



Advertising Standards & Guidelines

(All Media)

ESPN ADVERTISING STANDARDS & GUIDELINES

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ESPN ADVERTISING STANDARDS & GUIDELINES

GENERAL GUIDELINES AND SUBSTANTIATION

Overview

All material distributed over any of ESPN's programming networks, digital and mobile platforms, social media applications, or other media will be reviewed and must conform to all applicable governmental laws and regulations as well as the standards and policies of ESPN and its partners.

All commercial material(s) (e.g., television advertisements, billboards, feature materials) must be submitted in advance for approval and will be subject to ESPN's Advertising Standards and Guidelines and can be sent to CommercialClearance@espn.com. A minimum of two weeks lead time is required. Script, storyboard and/or viewing media is required for review. On occasion, one or more elements may be required for approval (e.g. script and viewing media). Submission of a commercial shall constitute the agency/client warranty to ESPN that all elements have been cleared for air (and Internet distribution, if via digital or broadband properties) with respect to intellectual property rights: this includes, but is not limited to, rights of privacy and publicity and master, mechanical, performance and synchronization rights for music.

All material submitted for approval over any of ESPN's programming networks or other media platforms is kept strictly confidential within the commercial clearance unit and/or Legal Department. Proprietary information subject to ESPN review shall not be disclosed with any parties outside these units.

The basic principles of advertising acceptance are: advertising should be honest and in good taste, claims should be substantiated and qualifying information about the attributes or use of a product should be disclosed whenever qualifying information is required to avoid misleading consumers.

General Standards

ESPN reserves the right to:

1. accept or reject at any time advertising for any product or service submitted for distribution over any of its programming facilities;
2. require elimination or revision of any material in advertising copy which violates ESPN's standards, policies or guidelines; federal, state or local laws or regulations; is otherwise contrary to the public interest; or is in violation of the Standard Digital Terms and Conditions;
3. reject any advertising in which the advertised product, program, or service could negatively affect its audience; and
4. reject any advertising that appears in ESPN's sole judgment to improperly associate the submitting advertiser with an ESPN or ESPN-advertiser sponsored or owned property (e.g. X Games, CFP, ESPY Awards, etc).
5. reject any digital ads which ESPN feels may violate the DAA's Online Behavioral Advertising Guidelines for Self-Regulation, or any digital ads which ESPN believes may be collecting Personally Identifiable Information.
6. reject any advertising that contains, or triggers on a viewer's electronic device, any interactive feature, data, or functionality without ESPN's express prior approval.
7. Under no circumstances may advertising material include the emergency alert system ("EAS") or Wireless Emergency Alert ("WEA") tones or anything that sounds similar to the EAS or WEA tones, including in news footage or in any other format.

No commercial material (including Institutional Messages, as defined below) may (i) contain any data embedded in any portion of the audio or video signal or any other data stream or (ii) contain or trigger on a viewer's electronic device, any interactive features, data, or functionality, in each case, without ESPN's prior written approval.

In order to determine the acceptability of advertising material, ESPN has the right to investigate the advertiser and the accuracy of all statements and claims made in advertising copy, including requiring the advertiser to provide substantiation or documentation providing a reasonable basis for the claims, as determined by ESPN.

ESPN reserves the right at any time to revoke its acceptance of and to require the elimination or revision of any advertising material that is inconsistent with ESPN standards and policies. ESPN also reserves the right to require revision of any advertising material to meet emergency circumstances or situations of unusual significance.

ESPN ADVERTISING STANDARDS & GUIDELINES

DIGITAL MEDIA ADVERTISING CONTENT REGULATIONS

ESPN will distribute only commercial material which is lawful and of the highest possible standards of excellence and in this regard you will comply with the following regulations in the preparation, writing and distribution of commercials.

ESPN may refuse to distribute any commercial or any element thereof that, in ESPN's sole judgment:

- Does not conform to these regulations or to ESPN's general practices and formats regarding commercials, as they may be modified from time to time.
- Is not of a suitable artistic and technical quality.
- May violate any rights of any person, firm or corporation.
- Contains any false, unsubstantiated or unwarranted claims for any product or service, or makes any unauthenticated testimonials.
- Advertises any habit-forming drug, tobacco product, distilled liquor, handgun or handgun ammunition.
- Contains any material constituting or relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product that tends to encourage, abet, assist, facilitate or promote illegal or legal gambling.
- Makes any appeal for funds.
- Contains any material that is defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment or that describes or depicts repellingly any internal bodily functions or symptomatic results of internal conditions, or refers to matters that are not considered socially acceptable topics.
- Contains any false or ambiguous statements or representations that may be misleading to the audience.
- Includes any element of intellectual property without the owner's consent to such use, including but not limited to music, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition.
- Disparages or libels any competitor or competitive products.
- Is or might be injurious or prejudicial to the interests of the public, ESPN or honest advertising and reputable business in general.

The following are a list of general technical guidelines that must be adhered to when advertising on any of ESPN's digital properties.

- The advertising content must be clearly identifiable as an advertisement, as opposed to a link within ESPN site content. Advertisers must be clearly identified by name in at least one frame of the advertising content.
- Ad units that have a white or partially white background must be bound by a visible one pixel non-white box built into the graphic. Creative must still meet size specifications with border.
- All advertisers must have a privacy policy, no more than one click from the linking page to the ad unit.
- Ad units must have a linking URL that resolves to an active page.
- All Flash and third party creative must open a new window.
- Alt text cannot exceed 30 characters max.
- User initiated audio is allowed. Host initiated sound is not allowed.
- Placeholder or non-final ad content will not be considered as "proxies" for final creative.

