



EOI INVITATION

For

Worldwide Media Rights

Of


Netherlands Team's Tour of Bangladesh 2025

comprising of 03 T20i, involving **Bangladesh National Cricket Team (Men)**
(26th August 2025 to 4th September 2025)

N.B: This document is confidential and includes classified information and should not be disclosed in public

Press Advertisement

**Netherlands Team's Tour of Bangladesh 2025
Worldwide Media Rights**

**Bangladesh
Cricket Board**

Ref No: BCB/Media Rights / 2025/560

Date: 11th August 2025

Expression of Interest (EOI)

The Bangladesh Cricket Board (BCB) invites Expression of Interest (EOI) along with financial offers from the TV Broadcasters or Marketing Agents for acquiring the following Media Rights of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i to be held from 26th of August 2025 to 4th of September 2025.

01. Satellite TV (Linear) Rights - Worldwide including Bangladesh
02. Digital OTT (Over-the-Top) Rights - Worldwide including Bangladesh
03. DTH (Direct-to-Home) Rights - Bangladesh only

Area of Rights :

A detailed EOI document has been developed incorporating all necessary EOI details and documents for acquiring the above-mentioned Media Rights of Netherlands Team's Tour of Bangladesh 2025 involving Bangladesh National Cricket Team (Men).

Eligibility Criteria:

01. Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting, Online Betting shall not be eligible to participate in the EOI process.
02. Any person(s) or entities with an existing unresolved dispute (i.e. Financial, Disciplinary and any other) with BCB or ICC on a point of law or fact shall be ineligible to acquire the aforementioned rights or to participate in the EOI Process.
03. The Broadcaster/ TV Channel must be in operation (on air) for at least 03 (Three) years. Marketing agents must have the capability and reasonable experience in marketing international standard cricket events.

EOI Document Collection Procedure:

01. Interested parties need to obtain a copy of the EOI Document (General Guidelines) related to EOI will be available at the BCB's Official Website: www.tigercricket.com.bd
02. The details of the EOI process, Series Itinerary, Production Specifications etc. set out in the EOI Document. EOI document will be available from 11th of August 2025 to 14th of August 2025.

EOI Submission Procedure:

The EOI along with financial offer (prepared in accordance with the EOI Document) must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by 16th of August 2025 during office hours (between BST 1000 to BST 1700) and should be in a sealed envelope to be addressed to: Chief Executive Officer, Bangladesh Cricket Board. Interested participant may submit EOI along with financial offer electronically via email at sponsorship.rights@bcb-cricket.com

The EOI needs to be accompanied with the following documents:

01. Company Profile and Individual Directors' / Owners' Profile.
02. Updated auditor's report on financial statements (In case of consortium, each party's auditor's report needs to be submitted individually).
03. Bank Solvency Certificate along with bank Statement.
04. Certified copy of Memorandum and Articles of Association along with certificate of Incorporation or similar constitutional documents.
05. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
06. In case of Consortium, notarized consortium Agreement.

The BCB reserves the right to accept or reject any or all offers at its sole discretion without assigning any reason. The BCB also reserves the right to cancel the entire EOI process and / or modify, add or alter the terms of the document and/ or the conditions for EOI process by issuing an addendum(s) at any time prior to the submission of the EOI.

Chief Executive Officer
Bangladesh Cricket Board
Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216, Bangladesh

Note: You can visit BCB's official website for better graphics/version of this press advertisement.

1. INTRODUCTION

- 1.1 BANGLADESH CRICKET BOARD, a national sports organization recognized by National Sports Council, is the governing body for the game of cricket in Bangladesh having its Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216 (hereinafter referred to as “BCB”).

The Bangladesh Cricket Board (BCB) invites Expression of Interest (EOI) along with financial offers from the TV Broadcasters or Marketing Agents for acquiring the following Media Rights of Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i to be held from **26th of August 2025 to 4th of September 2025**:

1. Satellite TV (Linear) Rights - Worldwide including Bangladesh
2. Digital OTT (Over-the-Top) Rights - Worldwide including Bangladesh
3. DTH (Direct-to-Home) Rights - Bangladesh only

- 1.2 Interested parties may obtain a copy of the Worldwide Media Rights EOI Document, in either electronic or hard copy format, by email request or in person from the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka-1216. The document is also accessible on the BCB’s official website: www.tigercricket.com.bd.
- 1.3 The details of the EOI process, Series Itinerary, Production Specifications etc. set out in the EOI Document. EOI documents will be available from 11th of August 2025 to 14th of August 2025. (Except Friday & Public Holidays in Bangladesh).

2. DEFINITION

- 2.1 Wherever the following terms are used in this Invitation to EOI Document whether in the singular or plural, or in future or in the past tense, it shall have the meanings ascribed to each of them below, unless otherwise stated explicitly in this document or the context requires otherwise:
- 2.2 **“Financial Offer /Proposal”** means a financial offer/ proposal for acquiring Worldwide Media Rights (Satellite TV – Linear, Digital OTT - Over-the-Top Rights - Worldwide including Bangladesh and DTH - Direct-to-Home Rights - Bangladesh only) of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i , involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 is a formal and legally binding document outlining the specific financial terms and conditions for the acquisition of exclusive global media broadcasting and distribution rights for the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i. involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.
- 2.3 **“EOI Document ”** means the documents required to be submitted in order to place a offer/ proposal for Worldwide Media Rights (Satellite TV – Linear, Digital OTT - Over-the-Top Rights - Worldwide including Bangladesh and DTH - Direct-to-Home Rights - Bangladesh only) of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i , involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025, including but not limited to the Invitation to EOI Document, Technical Proposal, Financial Proposal, prescribed forms set out in ANNEXURE - A, ANNEXURE – B and ANNEXURE – C.

- 2.4 **“Participating Team”** shall mean the visiting Team / ICC member country comes to participate in the Netherlands Team’s Tour of Bangladesh 2025 involving Bangladesh National Cricket Team (Men).
- 2.5 **“Match”** shall mean any ICC recognized T20 International -T20i under the Netherlands Team’s Tour of Bangladesh 2025 involving Bangladesh National Cricket Team (Men) which is officially organized by BCB.
- 2.6 **“Worldwide Media Rights”** in this Invitation to EOI Document means Satellite TV – Linear, Digital OTT - Over-the-Top Rights - Worldwide including Bangladesh and DTH - Direct-to-Home Rights - Bangladesh only of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.

3. GRANT

- 3.1 BCB being the governing body for the game of Cricket within the territory of Bangladesh and being a full member of International Cricket Council (“ICC”) and Asian Cricket Council (“ACC”) has the sole and exclusive authority to organize One Day International -ODI, T20 International -T20i and International Test Match under Bilateral Home Series involving Bangladesh National Cricket Team (Men). This EOI Invitation constitutes an invitation to reputed TV Broadcasters or Marketing agencies for Worldwide Media Rights (Satellite TV – Linear, Digital OTT - Over-the-Top Rights - Worldwide including Bangladesh and DTH - Direct-to-Home Rights - Bangladesh only) of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025..

4. ELIGIBILITY

- 4.1 Companies related to Tobacco, Alcohol (surrogated and non-surrogated), Betting, Online Betting shall not be eligible to participate in the EOI process.
- 4.2 Any person(s) or entities with an existing unresolved dispute (i.e. Financial, Disciplinary and any other) with BCB or ICC on a point of law or fact shall be ineligible to acquire the aforementioned rights or to participate in the EOI Process.
- 4.3 The Broadcaster/ TV Channel must be in operation (on air) for at **least 03 (Three) years**. Marketing agents must have the capability and reasonable experience in marketing international standard cricket events.
- 4.4 The EOI participant must have the legal capacity to enter into a contract. The EOI Participant shall not be insolvent, bankrupt or wound up or its business activities shall not be suspended, and it shall not be subject to legal proceedings for any of the above.
- 4.5 The EOI participant must certify that neither the participating company nor its owner nor any of their affiliates or subsidiaries is engaged in any business related to Tobacco, Alcohol (Surrogated & Non-Surrogated products), betting or gambling in any form, or any defense or national security related business. The participant shall also undertake that it is in no way involved in any activities that may be regarded as unlawful. Any offer of a company which does not fulfill the above specific qualification shall stand automatically rejected.

- 4.6 All prospective participants shall provide the following information/disclosure by way of Statement of Qualification:
- 4.6.1 General description of the type of business in which the EOI participant is currently engaged.
 - 4.6.2 Certification duly signed by the authorized person of the EOI participants that neither the participating company nor the owner/shareholder nor any of their affiliates or subsidiaries is engaged in any business related to Tobacco, Alcohol (Surrogated & Non-Surrogated products), betting or gambling in any form, or any defense or national security related business.
 - 4.6.3 Details of qualification and experience of key persons who the EOI participant intends to nominate to interact with the BCB together with brief CV of such individuals.
 - 4.6.4 Undertaking that the EOI participant is in no way involved in any activities that may be regarded as unlawful.

