



## DANISH COMPETITION AND CONSUMER AUTHORITY

### Danish Football Clubs' Joint Sale of Media Rights: Comparison of existing and revised commitments

	Existing commitments	Revised commitments if rights are sold for max 3 years	Revised commitments if rights are sold for more than 3 years
<b>"No single buyer" rule</b>		Max. 5/6 matches	<ul style="list-style-type: none"> <li>• Max. 4/6 matches</li> <li>• Not both 1<sup>st</sup> and 2<sup>nd</sup> match pick</li> </ul>
<b>Exemption to the "no single buyer" rule</b>	<ul style="list-style-type: none"> <li>• Less than 3 qualified bids (contingent on qualifications and minimum prices)</li> <li>• One Broadcaster bids min. 30 percent more than the highest of two prices: The sum of               <ol style="list-style-type: none"> <li>1) The minimum prices</li> <li>2) The highest bid for each package in the first tender round</li> </ol> </li> <li>• Bidding broadcasters will be informed if there are qualified bids from less than 3 broadcasters after the first tender round. Hereafter it is up to the Association of Danish League Clubs to decide when bids can be made for full exclusivity</li> </ul>	<ul style="list-style-type: none"> <li>• Less than 3 qualified bids (contingent on qualifications only)</li> <li>• One broadcaster bids min. 40 percent higher than the sum of the highest written bid made for each single package across all tender rounds</li> <li>• The broadcaster will not be informed if there are bids from less than three qualified bidders before after they have placed their final bids. Hereafter they can make their bids for exclusivity.</li> </ul>	
<b>If "single buyer"</b>	<ul style="list-style-type: none"> <li>• 6/6 matches is offered for tender after 3/3 years</li> </ul>	<ul style="list-style-type: none"> <li>• 6/6 matches is offered for tender after 3/3 years</li> </ul>	<ul style="list-style-type: none"> <li>• 2/6 matches are offered for tender after 3/6 years including the 2<sup>nd</sup> match pick + an optional game</li> <li>• 6/6 matches are offered for tender after 6/6 years</li> </ul>
<b>Max rights period</b>	3 years		6 years
<b>Renegotiation</b>	<ul style="list-style-type: none"> <li>• <u>The Association of Danish League Clubs</u> can request a renegotiation of the commitments if significant changes in the market lead to an economic loss.</li> <li>• <u>The Danish Competition and Consumer Authority</u> can revoke the commitments if the factual circumstances have changed on an important aspect of the decision, cf. art. 16 a (3) of the Danish Competition Act.</li> </ul>	<ul style="list-style-type: none"> <li>• <u>The Association of Danish League Clubs</u> can request renegotiation and abolition of the commitments if they can substantiate a significant improvement in the relevant downstream market in terms of competition.</li> <li>• <u>The Danish Competition and Consumer Authority</u> gets the right to reinstate the original commitments from 2007(or accept new commitments) if it can be substantiated that significant market changes in terms of competition in the downstream market creates a situation where a rights period of 6 years has a detrimental effect on competition.</li> <li>• <u>The Danish Competition and Consumer Authority</u> can revoke the commitments if the factual circumstances have changed on an important aspect of the decision, cf. art. 16 a (3) of the Danish Competition Act.</li> </ul>	