ADVERTISING BY COMPETITIVE NETWORK PROGRAMMING & PLATFORMS

Competitive Advertising Guidelines: Advertising by Competitive Media

The following guidelines will apply to advertising by ESPN's competitors as well as non-competitive media outlets, including over-the-top and streaming services, on ESPN's television networks and on ESPN's non-television platforms.

Guidelines are for all ESPN Media Platforms

Sports Programming, Platforms and Services

- Sports programming, platforms and services are not permitted, EXCEPT for the following:
 - Multi-channel subscription services if the advertising is placed by the video provider
 - Programming affiliated with ESPN partners evaluated on a case-by-case basis.
 - Any sports network promotion must include ESPN at equal or greater billing.

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- Permissible programming may include: PPV events, scripted film or television, documentary films or series, reality programming in which sports is ancillary.
- Impermissible sports programming may include: Live NFL, MLB, NBA, NHL, CFB, CBB and Soccer, Sports news and information websites and online content (including fantasy), sports talk shows.
- Specific sports league partnership promotions may be permitted, absent live programming or tune-in messaging.
- Programming that airs against an ESPN promotional priority is not permitted.

Non-Sports Programming, Platforms and Services (See Appendix 1 for detailed grid)

- Advertising for Non-Sports programming is permitted, including day, date and/or time promotion, on the day the show is scheduled to air, provided it does not air against any programming that is an ESPN protected programming. A generic "Check Your Local Listings" tag is permitted in this case.
- No home page take-overs of any platform or DDT tune-in ads (video or display) on the same day as ESPN's protected programming.
- Protected Programming subject to ESPN's discretion and will be evaluated on a case-by-case basis.
- Clearly visible visual disclosure of rating is required (minimum 25x25 pixels for digital display ads).
- Network logos, including social media tags, are not permitted to run throughout the ad. General exposure permitted is a maximum of :07 seconds.
- No advertising for non-sports programming, with or without tune-in, is permitted to air in any ESPN programming airing during the same time period.
- Advertising for non-sports programming cannot air within three hours of the shows scheduled start.
- Advertising for Non-ABC broadcast networks (CBS, NBC, FOX) may be permitted on a case-by-case basis pending reciprocity agreements.
- Talent Reads on ESPN are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is required.
- Advertising may not contain any impending or immediate call-to-action messaging (i.e. "Now", "Next").
 - Permissible to promote as content available (i.e. "Available Now", "Streaming Now") subject to ESPN's discretion;
 - Not permissible to promote DVR recording
- Advertising for competitive streaming services is not permitted on digital platforms except for the following:
 - If the movie premieres in or is available in Theaters and/or PVD only;
 - if Streaming Service is bundled as a secondary offering w/ another service or device (e.g., Telco; Retail; Hardware);
 - if the advertiser is a Hulu add-on partner, the creative is "tune-in" in nature, and there are no call-outs to any off-Hulu apps or services.
 - Creative restrictions apply.
- Features and billboards are permissible on a case-by-case basis:
 - Contingent upon approval of advertising material.
 - Name of show is acceptable.
 - Name of network brand is acceptable, but the use of the words "channel", "network", "tv", etc is not permitted unless listed in registered name of network.
 - Show title should be read first on all copy, prior to name of network.
 - No day, date or time promotions are permitted.
 - Visual disclosure of rating is required.
 - Presenting/Title sponsorships and Bottomlines are not permitted.

Digital Video Recorders/Personal Video Recorders/OTT/Streaming Services

Advertisements for products or services that mention or promote in any way the skipping, fast-forwarding through or otherwise altering or avoiding the display of commercials are not acceptable. ESPN reserves the right to reject creative for promotion of multi-channel video programming distributors that do not distribute any of the ESPN-related networks and/or services.

Institutional Messages

All spots submitted by or on behalf of rights holders or league partners must be reviewed and approved by ESPN Programming. For purposes of these standards and guidelines, an "Institutional message" must be a non-commercial spot comprised of a charitable or informational message only. Spots submitted by or on behalf of a rights holder that advertise or promote any form of commercial venture or product associated with a particular league or rights holder are permissible only if authorized by an agreement between ESPN and such league or rights holder.

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ADVERTISING INJURIOUS TO INTERESTS OF PUBLIC OR ESPN

Standard

ESPN retains the right to reject any advertising that is or might be injurious or prejudicial to the interests of the public, ESPN or honest advertising and reputable business in general.

AFFILIATE LOCAL INVENTORY CONTENT REGULATIONS

Standard

The sale of local commercial time by ESPN distribution affiliates is subject to the following Advertising Content Regulations:

Affiliates may include in the ESPN's linear, digital and other broadband services, only commercial material which is lawful and of the highest possible standards of excellence and in this regard Affiliates will ensure that the following conditions are observed with respect to all local commercial announcements. There shall be:

1. no commercial or material which is not of a suitable artistic and technical quality;
2. no commercial or material that may violate any rights of any person, firm or corporation;
3. no false, unsubstantiated or unwarranted claims for any product or service, or testimonials that cannot be authenticated;
4. no advertising of any habit-forming drugs, tobacco products, handguns, or handgun ammunition;
5. no commercial or material which advertises any distilled liquor, beer or malt beverage without being subject to appropriate scheduling restrictions and only if the commercial clearly and conspicuously communicates in audio and/or video that the product is an alcoholic beverage;
6. Except as specifically permitted in the Section entitled "Gaming-Related Advertising," no material constituting or relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product which would tend to encourage, aid, abet, assist, facilitate or promote illegal or legal gambling, including without limitation sports betting tout services and unregulated forms of wagering (e.g., so-called "skill-based gaming").
7. no announcement for a product or service which is illegal per se or has no legal use in the state, county or municipality in which Licensee is distributing the announcement;
8. no appeal for funds;
9. no commercial or material which is in whole or part defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment, or that describes or depicts repellantly any internal bodily functions or symptomatic results of internal conditions, or refers to matters that are not considered socially acceptable topics;
10. no false or ambiguous statements or representations that may be misleading to the audience;
11. no commercial that includes any element of intellectual property without the owner's consent to such use, including but not limited to music master, mechanical, performance and synchronization rights or gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition;
12. no disparagement or libel of competitors or competitive products; or
13. no commercial that is or may be injurious or prejudicial to the interests of the public, Licensor or honest advertising and reputable business in general; or
14. no commercial that contains, or triggers on a viewer's electronic device, any interactive feature, data, or functionality without ESPN's express prior approval

In addition, during any program of a championship athletic event conducted by the National Collegiate Athletic Association (the "NCAA"), there shall be:

- no advertisement utilizing professional athletes or other persons connected with professional athletics or promoting any professional athletic event or team; and
- no advertising of alcoholic beverages, drugs or patent medicines other than analgesics, cold remedies, antacids, and athletics training aids that are in general use and institutional advertising by pharmaceutical firms.

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BEER & WINE

Standard

Beer and wine advertising is acceptable provided that the product does not contain more than 24% alcohol by volume.

The portrayal of alcohol consumption within the advertising is not permitted.

ESPN will accept malt beverage, including hard seltzers, advertising with appropriate scheduling restrictions, provided the advertising material is otherwise acceptable and the commercial clearly and conspicuously communicates in audio and/or video that the product is an alcoholic malt beverage. See Distilled Liquor, etc. for details.

Advertising must include a "drink responsibly" or similar message in audio and/or video.

Current Restrictions:

- **TV:** Not permitted to air in LLWS, High School sports, or Youth programming. Additional Programming restrictions subject to ESPN's discretion.
 - **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages are not permitted to include sponsorship or targeted placement.
 - **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is required.

Malt beverage, beer and wine advertising in NCAA Championship programming is limited to products that do not exceed 6% alcohol by volume. Spiked Seltzer is not permitted in NCAA Championships

CBD/CANNABIS

Standard

ESPN does not accept advertisements for CBD/Cannabis related products or services on any network or platform.

CHALLENGES

Standard

A competitive advertiser may challenge any commercial aired on the ESPN programming services. However, to encourage resolution of any dispute between an advertiser and a potential challenger by the parties themselves, the challenger must first contact the advertiser and make a good-faith attempt to reach a mutually acceptable resolution of the concerns raised.

Consideration of a challenge will be initiated upon presentation of satisfactory evidence that the challenger has made an unsuccessful good-faith effort to resolve the disputes unless the challenged claims are the subject of litigation or government action. In such cases, ESPN will generally defer consideration of the challenge and permit the disputed claims to air pending resolution by the responsible court or government authority.

Guidelines

1. A challenge must be made in writing in a form that permits it, along with any supporting data, to be transmitted to the challenged advertiser for a response. In the event that the challenger believes certain material is a trade secret, or contains commercial or financial information that is privileged or confidential, the challenger should make such specific designation and set forth the basis for the designation. If, in the opinion of ESPN, such material does not properly fall within this designation, ESPN will ask the challenger to provide the material to the advertiser. If the challenger refuses to do so, ESPN will not consider this material in its review of the challenge, and will promptly return such material to the challenger.
2. All facially reasonable challenges received by ESPN will be reviewed. If the challenge appears to have merit, it will be transmitted to the challenged advertiser for a response. The response will normally be due within 14 days from the date the challenge is transmitted by ESPN. ESPN may establish a different deadline depending upon the circumstances.
3. In order to resolve the issues raised by a challenge, it may be necessary to require the challenger and/or the advertiser to respond in writing or in person to the arguments and data presented. If ESPN personnel do not have the technical

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expertise necessary to make a judgment, the advertiser and the challenger may be encouraged to obtain a resolution from an acceptable third party.

4. In the event litigation or government action is commenced during the course of a challenge raising the same or substantially similar issues, ESPN will generally defer consideration of the challenge and permit the disputed claims to air pending resolution by the responsible court or government agency.
5. ESPN will normally permit a challenged commercial to continue to run unless: (a) it has been enjoined by a court; (b) it is voluntarily withdrawn by the challenged advertiser; (c) the challenged advertiser refuses to cooperate with the challenge procedures described above; (d) a determination is rendered against the challenged advertiser by ESPN or by a third party to whom the challenge has been referred for resolution; or (e) the issues raised by a challenge are resolved, with finality, against the advertiser by a government agency or an appropriate court.

COMPETITIVE DISPARAGEMENT / LIBEL

Standard

ESPN will not telecast advertising that unfairly disparages or libels any competitor or competitive product. Truthful and fair competitive advertising with the appropriate substantiation is acceptable.

CONDOMS / OTHER SEXUALLY ORIENTED PRODUCTS

Standard

ESPN may, on a case-by-case basis and subject to scheduling restrictions, accept advertising for condoms, erectile dysfunction treatments, birth control devices or methods, or remedies for sexually transmitted diseases, provided it is presented in good taste.

FDA approved Erectile Dysfunction products may be approved on a case-by-case basis. Current restrictions:

- No Talent integrations;
- Sponsorship elements will be permitted on a case-by-case basis;
- Not permitted in US Open or Masters Golf or any programming ESPN believes to have significant audience concentrations of or appeals primarily to persons under age 17;
- Permissible in NFL Licensed programming on a case-by-case basis depending on creative.