5. FORMATION OF EOI AND FINANCIAL OFFER:

- 5.1. All the EOI participants shall comply with the following guidelines and pursuant to the same shall submit an EOI as well as a Financial Offer/ Proposal. Each of the EOI participants must provide accurate information in respect of the relevant points listed under “EOI Submission Procedure”.

5.1.1. EOI Submission Procedure:

The EOI along with financial offer (prepared in accordance with the EOI Document) must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by **16th of August 2025** during office hours (between BST 1000 to BST 1700) and should be in a sealed envelope to be addressed to: **Chief Executive Officer**, Bangladesh Cricket Board. Interested participant may submit EOI along with financial offer electronically via email at sponsorship.rights@bcb-cricket.com.

The EOI needs to be accompanied by the following documents:

1. Company Profile and Individual Directors' / Owners' Profile.
2. Updated auditor's report on financial statements (In case of consortium, each party's auditor's report needs to be submitted individually).
3. Bank Solvency Certificate along with bank Statement.
4. Certified copy of Memorandum and Articles of Association along with certificate of Incorporation or similar constitutional documents.
5. Updated VAT Registration Certificate, Trade License and Tax Identification Number (TIN) Certificate or similar documents.
6. In case of Consortium, notarized consortium Agreement.

For avoidance of doubt, the EOI must also contain the Duly signed copy of the draft Worldwide Media Rights Agreement.

5.1.2 Financial Proposal:

- (a) The Financial Proposal shall expressly state the **NET** Worldwide Media Rights Fee, comprising Satellite TV (Linear), Digital OTT (Over-the-Top) Rights (Worldwide, including Bangladesh), and DTH (Direct-to-Home) Rights (Bangladesh only). Such fee shall be quoted in Bangladeshi Taka and/or United States Dollars, set out in both words and figures. The amount quoted shall be exclusive of Value Added Tax (VAT), income tax, and any other statutory deductions, which shall be applied in accordance with the applicable laws and regulations of the jurisdiction of the respective EOI participant (local or foreign).
- (b) The following payment structure shall apply in respect of the Worldwide Media Rights (Satellite TV – Linear, Digital OTT - Over-the-Top Rights - Worldwide including Bangladesh and DTH - Direct-to-Home Rights - Bangladesh only) Fee, i.e., the Offered Value for the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 must be paid by the successful EOI Participant to **BCB in full by a single payment within 48 (hours) from the date of issuance of letter of Intent (LOI).**

The Mode of Payment: Bank transfer at the BCB designated account/ Account Payee Cheque/ Pay order/ DD.

Currency: For local company in Bangladeshi Taka; for foreign company in US Dollar.

- (c) Penalty for delay payment: In the event the successful EOI Participant fails to make payments as aforesaid on the stipulated dates the applicant shall be liable to pay penalty interest @ 5 % from the due date of payment till the actual date of payment.
- (d) The successful EOI Participant shall make the **full payment of the total NET offered value by a single remittance within forty-eight (48) hours from the date of issuance of the Letter of Intent (LOI)** by BCB. In view of the full advance payment, furnishing of the unconditional and irrevocable Bank Guarantee as per BCB's standard format (ANNEXURE – A) is hereby exempted and shall not be mandatory. In the event that the successful EOI Participant fails to remit the full payment within the stipulated period, the Worldwide Media Rights shall, at the sole discretion of BCB, be awarded to the second highest evaluated EOI Participant under the same terms and conditions.
- (e) All payments referred to above will be secured accordingly from the successful EOI Participant and failure to comply will result in disqualification.

5.1.3 Floor Price: The floor price for the financial offer/proposal of the Worldwide Media Rights (Satellite TV – Linear, Digital OTT - Over-the-Top Rights - Worldwide including Bangladesh and DTH - Direct-to-Home Rights - Bangladesh only) of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 is **Net BDT 2,00,00,000 (Taka Two Crore Only) for local entity or an amount of Net USD 1,64,000 (US Dollar One hundred Sixty Four thousand only) for overseas participant.** All offers must be unconditional. Conditional offers WILL NOT be

accepted and in such cases conditional EOI Participants will be disqualified by BCB at its sole discretion.

Note : **The Bangladesh Cricket Board (“BCB”) reserves the right, at its sole and absolute discretion, enter into negotiations with any EOI Participant in respect of the financial offers submitted by them, for the purpose of seeking an upward revision of the proposed Worldwide Media Rights fee to a level acceptable to BCB, in the event that the EOI and corresponding financial offer fall below the predetermined floor price.**

6. REQUIREMENTS FOR PREPARATION AND SUBMISSION OF EOI AND FINANCIAL OFFER:

- 6.1 The EOI Participant shall remain responsible for obtaining all further information necessary or expedient for the purpose of preparing their EOI and Financial Offer / proposal and will be deemed to have done so before submitting EOI. Information may be sought from the date of obtaining the Invitation to EOI Document. No irrelevant query would be entertained and the decision of BCB in this regard shall be final. BCB will not entertain any queries after 5:00 PM on August 15, 2025.
- 6.2 Save as specified hereinafter, EOI Document and other supporting papers that may be submitted by the EOI Participant shall and will become the property of BCB and it will not be obliged to return them. However, all information and documents submitted to BCB shall be treated as “strictly confidential” and shall not, unless required in accordance with law / appropriate government authorities / auditors, be disclosed to anyone.
- 6.3 BCB shall not be responsible or liable for the purchase of any Invitation to EOI Document by any entity not qualified to submit EOI as per clause 4 mentioned above.
- 6.4 A tentative schedule of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 is annexed hereto as **ANNEXURE - C**. It is however stated that BCB reserves the right to change the annexed schedule at its convenience and BCB shall not be held liable for any such changes. For avoidance of doubt, the tentative schedule of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 are being provided for information purpose only and the same has no bearing or nexus with the Worldwide Media Rights Fee to be proposed by the EOI Participants. The Worldwide Media Rights are being granted for the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.
- 6.5 Cancellation and Rescheduling of Matches: BCB shall not be liable for any cancellation or rescheduling of any Match during the tenure of this Agreement on account of inclement weather, rain, bad light, COVID 19 Pandemic situation or for any other reason whatsoever that is beyond the control of BCB, either without a ball being bowled or after the Match has commenced for a specific period of time. This Worldwide Media Rights is for the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 (as mentioned above) and rights fee shall remain unchanged till the end of this contract. In any event, the Worldwide Media Rights Fees payable to the BCB shall not be reduced or deducted for any cancellation or rescheduling or Abandoned of any match.

- 6.6 BCB shall be responsible for TV production of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 and the BCB will decide TV production level and Technical Specification at its sole discretion.

7. AMENDMENT/ADDENDUM

- 7.1 BCB may, at any time prior to opening of EOI & Financial Offer /Proposal, on its own initiative or for any supervening factors and/or events or in response to an inquiry for further information (including clarification) in writing by a EOI Participant having purchased the invitation to EOI Documents, amend, modify, add or alter the Invitation to EOI Document by issuing an Addendum(s) without having to provide any reason whatsoever.
- 7.2 Any amendment issued shall become an integral part of this document and shall be communicated to all those who have purchased the document prior to last date of submission.

8. RIGHTS OF THE SUCCESSFUL EOI PARTICIPANT

- 8.1 In consideration of the payment by the Successful EOI Participant of the Worldwide Media Rights Fee, BCB shall grant the Worldwide Media Rights on an exclusive basis subject to, and in accordance with, the terms and conditions of this Invitation to EOI Document and applicable laws of each Territory from time to time in force. For the avoidance of doubt, the Rights shall constitute the right to broadcast or distribute audio-visual, visual coverage of all matches of the Home Series involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 set out in ANNEXURE C (i.e. matches and related events by way of Satellite Television, Radio, Digital OTT platform and DTH only but subject at all times to the Excluded Rights).

8.2 Worldwide Media Rights includes the following rights:

- 8.2.1 **Satellite TV (linear) Rights:** The Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual and visual coverage of the all Cricket matches of the the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 by way of Satellite Television only but subject at all times to the Excluded Rights.

Territory: Worldwide and Bangladesh.

Digital OTT (Over-The-Top) Rights: The Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual and visual coverage of the all Cricket matches of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 by way of internet via OTT (Over-The-Top) platform that may be used for broadcasting in future but subject at all times to the Excluded Rights.

Territory: Worldwide and Bangladesh.

DTH (Direct-To Home) Rights: The Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual and visual coverage of all

Cricket matches of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 by DTH (DIRECT-TO HOME) service provider that may be used for broadcasting in future but subject at all times to the Excluded Rights.

Territory: Bangladesh Only.

