

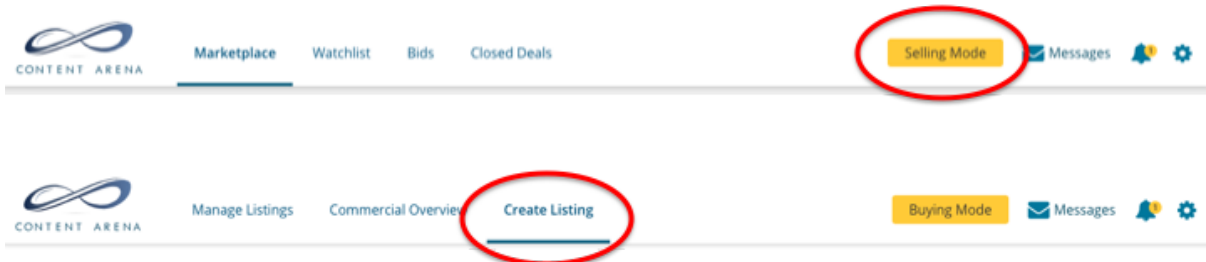


Manual

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1. Offer content / Create content listings

1.1. Enter the Selling Mode and select **Create Listing**.



1.2. Select the event for which you want to create a listing by searching for a competition name or country. Choose "Enter content manually" if you cannot find your competition.

1.3. Complete missing event details such as season(s) and if applicable fixtures. Provide further information about your event description as requested.

Event Details

Please fill in the fields below. In case no competition was selected from the database the fields "Country/Category" and "Competition" are optional.

- 1.4. Proceed to step 2. Provide a detailed definition of the Program that will be used as basis for the license agreement. Select the rights you wish to grant.

SOCCER - AUSTRIA - OFB CUP - 18/19

PROGRAM DEFINITION

Please define the program you wish to license. This is an integral part of the license agreement. All rights granted will refer to this definition.

SOCCER - AUSTRIA - OFB CUP - Final 18/19
Date: 01.05.2019
Venue: Generali Arena, Vienna
Time: 7pm UTC

RIGHTS SELECTION

Please select the rights you wish to grant to the licensee based on the Program Definition as per above. All rights selected will be licensed together. A separate listing needs to be created if you want to offer specific rights individually.

on an exclusive basis

<input checked="" type="checkbox"/> Live Transmission	<input checked="" type="checkbox"/>	Means the right to a real-time (subject to latency) Transmission of the Program other than in betting shops and on betting platforms.
<input checked="" type="checkbox"/> Delayed & Archive	<input type="checkbox"/>	Means the right to a full-length delayed Transmission of the Program commencing not before end of the respective Single Event.
<input checked="" type="checkbox"/> Live Betting	<input checked="" type="checkbox"/>	Means the right to real-time (subject to latency) Transmission of the Program in betting shops and on betting platforms.
<input type="checkbox"/> News Access	<input type="checkbox"/>	Means the right to a Transmission of Footage of the Event not exceeding <input type="text" value="90"/> seconds in news programs not before the end of the relevant Event or the Time Embargo defined if any.
<input type="checkbox"/> Highlights & Clips	<input type="checkbox"/>	Means the right to a Transmission of Highlight footage of the Event not exceeding <input type="text" value="5"/> minutes not before the end of the relevant Event or the Time Embargo defined if any.
<input type="checkbox"/> Edited Program	<input type="checkbox"/>	Means the right to a Transmission of the Edited Program.

- 1.5. Proceed to step 3. Configure the Rights and Production Details. You can add additional explanations for all criteria. Such explanations will be shown on the marketplace to potential buyers as well as in the license agreement.

— License period

START

contract conclusion

END

Unlimited

✎

— Grant of rights

RIGHT TO SUBLICENSE	Subject to licensor's approval	✎	TRANSMISSION OBLIGATION	No	✎
TRANSMISSION MEANS	All	✎	EXPLOITATION FORM	All	✎
LICENSED LANGUAGES	All local languages	✎	RESERVED RIGHTS	No	✎

— Production Standards

VIDEO STANDARD	HD	✎	ASPECT RATIO	16:9	✎
GRAPHICS	No	✎	COMMENTARY	No	✎
CAMERA	Minimum cameras: 4	✎	TECHNICAL DELIVERY	Satellite	✎

- 1.6. Configure the commercial details of your listing by creating Territorial Bundles. Select the territories for which you want to offer the content and define the pricing.

