



atmedia 

**TERMS & CONDITIONS  
FOR EUROSPORT 1**

**2026**

# Terms & Conditions for Eurosport 1

## Sponsorship Messages

- > The duration of a sponsorship message is 6 seconds..
- > The sponsorship message must be delivered in Czech, or in another language provided that Czech subtitles are included.
- > The number of broadcast sponsorship messages is not guaranteed.
- > Each sporting event can have one assigned client; additional clients may be included only if there is available capacity on the part of Eurosport 1.
- > The client is required to purchase all sponsorship messages available within the given sporting event.
- > Eurosport 1 must approve the client at least 1.5 months prior to the broadcast.
- > Eurosport 1 must approve both the creative concept and the final version of the spot; the final creative must be delivered at least 3 weeks before the broadcast.

## Advertising Spots

- > The position within the commercial break is not guaranteed.
- > The number of broadcast advertising spots is not guaranteed.
- > The broadcast of advertising spots during live events is not guaranteed.
- > The order must be submitted no later than the 10th day of the preceding month.

## Reach Out to Our Sales Team



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