- 8.3 The Successful EOI Participant (Worldwide Media Rights Holder) shall be entitled, subject only to the restrictions expressly set out herein, to market and/or negotiate and/or sell the rights (or any part thereof) to sublicense for exercise in the territories (or any part thereof) during the period. The Successful EOI Participant must intimate to BCB the identity of the proposed sub-licensee and obtain BCBs' written approval at least Three (03) working days prior to appointing it as the sub-licensee. However, BCB reserves the rights to object to and refuse any such sub-license provided such objection is made within three (03) working days of such intimation by the successful EOI Participant. In the event BCB raises such objection, the Successful EOI Participant undertakes not to appoint the said entity as its sub-licensee. Any grant of sub-license rights shall be done by the sub-license agreement(s) executed by and between the successful applicant and the sub-licensee. The Successful EOI Participant shall be required to provide BCB with copies of all sub-licensing agreement prior to signature of such agreements and the Successful EOI Participant agrees to procure express consent to such disclosure from each Sub-Licensee.
- 8.4 There shall be no exclusivity in awarding Worldwide Media Rights (Satellite TV Broadcasting, Digital OTT& DTH (Direct-to-Home) Rights - Bangladesh only for Global including Bangladesh) in other category rights under BCB. For avoidance of doubt the BCB may take any sponsor including but not limited Title Sponsor, Event Co-Sponsor, In-Stadia Rights Holding Partner, Official NFT Selling Partner Rights, Ticketing Partner, ISP Partner, Hospitality Partner, Telecom Partner, Beverage Partner etc, that may conflict with Media Rights Holder and/or any sponsor of the Successful EOI Participant. Thereafter,, under any and all circumstances, the BCB shall have the right to obtain any sponsor at its sole discretion.
- 8.5 BCB shall be responsible for the TV production of all matches of the Home Series involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025. Furthermore, BCB will decide the TV production level and Technical Specification at its sole discretion.

9. EOI AND FINANCIAL PROPOSAL SUBMISSION

- 9.1 Only the entities duly eligible to submit EOI as provided in clause 4 above are entitled to submit the EOI and Financial Offer/ Proposal. EOI and Financial Offer/ Proposal submitted by any entity that is not eligible as per requirement of eligibility clause, shall stand rejected forthwith.
- 9.2 The EOI Participants shall deliver to BCB the necessary EOI and Financial Offer/ Proposal (prepared in accordance with the Invitation to EOI Document) duly filled in and signed and sealed along with all supporting documents, including the receipt provided by BCB to the EOI Participant at the time of purchase of the Invitation to EOI Document. EOI and Financial Offer/ Proposal must be delivered to BCB Management Office in a sealed envelope.

- 9.3 All EOI Participants must, at the time of purchase of EOI details Document, provide to BCB the name of a contact person, a phone, fax, cell numbers and e-mail address through which they may be contacted.
- 9.4 All documents and information that may be submitted by the EOI Participant shall be treated and kept "Strictly Confidential" and no part thereof shall, unless required in accordance with law / appropriate government authority / auditors, be disclosed to any third party.
- 9.5 If any EOI Participant requires any clarification, it must address the same to the BCB in writing, by email at the contact details provided below:

Attention: Chief Executive Officer

Email: sponsorship.rights@bcb-cricket.com

All such requests for clarification must be received by the BCB by 5:00 pm Bangladesh Standard Time on or before **August 15, 2025**. Following this time, no further requests for clarification will be entertained. The BCB will make best effort to respond to all such reasonable requests for clarification by email and in the interest of providing a level playing field, such requests and responses of the BCB may be circulated on the BCB website, without BCB divulging the name(s) of the party (ies) that have raised the queries.

- 9.6 The EOI Participant shall enclose the original EOI and Financial Offer/ Proposal (i.e. Electronic Version/ Scanned Copy) in an email attachment which is duly password protected and marked and addressed as follows:

"EOI AND FINANCIAL OFFER/ PROPOSAL FOR THE WORLDWIDE MEDIA RIGHTS (SATELLITE TV – LINEAR, DIGITAL OTT AND DTH RIGHTS FOR GLOBAL INCLUDING BANGLADESH) OF THE NETHERLANDS TEAM'S TOUR OF BANGLADESH 2025 COMPRISING OF 03 T20I, INVOLVING BANGLADESH NATIONAL CRICKET TEAM (MEN) FROM 26TH AUGUST 2025 TO 4TH SEPTEMBER 2025"

EOI Participants are responsible for ensuring that the EOI and Financial Offer/ Proposal are received by the BCB at the address specified below by the stipulated deadline. The EOI along with financial offer (prepared in accordance with the EOI Document) must be submitted at the BCB Management Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh by **16th of August 2025 during office hours (between BST 1000 to BST 1700)** and should be in a sealed envelope to be addressed to: Chief Executive Officer, Bangladesh Cricket Board. Interested participant may submit EOI along with financial offer electronically via email at sponsorship.rights@bcb-cricket.com.

- 9.7 If all the attachments are not sealed and marked as required by the EOI Document, BCB will assume no responsibility for the misplacement or premature opening of the EOI and Financial Offer/proposal.
- 9.8 BCB may, at its discretion, extend the deadline for the submission of EOI by amending the Invitation to EOI Document in accordance with Clause- 7 in which case all rights and obligations of the BCB and EOI Participants previously subject to the deadline shall thereafter be subject to the new deadline as extended. The BCB may in its discretion vary or extend the deadline.

- 9.10 No EOI and Financial Offer/ Proposal may be modified, substituted, or withdrawn after submission. No EOI and Financial Offer/ Proposal in torn condition or in unsealed covers would be accepted at the discretion of BCB.

10. EOI AND FINANCIAL OFFER/PROPOSAL EVALUATION

10.1 EOI And Financial Offer/Proposal Opening

- 10.1.1 BCB shall open the EOI And Financial Offer/Proposal and carry out necessary review and evaluation of the Financial Offer/ Proposal submitted by the interested EOI Participants.
- 10.1.2 Any EOI And Financial Offer/Proposal which does not comply with any of the terms and conditions of this document will not be accepted. BCB reserves the right to disqualify any EOI Participant for any missing document and/or information at its sole discretion. This process is not, and is not intended to be, an evaluation of the EOI..
- 10.1.3 All documents and information that may be submitted by the EOI Participant shall be treated and kept strictly confidential and no part thereof shall, unless required in accordance with law, or the rules or policy of BCB, be disclosed to any third party. However, BCB reserves the rights at its sole discretion to disclose the EOI And Financial Offer/Proposal received by it in public after acceptance of the Successful EOI Participant's offer in the EOI process.
- 10.1.4 BCB shall be responsible for TV production of all matches of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 and BCB will decide TV production level and Technical Specification at its sole discretion.
- 10.1.5 BCB reserves the right to accept or reject any or all EOI And Financial Offer/Proposal, without assigning any reason thereof.

10.2 EOI And Financial Offer/Proposal Confidentiality

- 10.2.1 After opening of the EOI And Financial Offer/Proposal , information relating to the examination, clarification, and evaluation of Financial Offers and recommendation for awards shall not be disclosed to EOI Participants or other persons not officially concerned with the evaluation process until after the award of the contract is announced. Representatives of the EOI Participant will not be present during the evaluation.

10.3 Clarification

- 10.3.1 BCB may ask EOI Participants for clarification of their EOI And Financial Offer/Proposal in order to facilitate the examination of and evaluation of it.

10.4 EOI Participant Contacting BCB

- 10.4.1 Following the opening of the EOI And Financial Offer/Proposal, no EOI Participant shall make any unsolicited communication to BCB or try in any way to influence BCB's examination and evaluation of the proposal.

- 10.4.2 Any efforts by any EOI Participant to influence BCB in its decision on the examination, evaluation, comparison and post-qualification of the financial offer, or Contract award may result in the rejection of its EOI.
- 10.4.3 Notwithstanding clause 10.4.1, from the time of EOI And Financial Offer/Proposal opening to the time of Contract award, if any EOI Participant wants to contact BCB on any matters related to the Tender it should do so in writing.

10.5 Post Qualification

- 10.5.1 BCB shall compare all substantially responsive EOI And Financial Offer/Proposal to determine the highest evaluated Financial Offer. BCB shall determine to its satisfaction whether the Financial Offer/Proposal that is selected as having submitted the highest Offer/Proposal and substantially responsive EOI has the capability and resources and is qualified to perform the Contract satisfactorily.
- 10.5.2 An affirmative determination shall be a prerequisite for award of the Contract to the EOI Participant. A negative determination shall result in rejection of the EOI Participant's Financial Offer/ Proposal, in which event BCB shall proceed to the next highest EOI Participant to make a similar determination of that EOI Participant's capabilities to perform satisfactorily.
- 10.5.3 Once affirmatively determined and the successful EOI Participant is awarded the contract, the successful EOI Participant will be required to execute contract / Long Form Agreement provided by BCB with this Invitation to EOI Document (**ANNEXURE - B**) within 02 (Two) working days of the intimation of the award of the contract at place and time to be notified by BCB later. Failure to execute such contract(s) and to provide the payment of the rights fee in FULL via single payment within 48 hours of issuing Letter of Intent (LOI), the awarded rights to the successful EOI participant shall be withdrawn and BCB shall proceed to the next highest EOI Participant.