SALES BUNDLE

HOW WOULD YOU LIKE TO OFFER YOUR CONTENT?

☐ Offer single territory ☒ Offer multiple territories

SELECT TERRITORIES

☒ Selected territories only ☐ Worldwide ☐ Worldwide excluding

Africa Americas Asia Europe Oceania
Caribbean Central America Ex Yugo Latin America MENA Sub Sahara

☒ Bosnia and Herzegovina ☒ Croatia ☒ Kosovo ☒ Macedonia (the former Yugoslav Republic of)
☒ Montenegro ☒ Serbia ☒ Slovenia

☒ Offer all of the territories selected above as one territorial bundle.

SALES METHOD

☐ Fixed fee ☒ Bidding

Minimum bid (optional) 1000 €

PAYMENT DETAILS

1 Instalment(s) 50 % of payment ☐ dd.mm.yyyy ☒ 30 days after contract conclusion

2 Instalment(s) 50 % of payment ☐ dd.mm.yyyy ☒ 90 days after contract conclusion

Ok

- 1.7. Complete the listing by reviewing/completing your company information, uploading annexes (if applicable) and defining the listing expiry date.

Further details

COMPANY ADDRESS SN1 Consulting, Ferdinand-Maria Str 45

APPLICABLE LAW Germany

PLACE OF JURISDICTION Munich

Annexes will be added to the license agreement and can be any contractually relevant documents such as e.g. season schedules, camera concepts etc.

ANNEX Upload


Additional Contractual Information .pdf

LISTING EXPIRY 31.10.2018

- 1.8. Review the Listing. Note that you can download the preliminary license agreement by clicking on the license agreements icons. Confirm the terms, enter your digital signature and click submit.


Review & Sign

This is a preview of how your listing will be displayed in the marketplace. When a user clicks on this listing preview, he can view all the details that you inserted when creating this listing. Click on the listing preview to inspect how these details will be presented to the buyer.




Premier League - Malta

PREMIER LEAGUE

Soccer  Malta

2018/19-2019/20

Worldwide excl. Malta 

[Content Arena Pte. Ltd.](#)

Live Transmission

News Access

Delayed & Archive


Highlights & Clips

Live Betting

Edited Program

Expiry: 31.10.2018

TERRITORIAL BUNDLES

Worldwide excl. Malta 

Add additional clauses to license agreement

- ☒ I confirm that I have verified the content of the license agreement(s) shown above. It is correct and ready to be published.
- ☒ I confirm that I have verified the [Terms & Conditions](#) that have been outlined by Content Arena Pte. Ltd.

Please provide your digital signature by using your mouse cursor. The signatory must be identical to the registered user submitting the listing. The signature will be shown on the finalized license agreement.



Redo Signature

Save

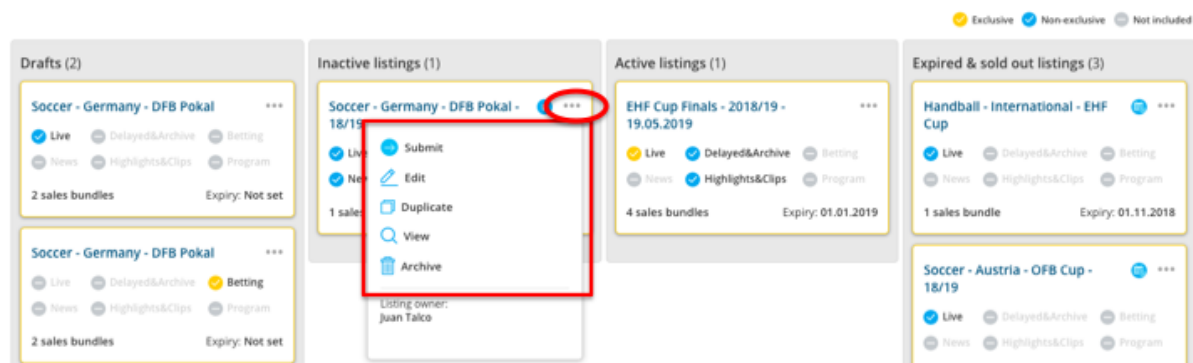
Note that all users within your company account are able to take actions on the listings you create. This means that they can accept and decline bids, edit, deactivate and remove listings.