Any condom and non-FDA approved male enhancement advertisements that are accepted will be restricted to certain hours or dayparts and restricted from certain programming.

Current restrictions:

- Condoms and Male Enhancement products are permitted only between 12:00 a.m. and 5:59 a.m. (ET). Condom and Male Enhancement product advertisements may not air in, College Sports, US Open Golf, Tennis or Youth programming. Additional Programming restrictions subject to ESPN's discretion.
 - **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages are not permitted to include sponsorship or targeted placement.
 - **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is required.

CONTROVERSIAL ISSUES

Standard

ESPN will consider on a case-by-case basis advertising that presents a position on a controversial public issue. At all times ESPN reserves the right to accept or reject such advertising. All approved advertising may be restricted from specific programming or digital platforms.

Guidelines

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- Advertising that presents a position on a controversial public issue may be unacceptable if: (1) its content, or other content referenced in or associated with the ad, or otherwise disseminated by the advertiser, is deemed offensive; (2) it is an attack of a personal nature, an attack on an individual business, or a comment on a private dispute; (3) it contains violent or otherwise graphic or potentially offensive content that is deemed to be inappropriate for our audience or incompatible with any of our other advertising standards; (4) its content or style of production is otherwise deemed inconsistent with any corporate policy or general standards, as determined by ESPN in its sole discretion.
- An acceptance may be subject to scheduling or placement restrictions.
- As part of the clearance process for such advertising, substantiation may be required to support any factual claims made.
- Where applicable, advertising may be governed by provisions of federal and state law.
- Such advertising must disclose the name of the actual individual or organization that is paying for the ad. This disclosure must be in the form of a "paid for by..." or "sponsored by..." super.

DATING WEBSITES

Standard

ESPN may, on a case-by-case basis and subject to scheduling restrictions, accept advertising for dating websites, provided:

- The advertising is presented in good taste and is consistent with ESPN's brand standards;
- The content of the website and service provided is generally acceptable;
- The platform does not exclude any persons or groups and does not include any discriminatory messaging;
- The content clearly communicates that all participants must be of legal age;
- Such advertising is not permitted in sponsorship elements.

Current Restrictions:

- Not permitted in any selected league partner programming or Youth programming. Additional Programming restrictions subject to ESPN's discretion.
 - **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages are not permitted to include sponsorship or targeted placement.
 - **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is required.

DEFAMATORY, VIOLENT OR OBSCENE MATERIAL

Standard

ESPN will not telecast any advertisement that contains material that is in whole or in part defamatory, obscene, profane, vulgar, repulsive or offensive or excessively violent, either in theme or in treatment, or that describes or depicts repulently any internal bodily function or symptomatic results of internal conditions, or refers to matters that are not considered socially acceptable topics. All advertising is reviewed within the context of the product and theme. The graphic depiction of blood is not permitted. At no time can a person be shown shot, stabbed, impaled, blown up, maimed or killed. Censor bars, pixilation or any attempt to cover violence, nudity, curse word or another material otherwise deemed impermissible is not permitted.

ESPN Advertising Guidelines take into consideration the nature of the product or service advertised, the content and context of the advertising, and the relevant audience composition.

All advertising material will be reviewed on a case-by-case basis.

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DISCLAIMERS/SUPERS

Standard

When superimposed copy (e.g., disclaimers or supers) is required, it must be displayed clearly and conspicuously. As a general rule, supers must be presented against a contrasting background, and must be displayed for sufficient duration and in well-spaced letters, words, and lines of copy large and bold enough to be read easily by the viewer.

Guidelines

All supers must be clearly legible, any clear typeface is acceptable.

Each line of every required super must occupy at least 22 scan lines (or the equivalent of 5% of the active picture) of the television screen for SD formatted commercials; a minimum of 29 scan lines for HD formatted commercials.

Minimum on-display time should be three seconds for all one-line supers. Supers of two or more lines should remain in view as follows: three seconds for the first line of text plus one second for each additional line (thus a four-line super requires a minimum six-second display).

Supers which vertically "roll" over the screen may be permissible with prior ESPN approval; those which horizontally "crawl" across the bottom one-third of the screen are not permitted.

ESPN reserves the right to modify these requirements as circumstances may warrant.

DISTILLED LIQUOR

Guidelines

- ESPN will accept distilled spirits television advertising that contains branding and/or prominent social responsibility messaging.
 - Hard liquor products are those made by a process of distillation, or which have a distilled alcohol component. Examples include Jack Daniels whiskey and Bailey's Irish Cream.
- Advertising non-alcoholic products containing the name of a distilled spirits brand name is acceptable. For example, Jack Daniels Barbecue Sauce would be acceptable.
- The portrayal of alcohol consumption within the advertising is not permitted.
- Packagers will be permitted to sell distilled spirits advertising within their shows, provided advertising does not conflict with national sales interests and total distilled spirits advertising by a packager does not exceed :60 seconds per hour.
- Sponsorship elements (presenting, entitlement, half-time, etc) may be considered on a case by case basis, depending on the specific programming and air time.
- Billboards are acceptable.
- Features and enhancements permitted in approved programming noted below.
- Incidental coverage is also permitted for distilled spirits. Incidental coverage is any existing on-site sponsorship opportunity that exists for other sponsors. These opportunities include, but are not limited to, in-car cameras and on-site billboards within arenas.
- Approved distilled spirits creative is permitted to air any time of the day within shows with an acceptable audience composition of viewers who are 21 or older. Guidance will be taken from industry norms on appropriate audience composition levels.
- Advertising must include a "drink responsibly" or similar message in audio and/or video.