10.6 BCB Right to Accept or to Reject Any or All

- 10.6.1 BCB reserves the right to accept any EOI and Financial Offer/ Proposal to annul the EOI proceedings or to reject any or all EOI and Financial Offer/ Proposal, at any time prior to Contract award, without thereby incurring any liability to EOI Participants, or any obligation to inform EOI Participants of the grounds for BCB's actions, for any reason whatsoever.
- 10.6.2 The successful EOI Participant shall be required to execute contract(s) / Long Form Agreement provided by BCB (**Annexure-B**) after completion of the EOI process evaluation within 02 working days of the intimation of the award.

11. MISREPRESENTATION

- 11.1 Any misrepresentation or wrong information in the EOI process shall cause the invitation to EOI being rejected outright.

12. GENERAL

- 13.1 No warranty or representation (express or implied) as to the reliability, completeness or accuracy of the information in this document or any other information at any time made available to the successful EOI Participant is given by BCB or any person claiming any right or authority is expressly excluded.
- 13.2 In furnishing this invitation, BCB does not undertake or agree to or acknowledge any obligation to provide to the successful EOI Participant any additional information or any roving quarries or to update this invitation or to correct any inaccuracies which may become apparent.
- 13.3 Neither the issue of this invitation nor any part of its contents is to be taken as any form of commitment or acknowledgment on the part of BCB to proceed with this invitation and BCB reserves the unfettered right to annul, terminate, reject any EOI or vary the EOI procedure at any time or stage without giving any reason.
- 13.4 BCB reserves the unfettered right to cancel the entire EOI process at any stage prior to execution of binding Agreement for reasons without assigning any reason.
- 13.5 BCB shall in no circumstances, whatever, including but without limitation, be responsible or liable in any manner or mode by whatever name called or describe for any costs or expenses whatsoever incurred or any loss whatsoever suffered in connection with or in consequence of the preparation or delivery of any EOI proposal, or compliance with or with a view to compliance with any of the requirements of the invitation by a successful EOI Participant in the subject matter of any departure from any of the provisions/conditions of the invitation.

14. ACKNOWLEDGEMENT OF THIS INVITATION

- 14.1 The successful EOI Participant shall be deemed to have duly considered all terms and conditions of the invitation to EOI and acknowledges that it intends to make a EOI and Financial Offer/ Proposal in accordance with the provisions of this invitation having accepted the terms and conditions as have been incorporated herein and/or that may be incorporated by BCB through any Addendum(s).

16. GOVERNING LAW

- 16.1 The validity, construction and interpretation of this Invitation to Document and the Worldwide Media Rights (Satellite TV – Linear, Digital OTT - Over-the-Top Rights - Worldwide including Bangladesh and DTH - Direct-to-Home Rights - Bangladesh only) of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 Agreement (ANNEXURE - B) shall be exclusively governed and construed in accordance with the laws of Bangladesh.

18 FORCE MAJEURE

- 18.1 Failure on the part of either party to perform any of its obligations set forth in this Invitation to EOI Document/ EOI Document/ Agreement will not be deemed to be a breach of the EOI Document/ EOI Document/ Agreement to the extent that such failure arises as a result of an event of Force Majeure.

- 8.2 For the purpose of this clause, “Force Majeure” means an event or situation beyond the control of either BCB or applicant that is not foreseeable, in unavoidable and its origin is not due to negligence or lack of care on the part of either party. Force majeure shall include any civil commotion, strike, hartal, governmental action (i.e. change of law, withdrawal of cash intensive, etc), lockout, accident, epidemic, COVID 19 Pandemic situation war, commotion riot, civil unrest, Acts of God, cyclone; bad weather, any decisions of any government or regulatory authorities or any other event of any nature or kind whatsoever beyond the control of the parties that directly or indirectly hinders or prevents the parties from commencing or proceeding with consummation of the rights and obligations contemplate hereby.
- 18.3 If a Force Majeure situation arises, the applicant shall promptly notify the BCB in writing of such condition and the cause thereof. Unless otherwise directed by the BCB in writing, the applicant shall continue to perform its obligations under the EOI Document/ Agreement as far as is reasonably practical, and shall seek, all reasonable alternative means for performance not prevented by Force Majeure event.

19. LANGUAGES

- 19.1 This tender document has been negotiated and executed in English Language which shall be the only language for the construction and interpretation of this document and all agreements, notices, documents, correspondence and instruments contemplated hereunder and, as among the Parties, the English version of any document required by any applicable law to be translated into another language for subsequent execution and delivery in such other language shall be the governing document and shall determine all rights and obligations of the applicant for all purposes .

20. WAIVER

- 20.1 No failure or delay on the part of BCB in exercising any right or power hereunder shall operate as a waiver thereof nor shall any single or partial exercise of such right or power preclude any other or further exercise of any right or power hereunder.

21. SEVERABILITY

- 21.1 In the event that any provision of this EOI Document/ Agreement shall be deemed or declared to be unenforceable, invalid or void, the same shall not impair any other provision of this Invitation to EOI Document/ EOI Document/ Agreement but BCB shall substitute a provision or amend the other provisions of this Document/ Agreement so as to produce a result which preserves as nearly as possible the economic balance of the Invitation to EOI Document/ Agreement, as the case may be, provided that neither party shall be obligated to accept an amendment which substantially departs from the essential intent or effect of this EOI Document/ Agreement.

ANNEXURE – A

Bank Guarantee Format

SPECIMAN

Name of the Bank

Bank Guarantee No----- Date: ----- for Tk (BDT) only.

Name of the Bank, a banking company having its Head Office at -----
(herein referred to as the “Guarantor”)

IN FAVOR OF

-----, having its Head Office at -----

Now, we, Name of the Bank, ----- Branch “GUARANTOR” hereby issue the irrevocable and unconditional Guarantee and hereby agree & undertake.

To pay forthwith up to a sum of Tk./= (Taka.....) only to name of Beneficiary on your written demand unconditionally and without cavil or reference to the Client.

Our liability under this Guarantee is limited to Tk./= (Taka) only.

This Guarantee will remain valid for nextfrom the date of issue. This Guarantee however shall be renewed for further one year/en-cashed upon receiving request from the Beneficiary in writing within the validity.

Date:

(Authorized Signatory)

(Authorized Signatory)

ANNEXURE - B

MEDIA RIGHTS AGREEMENT

This **MEDIA RIGHTS AGREEMENT** (hereinafter to be referred to as the “Agreement”) is made and entered into on this the August 2025 by and between

Bangladesh Cricket Board, represented by its Chief Executive Officer **Mr. Nizam Uddin Chowdhury**, having its Office at, Sher-e- Bangla National Cricket Stadium, Mirpur, Dhaka 1216, Bangladesh duly authorized by its Board of Directors (hereinafter referred to as the “BCB” which expression unless repugnant to the context shall mean and include its successors-in-office, legal representatives, administrators, successors, assigns etc.) of the **FIRST PART**,

AND

(**Name - Media Rights Holder**) represented by its (Signatory Name & Designation and office Address), a private limited company incorporated under the Companies Act, 1994 of Bangladesh (hereinafter referred to as “**Media Rights Holder**”) which expression shall, unless repugnant to the context or meaning thereof, be deemed to include its successors and permitted assigns) of the **SECOND PART**.

BCB and (**Name - Media Rights Holder**) are hereinafter collectively referred to as the 'Parties'.

WHEREAS, **BANGLADESH CRICKET BOARD**, an affiliated sports organization under the National Sports Council Act, 2018 having the authority to regulate and promote the game of cricket in Bangladesh published an “**Invitation to EOI for Worldwide Media Rights of Netherlands Team’s Tour of Bangladesh 2025**” Advertisement dated 11th August 2025, later invites Expression of Interest (EOI) along with financial offers from the TV Broadcasters or Marketing Agents for acquiring the following Media Rights of Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i to be held from **26th of August 2025 to 4th of September 2025** for worldwide and territory of Bangladesh in relation to 03 T20i Matches from **26th of August 2025 to 4th of September 2025** . The said Media Rights include (i) Satellite TV (linear) Rights, (ii) Digital OTT (Over-the-Top) Rights and in DTH (Direct-to-Home) Rights of the Netherlands Team’s Tour of Bangladesh 2025.

AND WHEREAS, the Bangladesh Cricket Board (“BCB”) invited Expressions of Interest (“EOI”) from interested parties for the acquisition of Worldwide Media Rights (including Satellite TV – Linear, Digital OTT – Over-the-Top, and Radio) for the Netherlands Team Tour of Bangladesh 2025, comprising three (3) Twenty20 International (“T20I”) matches scheduled to be held from 25 August to 4 September 2025.

AND WHEREAS, the EOI Participants submitted their EOIs along with their respective financial offers for the said rights. Following the necessary scrutiny and evaluation process in accordance with the EOI terms, (Name of the EOI Participant), being the highest and most competent offeror, has been selected and awarded the Worldwide Media Rights for the Netherlands Team Tour of Bangladesh 2025, subject to the terms and conditions set forth herein.