2. Edit, deactivate, copy and remove listings

2.1. Select **Manage Listings**.



2.2. Open the **Context Menu** of the listing and choose the desired action:



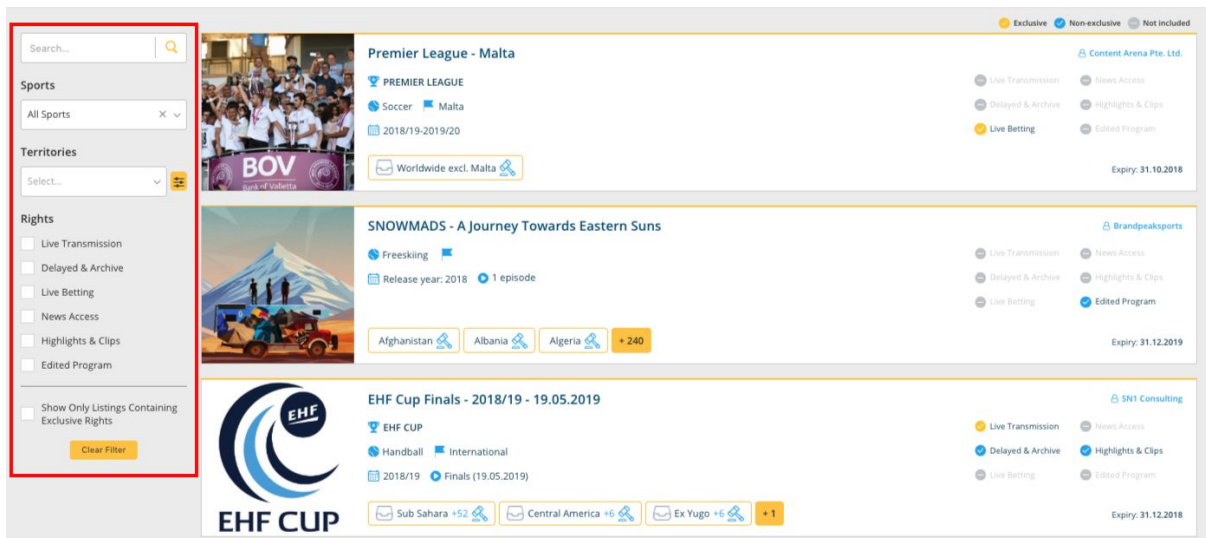
- **Edit:** The “Create Listing” mode will open and it is possible to edit the listing details. It is necessary to proceed to the listing review to confirm the changes just like when the listing was created initially.
- **Deactivate:** The listing will be moved to the ‘Inactive Listings’ column and is not visible in the marketplace any longer. Deactivated listings can be re-submitted at any time.
- **Archive:** The listing will be permanently removed from the Manage Listings section. Note that all commercial activity linked to the listing (e.g. closed deals) will remain available in the Commercial Overview section.
- **Duplicate:** A copy of the listing will be created and is shown in the ‘Draft’ column. This function is especially useful when another listing for the same event needs to be created.
- **Submit:** This function is relevant in case a deactivated listing should be re-published.

3. Buying and placing bids

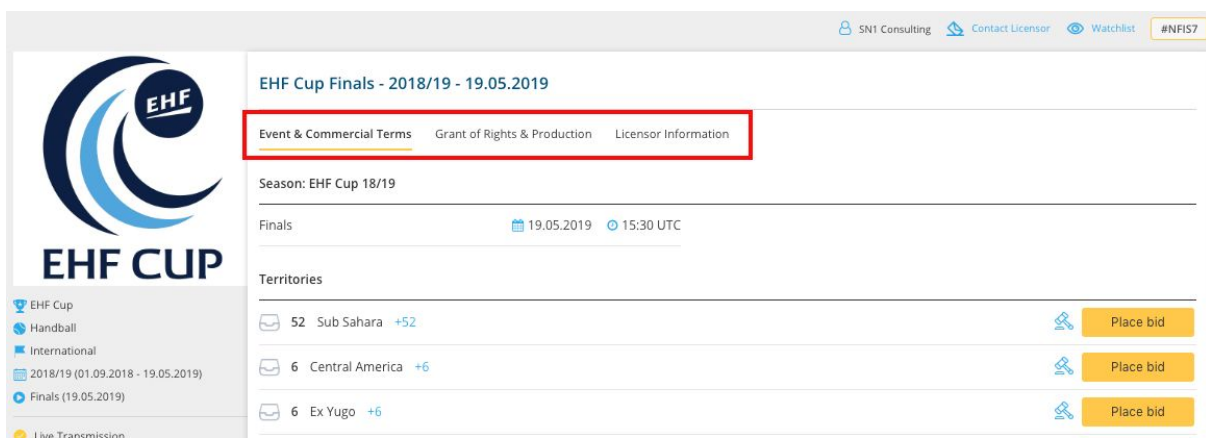
3.1. Enter the **Buying Mode** and select **Marketplace**.