Current Restrictions:

- Not permitted in any college sports (including related shoulder programming), US Open Golf, Youth, Amateur, Outside the Lines. Additional Programming restrictions subject to ESPN's discretion.
 - **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages are not permitted to include sponsorship or targeted placement.
 - **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is

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required.

DRUGS, HABIT FORMING

Standard

ESPN does not accept advertising for any drug that is or may be habit forming.

Prescription drug advertising is also subject to separate standards and guidelines (see Drugs, Prescription).

DRUGS, PRESCRIPTION / NON-FDA

Standard

Prescription drug advertisements must comply with FDA Guidelines. Under the FDA's guidelines, a television commercial for a prescription drug must contain two elements: these are referred to as the "Major Statement" and the "Adequate Provision." The Major Statement includes all of the product's most important risk information in a "consumer friendly" manner. (The FDA believes this information can, in most cases, be communicated in :60 seconds or less.)

"Adequate Provision" refers to disclosure of the more detailed information contained on the medicine's labeling. The FDA will now accept dissemination of this information outside the commercial if the following guidelines are followed:

- The commercial includes an operating toll-free number which consumers can call for approved package labeling. Upon calling, consumers must be given the choice of having the labeling mailed to them or read to them over the phone;
- The advertiser must provide an alternative means of obtaining this information: for example, stating in the commercial that additional product information is available in concurrently running print advertisements, or making brochures available in publicly accessible sites like doctor's offices, pharmacies, grocery stores and public libraries (this is to reach people who do not have access to the Internet, or who are otherwise unlikely to call a 1-800 number);
- The commercial must contain an Internet web page (URL) reference that provides access to package labeling and a statement that pharmacists and/or physicians may provide additional product information to consumers.

Non-FDA

All Non-FDA approved drugs must be submitted to TV Ad Operations in advance for review. All weight loss advertising must conform to FTC guidelines and documentation supporting any and all claims must be provided to TV Ad Operations upon request. ESPN shall have sole discretion in determining what constitutes acceptable substantiation.

ENERGY & NUTRITION

Standard

Advertising may not overstate the nutritional value of food or beverages. Use of words such as "nutritious" or "healthy" must be substantiated and may not be used to exaggerate or distort the value of the food. Health and energy claims for foods and food ingredients will be considered on a case-by-case basis. Such claims must be fully substantiated and put in the context of a total diet.

Advertising for energy drinks or supplements must not misrepresent the relationship between food and energy. Energy claims must be adequately substantiated and accurately depicted.

Advertising for dietary supplements must generally carry the following (or similar) super: "These statements have not been evaluated by the FDA. This product is not intended to treat, cure or prevent any disease."

Current Restrictions:

Not permitted in any NFL or NCAA Championship programming. Regular season college sports, including studio programming, may be permissible based on specific conference policy. Ads are not permitted in Youth oriented programming. Additional Programming restrictions subject to ESPN's discretion.

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- **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages are not permitted to include sponsorship or targeted placement.
- **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is required.

ESPN TALENT APPEARING IN COMMERCIALS

ENDORSEMENT GUIDELINES

In order to protect ESPN's brand and the integrity of our news and event coverage, the following guidelines will apply to all ESPN talent, including anchors, hosts, play-by-play, analysts, and writers regarding endorsements and related activities. This includes any activity in which a third party provides cash or in-kind compensation to endorse, promote or support a product, service or event. Such activities include but are not limited to commercials, testimonials, personal appearances, public use of branded apparel, footwear or equipment, website participation, blog posts, tweets or any other form of paid activity, video depiction or name and likeness usage. These guidelines apply to all staff and independent contractors.

ALL TALENT MUST OBTAIN ESPN'S PERMISSION IN ADVANCE OF ACCEPTING ANY ENDORSEMENT OPPORTUNITY. All requests are to be submitted to ESPN's Talent Development office at least 15 business days in advance of the effective date of the agreement. Approval will be granted or withheld within the fifteen-day window at ESPN's sole discretion.

The following endorsements/related activity are not permitted:

- Any activity in which talent is required to wear or be associated with any ESPN mark, insignia or logo or is portrayed in the endorsement material as an ESPN personality, announcer or employee.
- Any portrayal or participation of talent for an entity, product or event that is competitive with any of ESPN's or The Walt Disney Company's lines of business.
- Any endorsement, speaking engagement or appearance paid for by any professional or college sports conference, league, team, association, entity, coach, active player/participant, owner or administrator, television or radio network, website, blog or publication, including payments from any booster clubs, alumni associations, companies or other supportive programs.

Strict Review Categories.

The following categories of endorsements are subject to strict review and a strong presumption that they will not be approved.

- Any endorsement related to apparel, footwear or athletic equipment used for training, playing or participating in any sport or event ESPN may cover including the companies that manufacture and distribute any such material. **Provided, however, that in assessing apparel, footwear and equipment, exceptions will be granted to players, coaches and administrators who are engaged as analysts and for whom such endorsements are part of the sports coverage/reporting landscape.**
- Endorsements related to any form of gambling or lotteries.
- Endorsements of any type of firearm or ammunition.
- Endorsements of political candidates or any form of political advocacy.

Normal Review Categories.

- All other categories are subject to our normal review process. ESPN will consider the potential for the company or product to become the subject of a sports news story or subject ESPN or the talent to a loss or the perceived loss of credibility or reputation.