NOW THEREFORE IN CONSIDERATION OF THE MUTUAL COVENANTS CONTAINED HEREIN THE PARTIES HERETO AGREE AS FOLLOW:

1. Definitions

"Applicable Law" means all applicable statutes, laws, ordinances, rules and regulations, including but not limited to, any license, permit or other governmental Authorization, in each case as in effect from time to time;"

"Archive Rights" means the right to the BCB Archive Materials and the right to market and sell clips of footage to any person for the purposes of inclusion of the same within any advertising or commercial or Mobile /VAS Service Provider, any

compilation or other programme for distribution and/or exhibition on or by means of any media. The Archive, by its definition, includes any length Video, starting from Near-Live to Full Match.

"BCB Archive Materials" means all future BCB Footage 12 (Twelve) hours after it is broadcast live.

"Audio Rights" means the right to transmit and the deliver by the means of radio delivery and any simulcast of such transmission by any permitted delivery system, the audio feed and/ or unilateral commentary as part of , and for inclusion in , any audio only service or programmes.

"Audiovisual Coverage" means any and all audio-only, still and moving visual- only and audiovisual material, data and textual material (including, without limitation, the Feed, Audio Feed and Unilateral Coverage) of, and/or relating to, the BCB Events.

"BCB" means the Bangladesh Cricket Board, the governing body authorized to regulate and promote the game of cricket in Bangladesh and recognized under the National Sports Council Act 1974 with its Office at Sher-e-Bangla National Cricket Stadium, Mirpur-2, Dhaka 1216, Bangladesh, and its successors and assigns.

"Ancillary Rights" means any and all allied, underlying and ancillary rights in and to the BCB Events including, without limitation, merchandising, ticketing and hospitality rights, Guide Commentary, Graphics, soundtrack, sound recordings, any rights in musical compositions and/or lyrics, photographic/still imagery rights and any other exploitation of rights in and to the BCB Events whatsoever (whether now known or hereafter created and whether or not in the contemplation of the parties) not expressly encompassed within the Rights;

"AR/VR Rights" means the right to exploit Footage and/or Archive Material, and the BCB Events in any way, by means of Augmented Reality and/or Virtual Reality;

"Audio Rights" means the transmission of audio coverage of Matches (or any adapted, altered or edited version thereof, and including comment, commentary, interviews and/or associated Match data) whether live, delayed, highlights or report in all languages via any Delivery System now known or hereafter developed which is capable of transmitting or making available audio material for reception anywhere within the Licensed Territory, including via analogue and/or digital radio broadcasts, audio streaming/broadcasts to mobile phones and the right to stream such audio coverage via the Internet and/or simulcast radio broadcasts via an audio Internet stream, and/or make such audio content available on demand, including the provision of downloadable audio content commonly called podcasts;

"Augmented Reality" means any audiovisual footage and/or programme that has been augmented by means of objects and/or information being integrated within and/or overlayed onto such audiovisual

footage and/or programme using any arrangement, apparatus, device, process or procedure, whether now known or hereafter devised;

"Cinema Screening Rights" means the right to exhibit the Live Transmissions that the Licensee makes in exploiting the Live Rights via the Designated Channels on a screen (or screens) in conventional and/or drive-in cinemas located in the Licensed Territory (and including the right to charge an admission fee);

"Event Documentary" means any documentary programme, series or film which focuses on one or more BCB Events and/or BCBMember teams in one or more years and which may be made in a behind-the-scenes format including interviews with, and/or footage of, cricketers, coaches, support staff, team officials, and match officials participating in the such relevant BCB Event(s) and/or otherwise involving BCBMember team(s), and may include Archive Material, Footage and Unilateral Footage;

"Event Documentary Rights" means the right to produce, transmit, exhibit or otherwise make available Event Documentaries via any Delivery System now known or hereafter developed anywhere within the Licensed Territory;

"Fixed Media" means the technological device or system of reproducing and distributing audio, visual and audiovisual material including all electronic, optical, magneto-optical, magnetic or mechanical storage devices now known or hereafter invented including VHS, VCD, DVD, CD-ROM, Blu-Ray Discs, laser discs, UMDs, memory sticks and cards, hard drives and any other storage device and all products and all materials associated therewith on all systems, including online or Internet based formats such as DTO;

"Fixed Media Rights" means the right to record, edit and incorporate Footage and/or Archive Material in any Fixed Media for: (a) sale or hire or license to the general public; (b) non-commercial coaching and educational purposes; (c) BCB internal reporting and archive purposes; (d) exhibition at any cricket academy operated by or on behalf of BCB ; and (e) use by BCB or Sponsors for BCB Event promotions, in each case after the expiry of the Exclusivity Period for the relevant BCB Event save in respect of (b) which may be undertaken at any time during the Term (including in particular by BCB Partners / Sponsors during the Exclusivity Period of the relevant BCB Event);

"Interactive Game" means any audiovisual, console, electronic or mobile competition, contest or game which is played on any device (including a Mobile Device) or by using any game console, whether or not connected to a television, which may include (inter alia) non-Live Footage and/or material based on or deriving therefrom and including any fantasy league-type and/or NFT-based game or competition relating to any BCB Event;

"Interactive Game Rights" means the right to engage in and/or authorize third parties to engage in the development, copying, distribution, exhibition and/or other exploitation of Interactive Games (including by means of any Delivery System);

"Mobile Activation Rights" means: (i) the right to develop, produce and distribute BCB Event Apps; and (ii) the right to make available score updates, wicket alerts and/or other BCB Data from Matches, via SMS or MMS or otherwise;

"News Access Rights" means the right to Transmit Clips not exceeding 90 (ninety) seconds per Match (or such longer minimum as may be permitted by Applicable Law): (a) within a news programme or a sports news programme delivered by any Delivery System; or (b) as a non-commercial editorial standalone clip delivered by any Delivery System on a predominantly news or sports portal, such right to be granted on a national or multinational basis, to media organisations and/or news gathering and dissemination organisations;

"Non-Fungible Token" or "NFT" means any blockchain-tracked, non-fungible token, such as those conforming to the NFT standards ERC-721 or ERC-1155 or comparable non-fungible token standards on any other blockchain platform, such as Flow, Polygon, Ethereum, Solana, Polkadot, Cosmos, and Avalanche;

"Public Screening Rights" means the right to:

(a) Transmit any Footage by any Delivery System on a screen (or screens) in any place other than a private residential household and to admit the general public to such place (with or without charging an admission fee), including by means of: (i) the exploitation of the Closed Circuit Rights; (ii) exhibition in conventional or drive-in cinemas, licensed as such in the place where the exhibition occurs, that are open to the general public on a regularly scheduled basis; (iii) exhibition before an audience at the facilities of organisations not primarily engaged in the business of exhibiting Footage (including educational organisations, churches or other religious groups, libraries, or governmental bodies such as in embassies, armed forces bases, armed forces vessels and other governmental facilities flying the flags of any parts of the Licensed Territory); and (iv) exhibition in any Fan Zone; and

(b) Transmit any Footage by any Delivery System on any screen(s) used for general advertising purposes in any publicly accessible place,

"Transportation Rights" means the right to transmit, exhibit or otherwise make available the Live Feed, BCB Highlights Programmes, Trailers and/or BCB Produced Programmes by any Delivery System by means of any media whatsoever on any form of transport including via any in-flight or on-board entertainment system aboard any aircraft, ship, motor vehicle (including a car, bus, and coach) or train anywhere in the world;

"Archive Rights" means the right to transmit, exhibit or otherwise make available Archive Material via any Delivery System now known or hereafter developed anywhere within the world, including the right to make available recordings of the Live Feed of each Match of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 in which its team participates to each bilateral series opponent of BCB for Transmission on digital services owned and operated by BCB for non commercial, editorial purposes;

"Remote Hospitality Screening Rights" means the right to Transmit any Footage on a screen (or screens) in the Licensed Territory as part of a premium home-based hospitality experience;

"Reserved Clip Rights" shall mean the exclusive rights retained by the Bangladesh Cricket Board (BCB) in relation to each Match, as follows:

(a) The right for BCB to make available within the Licensed Territory:

(i) Video clips (in any aspect ratio) of up to **six (6) minutes** in total per hour of live match play, which may be published **during the Match**, and, in respect of the **final hour of play**, **immediately after the Match concludes**; and

(ii) Video clips (in any aspect ratio) of up to **ten (10) minutes** in total duration, which may be published **after the conclusion of the Match**, in each case for transmission or publication through any delivery platform, including BCB's official digital media assets (e.g., websites, mobile apps, and social media channels).

