

Pricing Terms and Conditions – UEFA Euro 2024

ITV Commercial (a division of ITV Broadcasting Limited) (“**ITV**”) is giving advertisers the opportunity to benefit from the certainty and ceiling of an upfront fixed price for Airtime booked against the Adults Demograph in and around the linear broadcast of UEFA Euro 2024 tournament matches on ITV1 and ITV4 (“**Euro 2024 Airtime**”), subject to the terms and conditions set out below (“**Pricing Terms**”) and the standard ITV airtime trading terms and conditions for 2024 (available at: <https://www.itvmedia.co.uk/trading-terms-conditions/itv-airtime-terms-and-conditions>).

Capitalised terms used but not defined in these Pricing Terms shall have the same meaning as defined in the Glossary of Airtime Contract Terms (available at: <https://www.itvmedia.co.uk/legal/glossary2024>).

ITV may revise these Pricing Terms at any time by amending this page. Buyers should check this page from time to time to take notice of any such changes.

1. Access to Euro 2024 Airtime and the opportunity to purchase such Euro 2024 Airtime at a fixed price (“**UEFA Euro Opportunity**”) shall be subject to availability and ITV’s need to avoid overtrading and to meet any pre-existing contractual commitments.
2. In order to be eligible to participate in the UEFA Euro Opportunity, the Buyer must:
 - (a) be party to a written agreement with ITV for the purchase of Airtime on ITV1 and/or ITV4 (as applicable) for a specified period in 2024, which must cover the month of June 2024 and/or July 2024 (as applicable), including without limitation any Deal Agreement or Booking Agreement, as determined by ITV (“**Existing Agreement**”); and
 - (b) formally commit to make Client-backed spend on Euro 2024 Airtime in June 2024 and/or July 2024 (as applicable) on ITV1 and/or ITV4 (as applicable).
3. Without prejudice to the generality of ITV’s rights of approval under the Buyer’s Existing Agreement, the UEFA Euro Opportunity shall not be available to ITV’s competitors and Sportsbook advertisers.
4. The UEFA Euro Opportunity is subject to the Buyer making the Booking by the applicable ABD. Should the Buyer wish to make a Booking after the ABD, ITV will, subject to capacity, procure that the ITV Broadcasters (in respect of ITV1) and/or ITV2 Limited (in respect of ITV4) shall accept such Bookings. Unless otherwise agreed, the ABD for June 2024 is on 2 April 2024 and for July 2024 is on 7 May 2024.
5. Subject to clause 6 below, the prices in respect of Campaigns booked against the Adults Demograph in Euro 2024 Airtime shall be as follows:
 - (a) Campaigns with Airtime in and around the linear broadcast of UEFA Euro 2024 tournament matches, including matches played by the Home Nations teams (ie. England, Scotland and Wales), on ITV1 and ITV4 will be priced at a fixed Cost per Thousand of £17 (gross);
 - (b) Campaigns with Airtime in and around the linear broadcast of UEFA Euro 2024 tournament matches played by teams other than the Home Nations teams, on ITV1 and ITV4 will be priced at a fixed Cost per Thousand of £13 (gross).

By way of example only:

- For a Campaign booked against Adults in Euro 2024 Airtime in and around the linear broadcast of UEFA Euro 2024 tournament matches Germany vs **Scotland**, Spain vs Croatia, Serbia vs **England** and Spain vs Italy, the Airtime would be priced at a fixed Cost per Thousand of £17 (gross).
- For a Campaign booked against Adults in Euro 2024 Airtime in and around the linear broadcast of UEFA Euro 2024 tournament matches Spain vs Croatia, Portugal vs Czechia, Netherlands vs France and Switzerland vs Germany, the Airtime would be priced at a fixed Cost per Thousand of £13 (gross).

6. The prices referred to in sub-clauses 5(a) and (b) above will be adjusted by reference to the Impacts weighted in accordance with the applicable Standard Time-Length factors.
7. The incentive pricing mechanic set out in these Pricing Terms is made available based on the understanding that it is applied to a specific tournament and will not be available for other periods, and it does not form part of the Buyer's protected contract(s). Any subsequent purchases of Airtime shall be subject to the pricing as set out in the Existing Agreement or any new Airtime agreement (as applicable), or shall be subject to pricing at Market Rate.
8. All Euro 2024 Airtime booked by the Buyer in accordance with these Pricing Terms shall be deemed to have been delivered by ITV in accordance with the Airtime Commitments (if any) set out in the Buyer's Existing Agreement.
9. Any spend made by the Buyer on Euro 2024 Airtime in accordance with these Pricing Terms shall be counted towards achieving the applicable Share of Broadcast and/or volume commitments (if any) made under the Buyer's Existing Agreement.
10. Any terms agreed as part of the Buyer's Existing Agreement in respect of Airtime Credits and reconciliation (including without limitation clause 6 of the Deal Conditions) shall apply to Euro 2024 Airtime, save that Airtime Credits shall be calculated based on prices applied in accordance with these Pricing Terms.
11. These Pricing Terms shall apply to the purchase of Euro 2024 Airtime only and shall not apply to any other advertising on ITV channels or platforms. Save as amended by these Pricing Terms (which amendments shall for the avoidance of doubt include the terms of clause 5 above), the Buyer's Existing Agreement shall continue in full force and effect.
12. The UEFA Euro Opportunity shall be subject at all times to any laws, regulations, codes, rules, guidance or similar which are applicable to ITV and/or the Buyer.
13. These Pricing Terms and any dispute or claim arising out of or in connection with them or their subject matter or formation (including any non-contractual disputes or claims) shall be governed by and construed in accordance with English law and the parties hereby irrevocably submit to the exclusive jurisdiction of the English courts.
14. **Nothing in these Pricing Terms shall be deemed to constitute a legal offer.**