Disclosure

- All approved talent endorsements will be publicly disclosed on ESPN.com.

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FALSE, UNSUBSTANTIATED OR UNWARRANTED CLAIMS OR TESTIMONIALS THAT CAN NOT BE AUTHENTICATED

Standard

ESPN will not telecast any advertisements that contain (i) false, unsubstantiated or unwarranted claims, (ii) false or ambiguous statements or representations that may be misleading to the audience or (iii) testimonials that cannot be authenticated. ESPN reserves the right to request an affidavit or notarized statement signed by the endorser attesting to the truthfulness of all testimonial representations as well as written evidence that the name or picture of the endorser is used with the specific consent of that person.

FIREARMS / FIREARM AMMUNITION

Standard

ESPN does not accept advertisements for firearms or ammunition. Tactical, assault or combat style rifles with high-capacity clips, flash suppressors and collapsing stocks will not be allowed.

Advertising for retail outlets that sell firearms and ammunition are not permitted to promote the sale of these products on ESPN platforms.

Advertising for sport bows and camping knives may be acceptable on a case-by-case basis with appropriate restrictions.

Advertisements for any product that show animals that have been killed or that are being shot or suffering are not acceptable. Requests for exceptions will be reviewed on a case by case basis, but generally wild fowl (e.g., ducks, geese) may be shown falling from the sky or after having been shot by hunters. Advertisements for any product that show children shooting are not acceptable.

GAMBLING RELATED ADVERTISING

Sports Betting Activities – US Domestic Guidelines*

*Sports betting advertisements outside the United States will generally follow the guidelines below, but may vary in accordance with the laws and regulations of the applicable country/territory, as well as the generally applicable advertising standards and guidelines of the local network or platform.

On linear television and radio networks that are distributed on a national basis, advertising for sports betting will be permitted on a national basis, subject to compliance with these Guidelines.

On linear television and radio networks or stations that are distributed on a local or regional basis, advertising for sports betting must be restricted to only states where sports betting is legal and other states that are part of the station's market. Sports betting advertising on digital sites and streaming services must be geo-fenced to only states where sports betting is legal.

In addition:

- All advertising is subject to applicable league restrictions;
- All advertising copy and/or disclaimers must make clear that betting activity is restricted to states where the advertiser is licensed;
- All proposed sports betting advertisers must be vetted for legal and regulatory compliance and receive internal approval prior to acceptance of any advertising;
- All proposed creative is subject to internal review and approval by Advertising Standards and Practices;
- Advertising for a land-based property that features a sportsbook (e.g., casino, racetrack) must observe all applicable sports betting restrictions if the advertisement includes any references (audio or visual) to sports betting;
- Advertising must adhere to all applicable state regulations;
- No "bounties" or other similar revenue share permitted; and
- Any proposed integration of advertising or links into digital or streaming content will be considered on a case-by-case basis to ensure legal and regulatory compliance.

Submission and Approval Minimum Requirements:

Documentation Required:

- Documentation evidencing a current license within applicable state(s) of operation;

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- Completion of a Sports Betting Rider; and
- Full Terms & Conditions for all contests, deposit bonuses and/or other promotions specified in advertising content.

Minimum Creative Guidelines:

- Advertising may not refer directly or indirectly to college sports;
- Advertising should not include unauthorized league or team intellectual property (logos, trademarks, color schemes), or otherwise imply sponsorship or endorsement by any league or team;
- Advertising should not contain any flashing call-to-action or other overt solicitation of betting, or contain information about how to consummate a bet;
- Advertising must clearly communicate the legal state(s) of operation;
- Advertising should disclose material terms for special promotions, and deposit bonuses should not be described as “free” if conditioned on payment;
- Advertising must clearly communicate minimum age requirements to wager and include responsible gaming messaging; and
- Disclaimers within advertising must be prominent and clearly separated as separate disclaimers.

Daily Fantasy

Advertising for Daily Fantasy platforms will be permitted provided that:

- Advertising must clearly communicate a daily fantasy game. Promotion of season-long products is not permitted.
- Advertising may not promote live scoring or general news and information content.
- Advertising cannot promote player values or salaries.
- No advertising in college programming.

Additional Current Restrictions for Sports Betting and Daily Fantasy: The following additional restrictions apply for College and Youth programming (and other sport categories, subject to league policies and ESPN’s discretion):

- Advertising is not permitted to run in-game during any live or taped broadcast, or during licensed studio programming;
- Advertising within non-licensed studio programming (e.g., College Game Day, pre-game and post-game shows) will be assessed on a case-by-case basis and may be subject to hourly caps;
- Advertising is not permitted to run during video pre-roll to highlights clips;
- Direct sponsorship of sport category may be permitted on a case-by-case basis pending league approval;
- Creative may not promote or depict betting on college sports;
- Advertising on ESPN partner networks (e.g. SECN, ACCN, LHN) is not permitted;
- Additional Programming restrictions subject to ESPN’s discretion.
- **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages may be permitted subject to league policies and ESPN’s discretion.
- **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is required.

Casinos

ESPN will distribute advertising for casinos or other places of gambling (including travel services or tourist destinations that directly or indirectly promote gambling), under the following standards and guidelines:

- If the advertisement promotes sports wagering or race book services, including references to odds, horse racing “tout” boards, betting slips, etc., then applicable wagering guidelines must be followed.
- Advertisements for casinos may promote the gambling amenities of the casino, and may include visual or audio references to gambling or gambling paraphernalia (e.g., dice, roulette wheels, “slot machine” type graphics).
- Advertising for casinos will be subject to any restrictions or prohibitions required by programming rights-holders during applicable programming.