(b) The right to **sub-license** the above Clip Rights to **third parties**, including official sponsors and commercial partners, enabling such third parties to distribute:

- (i) Clips (in any aspect ratio) of up to **six (6) minutes** per hour of live play during the Match and immediately after the final hour of play; and
 - (ii) Clips (in any aspect ratio) of up to **ten (10) minutes** following the end of the Match, through one or more delivery platforms simultaneously.
- (c) The right to sub-license Clip Rights to the **respective participating teams or Member Boards** (i.e., home or away cricket boards), to distribute up to **seven (7) minutes** of total footage from the Match through their own digital media channels, **strictly for non-commercial purposes**. In all cases described above:
- No Clip shall be published until a **minimum of ten (10) minutes** has passed since the occurrence of the relevant match action; and
 - Only **in-play footage** (excluding, for avoidance of doubt, the toss, opening/closing ceremonies, national anthems, and pre-, mid-, or post-match presentations) shall be counted toward the aggregate time limit specified for each hour or Match.

BCB Network Logo means the BCB logo.

BCB Website , Social media and Digital Properties means the official BCB website , social networking sites and applications including but not limited to Facebook, Twitter, YouTube, Instagram, Google+, Vider, Skype, Imo, Telegram etc or portal owned and managed, monetized, commercialized, promoted, maintained, operated by BCB and as may be updated from time to time.

Worldwide and Bangladesh Territory Media Rights means and includes: Satellite TV Rights, Digital OTT (Over-the-Top) Rights and DTH (Direct-to-Home) Rights..

Bilateral International Home Series Signature Tunes and Official Music shall have the meaning ascribed to from time to time by BCB.

Bilateral International Home Series Sponsors means any third party who has entered into, or enters into during the contract Period, a sponsorship agreement with BCB, including but not limited to the Major Sponsorship Rights, ground sponsors, event sponsors, Official Beverage Partner, Official Drink or suppliers etc.

Bilateral International Home Series shall mean a Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.

Bilateral International Home Series Mark means the official Bilateral International Home Series emblem (including any foreign translation and any permutation and derivation thereof), any trademark owned or controlled by BCB and any bilateral Event Marks produced from time to time.

Bid means outcry of the offer and a written confirmation of it in the prescribed form duly signed by the authorized representative of the Bidder to acquire a license of the Rights for exercise and/or exploitation in the Territories during the Period, and which is submitted to BCB subject to, and in accordance with, the terms and conditions of the ITWMR.

Bid Amount means, in respect of a Bid, the total guaranteed monetary amount exclusive of any currency control restrictions, import duties, or any sales, use, value added or other taxes or withholdings

of any nature whatsoever, offered by the relevant Bidder in consideration of the grant by BCB to such Bidder of a license of the Rights for exercise and/or exploitation in the Territories during the Period. For the avoidance of doubt, the Bid Amount shall not be subject to deduction on any account whatsoever.

Bid Documents means the bid documents required to be submitted in order to place a Bid for the Media Rights, including but not limited to the Technical Proposal and Financial Proposal.

“Media Rights Holder” shall mean **[Company Name]**, acting individually, which is primarily engaged in the business of broadcasting and/or transmitting television content in accordance with the applicable laws of Bangladesh and/or other relevant jurisdictions. The Media Rights Holder shall be authorized under the **Media Rights Agreement** for the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025, to distribute audiovisual content by means of **Television Delivery** for public reception (whether on a **Free-to-Air** or **Pay-TV** basis) via traditional television sets.

For the avoidance of doubt, the term “Media Rights Holder” shall **exclude** any entity that merely facilitates the transmission or distribution of such content (including, but not limited to, cable operators, satellite carriers, and other signal distributors).

Media Right Holder Guidelines means those regulations, restrictions and limitations issued from time to time by, or on behalf of, BCB and/or ICC relating to production, distribution and transmission of footage (including the imposition of any on-screen graphics, adverts, DRS technology or commercial or sponsored features) and/or the marketing, promotion or advertising of footage, any match and/or the use of any imagery, representation or likeness of any player, manager, coach or official of any team or any intellectual property of any team.

Broadcaster means any entity, whether local or international, which is primarily engaged in the business of broadcasting and/or transmitting from within, and in accordance with the laws of, Bangladesh and/or other countries as prescribed by the Media Rights Agreement, as on date of issuance of this Media Rights, by means of Television Delivery for reception by the general public (whether on a Free or Pay basis) on Television Sets, Mobile , Internet, OTT Platform, DTH but excluding any entity which merely facilitates such broadcasts or transmissions (for example, cable operators, satellite operators etc).

Business Day means any working day excluding weekends and national and/or bank holidays in Bangladesh, as declared by the Government of Bangladesh. Any other reference to “days” shall be calendar days.

Ceremony means any official pre or post-Match presentation, including but not limited to any Flash Interview, Spectators’ engagement Interview, Participating teams’ Interview during the match, Prize-Giving and the Opening / Closing Ceremony of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.

Designated Account means such bank account(s) as the BCB shall from time to time notify the Media Right Holder.

DRS Technology means Decision Review System used by the Broadcaster/ BCB where the use of DRS is agreed between BCB and the visiting Nation and/or required by ICC.

Event Marks means, in relation to the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025, BCB's standard two-dimensional graphic representations of the official emblem including any foreign translation and any permutation thereof.

Reserved / Excluded Rights means The Rights granted to the successful Bidder shall represent the entire extent of the rights granted to it. All other rights to, and means of exploitation of, the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 are not specifically and expressly granted under the terms and conditions of a Media Rights Agreement are excluded from the rights granted to the successful Bidder and such rights, together with all revenues derived therefrom, are reserved by Bangladesh Cricket Board (BCB) for its sole benefit and accordingly may be exploited by BCB or any authorized third party anywhere in the world in such manner as BCB may decide in its absolute discretion.

In addition to any Live Rights and Highlights Rights via a Delivery System which are not granted to the successful Bidder, each Bidder's attention is drawn to the following rights which, without limitation, are reserved by BCB:

1. Fixed Media Rights;
2. Audio Rights;
3. Mobile Activation Rights;
4. Interactive Game Rights (including the right to operate a Fantasy League-type game in respect of any bilateral home series and to develop and distribute games operable on Mobile Devices);
5. Transportation Rights;
6. Archive Rights;
7. News Access Rights;
8. Public Screening Rights;
9. Remote Hospitality Screening Rights;
10. Ancillary Rights;
11. Reserved Clip Rights (including the right to make available Clips of varying durations to the public via the BCB Digital Media Assets, to Sponsors and to BCB Members);
12. AR/VR Rights;
13. Event Documentary Rights;
14. rights in respect of NFTs; and
15. rights in respect of BCB Pathway Events.

In cases of doubt, Bangladesh Cricket Board (BCB) will determine (in its absolute discretion) whether a means of Transmission or use falls within or is excluded from the definition of Rights or otherwise whether a right or means of exploitation falls within the **Reserved / Excluded Rights**.

The Media Rights Holder should note that the BCB intends (but is not obliged) to issue a separate document or separate documents inviting offers to acquire certain **Reserved / Excluded Rights** for exploitation in the Territories.

Feed means the live and continuous international broadcast quality moving image video signal of each Match and Ceremony forming part of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025, incorporating slow motion replays, titles and any graphics selected by BCB, with International Commentary in English, and with integrated international ambient sound and audio on a separate track, which is to be produced by the Media Rights Holder or the Production Company on its behalf. The graphics contained in the Feed shall be of a number, size, appearance and purpose as may be determined by BCB in its sole discretion and may integrate copyright notices, trademark legends and

references to the BCB Website, the BCB / the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 Marks, and the Event Marks, in each case as BCB may, from time to time, reasonably specify and/or require. The BCB Network logo will be required to be inserted at the immediate start of transmission of the Feed and at the close of the Feed and the BCB Website shall be displayed at intermittent intervals throughout the Feed. In furtherance of the above, Basic Feed means the live pictures feed without graphics, Multi Feed means the multilateral Feed, also known as World Feed with graphics, Additional Feeds means additional images an/or interactive feeds and/or HDTV feed generated by BCB, Unilateral Feed/Coverage means Television Coverage generated by a Sub-Licensee.

Free means any television service or channel (or package of services or channels) which may be viewed by all recipients without any payment other than fees or taxes imposed by any state or local government (or agency thereof) for ownership of a Television Set or for general reception of, or access to, such service or channel (or package of services or channels).

Footage means all live signals (including the Feed) programme feed, moving images or recorded footage of any Match which are produced or created by or with the authority of BCB.

Highlights mean any edited recorded segment(s) or extract(s) (whether still or moving) of the Audiovisual Coverage.

Inflight /On-board Rights all rights to transmit, deliver and/or exhibit, by means of any media whatsoever, any audio-only, still or moving visual-only or audiovisual material relating to the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 (including, the Feed), whether on a live basis or otherwise, for reception and/or exhibition by means of any in-flight or on-board entertainment system aboard any aircraft, ship, train or other form of transport anywhere in the world; and all rights to exploit any and all commercial opportunities (including, for example, broadcast sponsorship and commercial airtime opportunities) arising from, and/or in connection with, each such transmission and exhibition.