3.2. Use the **Filters** on the left hand side to narrow down the listings displayed. Click on a listing to open the Listing Details.

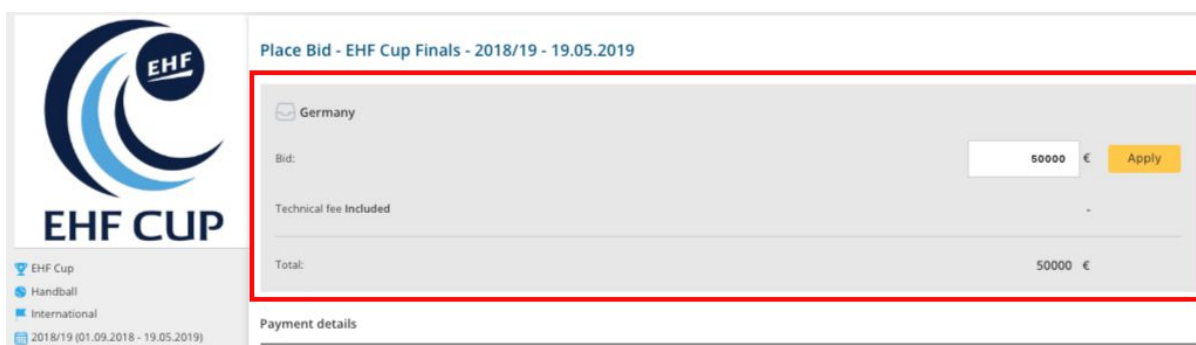


3.3. Check out the different tabs to review detailed listing information.



3.4. Click '**Buy now**' or '**Place bid**' to buy / place a bid for the desired territories. The checkout screen will load automatically.

Bidding: Place your bid, approve the Content Arena terms and enter your digital signature. You can also preview the License Agreement by clicking on the license agreement icon. The seller will be notified and has to accept or decline your bid. Once the seller accepts your bid the deal is closed and you will be notified. Both parties can download the countersigned license agreement. You are able to raise your bid at any time or in case the seller declines your bid if the content is still available.



Place Bid - EHF Cup Finals - 2018/19 - 19.05.2019

Germany

Bid: 50000 € Apply

Technical fee Included -

Total: 50000 €

Payment details

Buying: As soon as you confirm the Content Arena terms and your digital signature, the deal is closed. The seller will be notified and both parties can download the countersigned license agreement immediately.



Redo Signature

☒ I confirm that I have verified the [Terms & Conditions](#) that have been outlined by Content Arena Pte. Ltd.

BUY NOW

Note: Further proceedings such as the exchange of technical information regarding the provision and the invoicing process are to be handled bilaterally between the licensor and licensee. Direct mailing is available via the messenger tool.