Other Gambling (Lottery, Poker, Horse Racing, etc.)

Generally: Other than as noted in these Advertising Standards & Guidelines, ESPN does not accept advertising constituting or relating to a lottery, a contest of any kind in which the public is unfairly treated or any enterprise, service or product which would tend to encourage, aid, abet, assist, facilitate or promote illegal or legal gambling, including without limitation sports betting tout services and unregulated forms of wagering (e.g., so-called “skill-based gaming”).

Other Legalized Intrastate Wagering Activities: Advertising for the following wagering activities listed below will be permitted only in local television and radio markets and on digital sites and streaming services, provided that: (a) the wagering activities are geo-gated strictly to within states where it is legal, (b) the advertising copy and/or disclaimers make clear that the wagering activity can only take place within states where it is legal, (c) TV/Radio advertising must be restricted to only states where the activity is legal and other states that are part of the same market, and (d) digital/streaming advertising must be geo-fenced to reach only states where the activity is legal:

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- State operated lotteries (including lotteries conducted over the Internet)
- State-licensed iGaming (e.g., pay-to-play poker/casino websites)

GOLF EQUIPMENT

Standard

ESPN will not telecast advertisements for golf equipment if the equipment does not conform to the rules of golf (as approved by the USGA) in golf coverage (all media), including in or adjacent to SportsCenter golf features.

ILLEGAL PRODUCTS OR SERVICES

Standard

ESPN will not telecast any advertisement for a product or service which is illegal per se or has no legal use in any state, county or municipality in which the advertisement is distributed.

INTERACTIVE CONTENT

Standard

Absent ESPN's prior written approval, interactive content of any form and in any format, including video or audio triggers for any interactive content, will not be distributed or included in any advertising. Furthermore, the advertising shall not serve or act as a trigger for any interactive content.

QR Codes may be permitted on a case-by-case basis. In all instances, ESPN reserves the right to review the landing page as well as any data collected from the user and its intended purpose.

MOTION PICTURE MARKETING

Standard

All commercials submitted to ESPN are subject to Network Standards and Practices review regardless of rating. The outcome of any specific review supersedes any general guidelines that may be in place.

Clearly visible visual disclosure of rating is required for all video advertising. Clearly visible rating is required for digital display advertising of 165,000 square pixels or greater.

We recognize that in some cases ESPN will have to exercise judgment in situations as to which the application of the policy may be ambiguous, or as to which it does not fully cover or even contemplate. In these cases, we will look to the intended effect of these policies and act in accordance with its spirit. In addition, any commercial may be reviewed and temporarily suspended from air when the national or world events changes the environment (e.g., war or sniper case).

Red Band trailers will not be permitted.

NC-17: Will be considered on a case-by-case basis. Subject to time-of-day restriction as well as more restrictive program schedule guidelines. Plan and Schedule as well as commercial must be reviewed prior to air.

G, PG and PG-13 Rated movies are all acceptable for air anytime subject to review of content.

R-Rated movies (including Not Yet Rated):

Current Restrictions:

- Not permitted in any live or taped event coverage involving the X games, Little League World Series or any youth oriented programming. Additional Programming restrictions applicable at ESPN's discretion.
 - **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages are not permitted to include sponsorship or targeted placement.
 - **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is

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required.

MULTIPLE PRODUCT ADVERTISEMENTS

Standard

Advertisements that feature products from distinct multiple product categories (e.g., toothpaste and laundry detergent) in a single spot require the express, prior approval of Ad Sales.

PUBLIC SERVICE ANNOUNCEMENTS

ESPN's Public Service Announcement Policy

Since the early 1980's, ESPN has limited the distribution of PSA's on its media platforms to those announcements that have been carefully reviewed and approved on a case-by-case basis.

All charitable requests, promotions, initiatives, etc (including PSA's, graphics and drop-ins) must be discussed with and approved by ESPN Corporate Citizenship in advance of any agreement. Charitable initiatives will be coordinated on a case-by-case, limited basis.

These policies and practices are in place for the following reasons:

- To avoid continual solicitation of fans;
- To work strategically in the best interests of ESPN's charities of interest (e.g. The V Foundation for Cancer Research, which provides grants for many types of cancer);
- To apply fair treatment to all leagues, conferences, teams and other sports organizations; and
- To ensure that charities are cleared for state-by-state and national solicitation, and that government filings are intact.

Commentators are permitted to note editorially certain actions or activities taking place on site if obvious and an explanation needed for viewers. This is subject to approval by the producer. They may refer only generically to the charity (e.g. breast cancer, prostate cancer) not to the specific non-profit organization.

ESPN Corporate Citizenship is open to joint charitable promotions in the interest of both parties on a limited basis and with significant lead time.

Standard

- No direct solicitation of funds, absent special public interest considerations (e.g., emergency or disaster relief situations).
 - In place of direct solicitation of funds it is permissible to say "for more information" or to "learn more" or "log on to _____ for more information" ("help", "support", etc. constitutes a call-to-action and is not permitted.
 - Solicitation of volunteer efforts (e.g., "give your time") is permissible.
 - All emergency or disaster relief activities for the company are managed solely by Corporate Citizenship in conjunction with The Walt Disney Company.
- Not permitted in sponsorship elements.
- No 800 or other phone numbers soliciting donations.
- No political or issue-oriented advocacy messages.
 - Content that advocates non-issue oriented messages (e.g., get a colon cancer check-up) is permissible.
- No content from religious institutions, whether proselytizing or not.
- "Appreciation" material is permissible as approved on a case-by-case (e.g., we appreciate the Alabama National Guard's efforts).
- All cause-related material and government organizations must contain a "Paid for by...", "Sponsored by..." or "Supported by..." declaration.
- Social media components are permissible if they fit within these guidelines.
- Viewers should be directed to the advertiser or league site rather than the charity itself. Other URL and social engagement sites will be considered if they are sponsor led, and not the site of a specific charity, have no direct solicitation and meet the general guidelines (e.g., no advocacy, etc.).
- Cause marketing will be restricted during ESPN's V Foundation initiatives.