Intellectual Property means all copyright, trademarks, patents and other intellectual property rights howsoever arising and in whatever media now known or hereafter devised, whether or not registered or capable of registration, including trademarks, service marks, trade names, registered designs, domain names and any applications for the protection or registration of such rights and all renewals and extensions thereof throughout the world.

International Commentary means, in respect of each Match or Ceremony, the contemporaneous verbal account and description of such Match or Ceremony produced by, or on behalf of, the Event Producer and incorporated in the Feed.

Licensed Territory means the country or countries in the Territories in respect of which a Sub-Licensee has been granted a license of the right to exercise the relevant Sub-Licensed Rights pursuant to a Sub-License Agreement, and Licensed Territories shall be construed accordingly.

Matches mean the Test matches, One Day International (ODI) matches and T20 matches forming part of, and comprising, the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving

Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025; and “Match” shall refer to any one of the Matches.

Mobile means the right to develop, produce and distribute Mobile Apps OTT, Value Added Service and mobile GSM Platform Products relating to the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 Events and the right to make available Live and Ball-by-ball score updates, Mobile based News Updates, wicket alerts and/or other Bilateral Home Series involving Bangladesh National Cricket Team (Men) from **the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025** Data from Matches, via SMS or MMS or IVR or otherwise, by means of Mobile Technology.

Media Rights of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 means this Agreement documenting the grant by BCB to the Media Rights Holder of the Rights for exercise in the Territories (or any part thereof) during the Period.

Minimum Transmission Requirements means LIVE transmission of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 matches and relevant events in the worldwide and territory of Bangladesh.

Official Film Rights means all rights to create, produce and/or transmit (in any media whatsoever) any full-length feature film (whether in documentary-style, purely fictional or otherwise) based on, and/or inspired by BCB.

Period means the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.

Permitted Delivery System means any form of Television Delivery, OTT platform, mobile, internet etc.

Production Company or Event Producer means any company hired by the Bangladesh Cricket Board (BCB) BCB to do the LIVE TV production and to undertake the production of BCB Events (i.e. the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.

Rights means the Bangladesh media rights to broadcast the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025; matches and related events and which are granted to the Media Rights Holder under this agreement, excluding the Excluded Rights.

Rights Fee means the fee to be paid by the Media Rights Holder to BCB for the grant of the Rights.

Sub-Licensed Rights means those parts of the Rights which are granted to a Sub-Licensee under a Sub-License Agreement.

Television Set means any television set, personal computer or laptop, or similar fixed or portable monitor, and including any television receiver, whether handheld or installed in a vehicle, which does not have, and operates and functions independently of any device with, any built-in telephony or other two-way communications capability, DTH and IPTV.

Territories means all the countries in the world, and “Territory” shall refer to any one of the Territories.

Unilateral Commentary means, in respect of a Match or Ceremony, the contemporaneous verbal account and description of such Match or Ceremony produced by, or on behalf of, a Sub-Licensee.

Unilateral Coverage means any moving image visual-only and/or audiovisual material of any element of, and/or relating to, any Match or Ceremony that is produced by, or on behalf of, any Sub-Licensee.

Venue means, in respect of a Match or Events, the stadium, ground or place at which such Match or Events is to be played or staged together with all areas reasonably required for the exercise of the Rights only, always to the extent that such areas are within the control of BCB (including, but not limited to, the pitch where play takes place, the areas surrounding the pitch, the stands, passageways, walkways, staircases, lifts, bars, toilets, boxes, gantries, walls, windows, seats, boundaries, floodlights, media facilities, electronic scoreboards and replay screens, roofs, shops, car parks and other areas in and around the stadium grounds or places and airspace above these static or moving objects outside such stadium, ground or place; any security perimeter established by, or on behalf of, BCB and other land forming part of such stadium, ground or place); and any other areas notified in writing to the Media Rights Holder or Sub-Licensee by BCB, and Venues shall be construed accordingly.

2. AREA OF RIGHTS:

- 2.1 Satellite TV Channel Rights Including DTH (Direct-To Home) Rights:** The Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual and visual coverage of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 by way of Satellite Television and DTH (DIRECT-TO HOME) service provider that may be used for broadcasting in future but subject at all times to the Excluded Rights.

Territory: Worldwide and Bangladesh.

- 2.2 Digital OTT (Over-The-Top) Rights:** The Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual and visual coverage of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 by way of internet via OTT (Over-The-Top) platform that may be used for broadcasting in future but subject at all times to the Excluded Rights.

Territory: Worldwide and Bangladesh.

- 2.3 DTH (Direct-To Home) Rights:** The Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual and visual coverage of all Cricket matches of the Netherlands Team’s Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 by DTH (DIRECT-TO HOME) service provider that may be used for broadcasting in future but subject at all times to the Excluded Rights.

Territory: Bangladesh Only.

3. Grant of Rights and Term:

- 3.1 In consideration of the payment by the Media Right Holder of the Rights Fee, BCB hereby grants to the Media Rights Holder, during the Period and in the Bangladesh Territory, the Rights on an exclusive basis subject to, and in accordance with, the terms and conditions of this agreement and applicable laws of each Territory from time to time in force. For the avoidance of doubt, the Rights shall constitute the rights during the Period to broadcast or otherwise distribute audio-visual, visual coverage and textual Mobile Distribution of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025; matches and related events by way of Television, Mobile, internet Delivery and any other medium/ platform that may be used for broadcasting in future but subject at all times to the **Excluded/ Reserved Rights**.
- 3.2 The Rights granted to the successful Bidder shall represent the entire extent of the rights granted to it. All other rights to, and means of exploitation of, the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 are not specifically and expressly granted under the terms and conditions of a Media Rights Agreement are excluded from the rights granted to the successful Bidder and such rights, together with all revenues derived therefrom, are reserved by Bangladesh Cricket Board (BCB) for its sole benefit and accordingly may be exploited by BCB or any authorized third party anywhere in the world in such manner as BCB may decide in its absolute discretion.

In addition to any Live Rights and Highlights Rights via a Delivery System which are not granted to the successful Bidder, each Bidder's attention is drawn to the following rights which, without limitation, are reserved by BCB:

1. Fixed Media Rights;
2. Audio Rights;
3. Mobile Activation Rights;
4. Interactive Game Rights (including the right to operate a Fantasy League-type game in respect of any bilateral home series and to develop and distribute games operable on Mobile Devices);
5. Transportation Rights;
6. Archive Rights;
7. News Access Rights;
8. Public Screening Rights;
9. Remote Hospitality Screening Rights;
10. Ancillary Rights;
11. Reserved Clip Rights (including the right to make available Clips of varying durations to the public via the BCB Digital Media Assets, to Sponsors and to BCB Members);
12. AR/VR Rights;
13. Event Documentary Rights;
14. rights in respect of NFTs; and
15. rights in respect of BCB Pathway Events.

In cases of doubt, Bangladesh Cricket Board (BCB) will determine (in its absolute discretion) whether a means of Transmission or use falls within or is excluded from the definition of Rights or otherwise whether a right or means of exploitation falls within the **Reserved / Excluded Rights**

The Media Rights Holder should note that the BCB intends (but is not obliged) to issue a separate document or separate documents inviting offers to acquire certain **Reserved / Excluded Rights** for exploitation in the Territories.

In consideration of the payment by the Media Right Holder, BCB hereby grants to the Media Rights Holder the following:

Content Type	Content Duration	Rights Duration	Rights Channel
Highlights would be provided by BCB	20 min to 40 min	3 Years	<ul style="list-style-type: none"> • TV Broadcast, DTH • Any Digital Channel such like but not limited to APP, WAP, WEB, Facebook, YouTube.
Match Video Clip	Max 5 Min	3 Years	<ul style="list-style-type: none"> • TV Broadcast, DTH • Any Digital Channel such like but not limited to APP, WAP, WEB, Facebook, YouTube
Prize distribution ceremony after every match	N/A	3 Years	<ul style="list-style-type: none"> • TV Broadcast, DTH • Any Digital Channel such like but not limited to APP, WAP, WEB, Facebook, YouTube
Full Match Video re-broadcast	N/A	3 Years	<ul style="list-style-type: none"> • TV Broadcast, DTH • Any Digital Channel such like but not limited to APP, WAP, WEB, Facebook, YouTube

Promo Material:

Content Type	Content Duration	Rights Duration	Rights Channel
Official Promo	N/A	Perpetual	<ul style="list-style-type: none"> • TV Broadcast, DTH • Any Digital Channel such like but not limited to APP, WAP, WEB, Facebook, YouTube
Match Short Clip	Max 60 Sec	Perpetual	<ul style="list-style-type: none"> • TV Broadcast, DTH • Any Digital Channel such like but not limited to APP, WAP, WEB, Facebook, YouTube

- Broadcaster logo is mandatory in any promo materials as a master broadcaster.
- BCB logo is mandatory in any promo materials and content.

