atmedia

TERMS & CONDITIONS FOR EUROSPORT 1

2027

Terms & Conditions for Eurosport 1

Sponsorship Messages

> The duration of a sponsorship message is 5 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.

www.atmedia.cz/en

Your Partner in the World of Advertising on Thematic TV Channels