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Non-Profit PSAs

PSAs submitted for free airing by or on behalf of non-profit organizations (e.g., the Red Cross), governmental agencies or via the Ad Council must be reviewed and approved by ESPN Communications/Corporate Citizenship.

SPECULATIVE INVESTMENTS

Standard

1. Foreign Currency Exchange Trading. ESPN will not accept advertising for trading companies that utilize the "interbank market" for currency trading. (Interbank trading generally involves trading between large institutions such as banks and corporations, rather than trading via a recognized futures exchange such as the Chicago Mercantile Exchange.) Fraudulent currency trading firms often tell customers that their trading is done on the "interbank market." ESPN Advertising Sales, prior to even sending these ads to Legal for review, will determine if a currency trading advertiser is using interbank trading. In addition, ESPN will not accept advertisements for foreign currency trading that utilize numbers to promote their offerings (either actual or predicted), e.g., "\$10,000, properly positioned, in Deutschmarks last August would be worth \$20,000 today."
2. Commodities. Reputable commodities traders belong to the National Futures Association (NFA) and adhere to NFA Compliance Rule 2-29 which strictly governs how a trader may advertise to the public. ESPN Advertising Sales will require proof of membership to the NFA and/or compliance with the standards set forth in NFA Compliance Rule 2-29. Alternately, a commodities trading advertiser may submit a written explanation to Advertising Sales as to why membership is unavailable to it and/or why NFA Compliance Rule 2-29 is inapplicable. These explanations will be scrutinized carefully.
3. Credit Applications. ESPN Advertising Sales will require a credit application for each advertising agency as well as each advertiser in this category. In addition, we will require a list of the principals in the trading firm seeking to advertise. ESPN Advertising Sales will also require a potential advertiser to sign a form acknowledging that ESPN may submit information requests regarding the firm and/or its principals to the NFA, the Commodities Futures Trading Commission and/or the offices of various attorneys general.
4. Commercial Review. Advertisers that pass the above tests may submit advertising for Legal review. We will continue to apply strict scrutiny to these advertisements. For example, whenever advertising includes any prediction of potential investment results, risk factors must be disclosed. Copies of NFA Compliance Rule 2-29 will be available to the Legal Department for reference. In addition, due to the very risky and often misunderstood nature of these ventures, we will not accept advertising for leveraged investments (e.g., "give us \$3,000.00 and we'll invest \$10,000.00 on your behalf").

SUBMISSION DATES / TIMING

Standard

Submission of a commercial constitutes the agency/client warranty to ESPN that all elements have been cleared for air with respect to intellectual property rights: this includes, but is not limited to, rights of privacy and master, mechanical, performance and synchronization rights for music.

A minimum of two weeks lead time is required.

THIRD PARTY RIGHTS

Standard

ESPN will not accept advertising that includes any element of intellectual property for which the advertiser has not obtained the owner's consent to use, including but not limited to music master, mechanical, performance and synchronization rights. ESPN will not accept advertising that gives rise to any other colorable claim of infringement, misappropriation or other form of unfair competition.

Submission of a commercial constitutes the agency's and the advertiser's warranty to ESPN that all elements have been cleared for air with respect to intellectual property rights, including music rights. Advertiser and/or its agency must submit proof of clearance immediately upon request by ESPN.

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TOBACCO

Standard

ESPN does not accept advertisements for tobacco products or products which promote smoking (lighters, etc.). ESPN does not permit advertising for Electronic cigarettes or Vaping products or services.

VIDEO GAME MARKETING

Standard:

All commercials submitted to ESPN are subject to Network Standards and Practices review regardless of rating. The outcome of any specific review supersedes any general guidelines that may be in place.

Clearly visible visual disclosure of rating is required for all video advertising. Clearly visible rating is required for digital display advertising of 165,000 square pixels or greater.

We recognize that in some cases ESPN will have to exercise judgment in situations as to which the application of the policy may be ambiguous, or as to which it does not fully cover or even contemplate. In these cases, we will look to the intended effect of these policies and act in accordance with its spirit. In addition, any commercial may be reviewed and temporarily suspended from air when national or world events changes the environment (e.g., war or sniper case) Submission of storyboards and/or scripts prior to shooting is strongly advised.

A-Rated titles are not permitted.

E, EC and T-Rated games are all generally acceptable for air anytime subject to review of content.

M-Rated games (including RP-Rated = Rating Pending) are subject to Entertainment Software Ratings Bureau (ESRB) audience guidelines as well as review prior to consideration for air.

Current Restrictions:

- Not permitted in any live or taped event coverage involving the X games, Little League World Series or any youth oriented programming. Additional Programming restrictions applicable at ESPN's discretion.
 - **Digital:** Restriction includes licensed video on digital, mobile, and social platforms, including pre-roll and streaming. Digital display is permitted ROS. Restricted sport frontpages are not permitted to include sponsorship or targeted placement.
 - **Audio:** Restricted from live broadcasts of restricted programming. Talent reads are permitted as strictly copy reads only. Talent endorsement language is not permitted in any form. Prior approval of the script/copy is required.

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