4. Accept and decline bids

4.1. Select **Commercial Overview**.

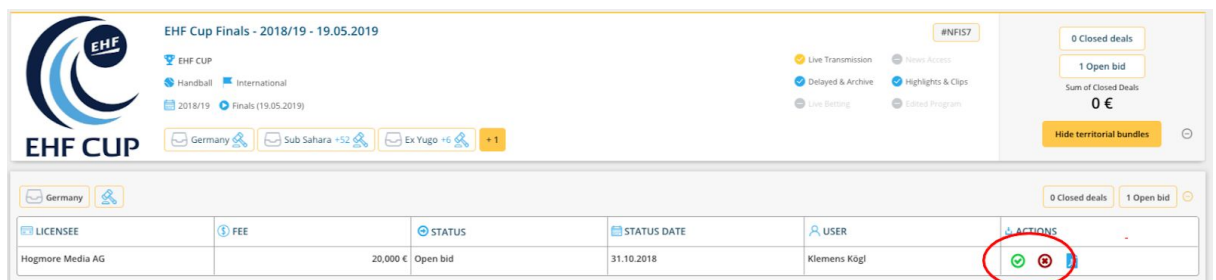


4.2. To filter any listings with pending bids select **Open Bids**.



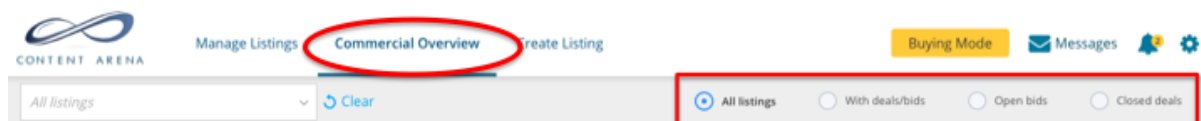
4.3. **Accept bids** by clicking the green checkmark. Proceed with entering your digital signature and approving Content Arena's terms and conditions in order to close the deal.

4.4. **Decline bids** by clicking the red decline icon. A pop-up will appear that provides the option to send a message to the buyer in order to e.g. provide an explanation or request a higher bid.



5. View bids and closed deals

- 5.1. For sellers, all bids and closed deals are visible in the **Commercial Overview** section. It is possible to select different filters allowing to display all listings, listings with bids and deals, only open bids or only closed deals.



- 5.2. For buyers, all closed deals are listed in the **Closed Deals** section. It is also possible to download all license agreements or to contact the seller here. Any active and declined bids are visible in the **Bids** section. Bids can be filtered by open and closed bids.

DEAL ID	LISTING NAME*	LICENSOR	LT	LB	DT	HL	NA	PR	INCLUDED TERRITORIES	PRICE	DATE OF SALE	LICENSEE	ACTIONS
#F3RJ3	This is a test listing This...	Content Arena Pte. Ltd.							Afghanistan	1,100 €	31.10.2018	Juan Talco	
#MDEZV	Premier League Soccer ...	Content Arena Pte. Ltd.							26 territories	666 €	31.10.2018	Juan Talco	

