

APPLICATION FOR PERMISSION FOR THE PUBLIC SHOWING OF A ONE-OFF SPORTS EVENT

Nordic Entertainment Group owns the rights for audio-visual transmission of a number of sports events on Danish territory. See which ones here: <https://www.viasat.dk/erhverv/offentlig-visning>

Any public showing of these sports events requires separate permission. The granting of permission depends on a number of parameters and is based on the response to this separate application. At the same time, the application forms the basis of calculation of the cost of the public showing. We make every effort to process the application within 15 workdays.

Nordic Entertainment Group can, at any time, ask for more information in addition to the information provided in the application, set down additional conditions for the permission and, possibly, reject the application completely without giving any further reason.

DESCRIPTION OF ORGANISER AND EVENT:

The sports event you would like to show (e.g. Champions League final):

Venue for the event:

Number of persons (maximum number):	Entry fee: Yes	No
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Number of screens and size of each screen:

Date of event:

Name and CVR number of organiser:

Company	Association
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Person responsible:

Contact person and contact information:

Name of, purpose of and further description of the event:

Commercial Partners:

(Listing of Commercial Partners, including product, and description of the visibility of brands in connection with the event)

NB: The organiser is, at all times, under an obligation to obtain Nordic Entertainment Group's prior consent in writing before entering into any agreements with sponsors, advertisers or other commercial players of any kind ("Commercial Partners") who are not specified in this box in connection with the application. Nordic Entertainment Group is, at any time, entitled to reject Commercial Partners without giving any further reason.

Marketing:

(Which media will be used in connection with marketing, printed media, social media and websites etc.)

Other relevant information:**Conditions of the permission:**

The organiser declares that he/she agrees to the conditions below for public showing of the event when the application is submitted to Nordic Entertainment Group:

- The organiser must not use Nordic Entertainment Group's logos (e.g. TV3 Sport) or other logos associated with the sports event (e.g. UEFA) or in any other way make it look like the event is a collaboration with them
- Collaboration with Commercial Partners in connection with the event can only take place under special conditions and only by separate agreement with Nordic Entertainment Group. The same applies to the setting up of adverts or other product promotion in connection with the event
- The sports event must be shown live, i.e. Simultaneously and unchanged (thus, the sports event must not be recorded and transmitted later) and without any changes and interruptions
- The organiser him/herself must take care of the setting up of the screen(s) and transmission of the signal and sound etc. Nordic Entertainment Group cannot be held responsible for any signal disruptions, interruptions, noise nuisances etc.
- The organiser him/herself must clear and settle any secondary rights, e.g. fees to KODA, Gramex, Copydan etc., and Nordic Entertainment Group cannot be held responsible in this regard
- The organiser cannot transfer the right to show the event, in part or in full, to any third party
- Nordic Entertainment Group shall be exempted from any costs and/or claims associated with the organiser's showing of the event

I have read and accept Conditions of the permission