a preceding or initial disclaimer clearly communicating that this is a smokeless product and does not contain tobacco.
- Video ads on digital platforms must be user initiated.

Regional Provisions:

- **General Restrictions:** Not permitted in NFL, MLB, NBA, College, US Open (Golf & Tennis), X Games, High School, LLWS, Spelling Bee.
- **Brazil:** No advertisement of any product that intends to inhibit the smoking habit may be accepted, unless the advertiser makes clear that the product only offers assistance and that the success of its use shall depend on the will power of whoever may use the product.