Soccer - Germany Amateur - DFB Pokal Women

DFB POKAL WOMEN

Soccer Germany Amateur

Algeria

Live Transmission News Access

Delayed & Archive Highlights & Clips

Live Betting Edited Program

Expiry: 01.01.2019

Algeria 0 €

10000 €

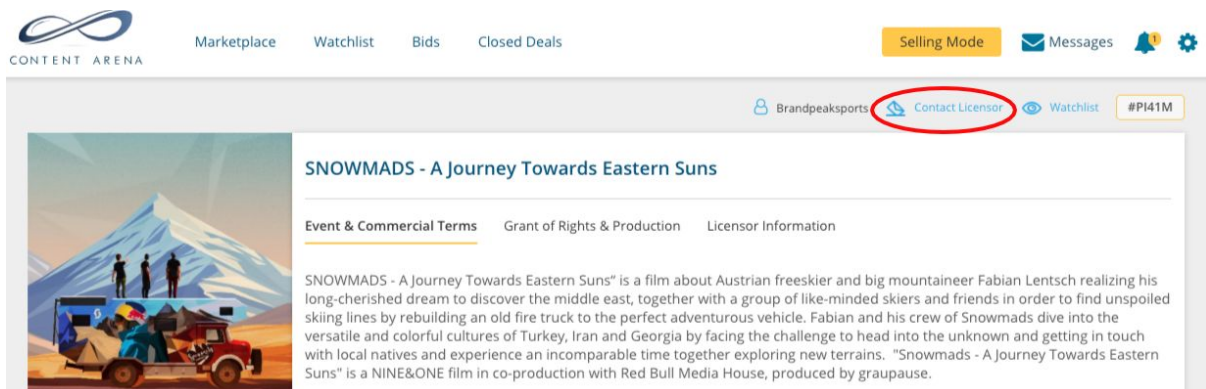
RAISE BID

01.11.2018
Bid placed by: Juan Talco

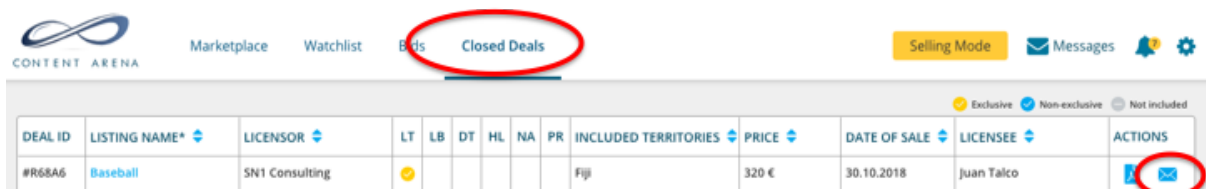
6. Contact seller or buyer

6.1. **Contact seller:** There are different ways of contacting a seller depending on the stage of the deal:

- **Listing Details:** In case the buyer wants to contact the seller before acquiring content or placing a bid, it is possible to send a message in the Listing Details section by clicking on **Contact Licensor**.



- **Closed Deals:** Once a deal is closed it is possible for the buyer to contact the seller in the Closed Deals section by clicking on the message icon.




- **Active Threads:** Users will get email alerts for any messages received. Once a thread is started it is possible to continue the communication via the integrated messenger tool. Messages are always assigned to a specific listing and there is only thread per listing.



- 6.2. **Contact buyer:** Initiating a correspondence with a buyer is possible in the **Commercial Overview** section by clicking on the message icon in the column **Actions**. Further it is possible to use the integrated messenger tool for active communication threads. Messages are always assigned to a specific listing and there is only thread per listing.

The screenshot shows the 'Commercial Overview' section of the Content Arena platform. At the top, the navigation bar includes 'Manage Listings', 'Commercial Overview' (highlighted with a red circle), and 'Create Listing'. On the right, there are buttons for 'Buying Mode' and 'Messages' (also highlighted with a red circle). The main content area displays details for 'EHF Cup Finals - 2018/19 - 19.05.2019'. It includes a logo, event details, and a table of territorial bundles. A summary box on the right shows '1 Closed deal', '0 Open bids', and a 'Sum of Closed Deals' of '20,000 €'. Below this, a table lists the licensees, fees, status, and actions for each listing. The 'Actions' column for the first listing, 'Hogmore Media AG', shows a message icon circled in red.

LICENSEE	FEE	STATUS	STATUS DATE	USER	ACTIONS
Hogmore Media AG	20,000 €	Closed deal	31.10.2018	Klemens Kögl	

7. Change personal and company data

- 7.1. Click on the the **Settings** icon in order to access the company details and user overview.



- 7.2. Click on the **Edit** icon in order to be able to edit the relevant information. Note that you cannot edit the company name. Please contact support@contentarena.com if changes are required.

 This screenshot shows the 'Company Information' form. It contains several input fields: 'Legal company name' (Hogmore Media AG), 'Company registration number' (FL-0002.492.751-9), 'VAT ID number' (59012), 'Address 1' (Landstrasse 33), 'Address 2' (empty), 'City' (Ruggell), 'ZIP code' (9491), and 'Country' (Liechtenstein). Below these is a 'Company Profile' section with a text area containing a description. In the top right corner of the form, there is a small 'Edit' icon (a pencil inside a circle) which is circled in red.






- 7.3. Click **Save** to complete the action. Changes will affect all active listings. License agreements of closed deals will be unaffected.

 This screenshot shows the same 'Company Information' form as before, but with the 'SAVE' button at the bottom center circled in red. The 'CANCE' button is partially visible to the left of the 'SAVE' button. The form fields and the 'Edit' icon in the top right corner remain the same as in the previous screenshot.

8. Invite colleagues

There is no direct function to invite users yet. You can instruct your colleagues to apply for an account via www.contentarena.com. Then we will be notified and assign the applying colleagues to your company account after confirming with the existing registered user(s). Thus, your colleagues will receive an invitation to join Content Arena. Once they complete the registration, they will automatically be assigned to your company profile.

You are just a few clicks away from your access to the Content Arena. Register here and we will get in touch with you shortly.

Your name (required)	
Your last name (required)	
Your email (required)	
Your company (required)	
Your phone number (required)	
<div>register</div>	

For further support, please contact:
support@contentarena.com