The Media Rights Holder must provide free live feed to the national broadcaster, i.e. **Bangladesh Television (BTV)** and **Bangladesh Betar** as per the National Broadcast Policy set out by the Government of Bangladesh from time to time.

3.2 All rights (whether now existing or created or discovered in the future) that are not expressly included in the Rights are unconditionally reserved to BCB and shall be deemed to be part of the **"Reserved/ Excluded Rights"**.

For the avoidance of doubt, the **"Reserved/ Excluded Rights"** shall include, without limitation, and by way of example only, the following:

- a) Fixed Media Rights;
 - b) Audio Rights;
 - c) Mobile Activation Rights;
 - d) Interactive Game Rights (including the right to operate a Fantasy League-type game in respect of any bilateral home series and to develop and distribute games operable on Mobile Devices);
 - e) Transportation Rights;
 - f) Archive Rights;
 - g) News Access Rights;
 - h) Public Screening Rights;
 - i) Remote Hospitality Screening Rights;
 - j) Ancillary Rights;
 - k) Reserved Clip Rights (including the right to make available Clips of varying durations to the public via the BCB Digital Media Assets, to Sponsors and to BCB Members);
 - l) AR/VR Rights;
 - m) Event Documentary Rights;
 - n) rights in respect of NFTs; and
 - o) rights in respect of BCB Pathway Events.
- p) **Official Film Rights** - All rights to create, produce and/or transmit (in any media whatsoever) any full length feature film (whether in documentary-style, purely fictional or otherwise) based on, and/or inspired by, BCB or the BCB Events.
 - q) **BCB Website** - BCB reserves the right to transmit Highlights of each Match and Ceremony via the BCB Website, such transmissions being limited to not more than 60 (Sixty) minutes in duration of Highlights per Match / Ceremony. Such Highlights may only be transmitted via the BCB Website and Official YouTube Channel 12 (Twelve) hours after conclusion of each Match or Ceremony. The Broadcaster will supply footage and highlights clips of any length for BCB Website and other BCB Official Social Media.
 - r) **Third Party News Access** - BCB reserves the right to grant to any third party the license to transmit, by means of any media whatsoever, Highlights for inclusion in any bona fide regional and/or international news service provided that each such transmission is always:
 - (i) As required by local applicable laws; or
 - (ii) In the absence of such laws, upon customary terms (being the transmission of footage of up to **90 seconds in duration per Match within 12 hours** after the end of the Match in question.

Provided that acknowledgement of the original host Media Right Holder is given.

Notwithstanding the foregoing, BCB intends to work together with the Media Rights Holder outside of Bangladesh to develop a reasonable third party news access strategy in accordance with customary practices in each Territory. All such news channels will be required to carry the / Bilateral Home Series' Network Logo on all their re-transmission. News Channels in Bangladesh will contact directly with the BCB for use of the Highlights for their news bulletins.

News syndication rights in the Bangladesh Territory will be done by the BCB on its own.

s) Major Sponsorship rights (i.e. Title sponsorship, Co-sponsorship, Associates Sponsorship) and All in-stadia advertising rights (i.e. Ground Boards, Mid-Walls, Sight Screens, Score Boards, Boundary Ropes, Pitch Mat, Bowling Ends, Umbrella, Stumps Branding, Dug-out Branding etc.)

t) Sponsorship, hospitality, merchandising and ticketing rights in respect of the BCB Events

u) Archive Rights. However, the Broadcaster shall be able to use the image/clip of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 till the date of expiration of the agreement.

v) Sponsor clip rights - the right for BCB Sponsors to use clips of up to two (2) minutes of Footage of each Match in any media for the promotion of the product/services and for the brands in respect of which BCB has granted them promotional and/or marketing rights provided that:

w) BCB will put in place an approval process for the use of such clips;

(l) No more than twenty (20) seconds of such Footage shall be included in any television advertisement; and

(m) Such clips of Footage shall not be used in any other audio-visual programming intended for transmission.

(n) Closed circuit television - for the avoidance of doubt, BCB shall be entitled to use the Live Feed of a Match without payment so that such feed can be:

(o) Simultaneously relayed by way of closed circuit television and/or screen or projection facilities (including so-called "big-screens") and to press box and hospitality suites at the Venue at which the relevant Match is played;

(p) Used for the "third umpire" and disciplinary purposes; and

(q) Used for the purposes of exploiting any of the Excluded Rights.

(r) Broadcasting Rights of Opening Ceremony of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.

(s) Any new technology;

(t) Inflight /On-board Rights- all rights to transmit, deliver and/or exhibit, by means of any media whatsoever, any audio-only, still or moving visual-only or audiovisual material relating the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 (including, the Feed), whether on a live basis or otherwise, for reception and/or exhibition by means of any in-flight or on-board entertainment

system aboard any aircraft, ship, train or other form of transport anywhere in the world; and all rights to exploit any and all commercial opportunities (including, for example, broadcast sponsorship and commercial airtime opportunities) arising from, and/or in connection with, each such transmission and exhibition.

2.3 Minimum Transmission Requirements

(i) In connection with the Rights, the Media Rights Holder must ensure that the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 matches are transmitted live in Bangladesh. The Media Rights Holder must provide free live feed to the national Broadcaster, i.e. Bangladesh Television (BTV) and Bangladesh Betar.

(ii) BCB shall be responsible for TV production of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 and the BCB will decide TV production level and Technical Specification at its sole discretion as set out in **Annexure 1**.

(iii) BCB reserves the right to have full control over the outsourcing/hiring production team/firm/company and necessary equipment to be appointed by the BCB. It has been agreed between the parties (i.e. BCB and Media Rights Holder) that all matches of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 shall be broadcasted in accordance with the terms set out by the ICC (International Cricket Council) in Minimum Standard for Live TV Production (**PRODUCTION LEVEL AND RELEVANT SPECIFICATION [Annexure 1]**), technical or otherwise, prescribed by the ICC. In case of any change in the ICC Broadcasting regulations/Broadcasting Guidelines or standard (technical or otherwise) prescribed by ICC, the BCB must ensure that all matches of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 shall be broadcasted upon complying with the said changes/modifications/upgradations at BCB's own costs. At all material times the minimum production requirements of the matches the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 must be complied with.

Any breaches from the Media Rights Holders' end shall be considered as a fundamental breach and, in which event, BCB shall be at liberty to take necessary legal action including but not limited to termination of Agreement, financial penalties etc.

(iii) Full match must be broadcasted (every single ball played must be televised LIVE) on match days where the BCB shall ensure maximum brand exposure of the sponsors of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025. In-Stadia branding should be prominently visible as per the standard practice (i.e. pitch mat, ground/perimeter boards, boundary ropes, sight screens, bowling end name display, co-sponsor/powered by sponsor etc.) during the game. Any breaches in this regard shall be considered as a fundamental breach. In case of such breach, BCB reserves the right to take necessary legal action including but not limited to termination of the Media Rights Agreement.

(iv) Ceremonies - BCB will organize, after each Match, a prize giving ceremony of no more than 15 (Fifteen) minutes duration which must be transmitted live in each Territory. If there are "Opening and

Closing Ceremonies" or any relevant events including Flash Interview, Spectators' engagement Interview, Participating teams' Interview during the match for, the BCB shall ensure they are carried live without any interruptions of any manner. However broadcasting rights of opening ceremony is "Excluded Rights".

(v) BCB reserves the right to transmit install match Clips, Highlights of the Match or Ceremony immediately after such Match or Ceremony on the BCB digital Platforms and Website. BCB intends to market the BCB Website. It will in no way impinge on the live rights so granted under this agreement. The Media Rights Holder fully acknowledges that BCB Archival Materials will be available on the BCB Website in the near future.

(vi) The Media Rights Holder shall at BCB's request provide unedited and broadcast quality footage of all post-match/day media conference for download from a dedicated FTP site (created and maintained by the Media Rights Holder) within 60 minutes of the conclusion of the press conference. The purpose of this requirement is to protect the rights.

(vii) Territorial Laws - The Media Rights Holder will ensure that transmissions of the Audiovisual Coverage (or any part thereof) and all activities undertaken in connection with the Rights must be in full compliance with, and subject to, all applicable laws of the relevant Licensed Territory including, without limitation, local laws relating to the television coverage of designated events of major importance to society (if any).

(viii) BCB shall be responsible for the LIVE TV production including but not limited to hiring of commentators, anchors, camera crews, talk show expert/ guest/ cricket expert, technicians, necessary equipment, graphics and statistical inputs at least 10(Ten) days prior to the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025. The unilateral commentary shall be exercised in English.

(ix) The Media Right holder shall not promote any brand conflicting with any of the sponsoring brand of the tournament. Further, all branding must be done with the approval of BCB and the Broadcaster undertakes to comply with the branding guidelines as follows:

1. **Commentary box backdrop** – Must contain BCB Logo, Event Logo, and Title Sponsor Logo along with Broadcaster Channel Logo. 50% of such backdrop must contain BCB Logo, Event Logo and Title Sponsor Logo.

2. **In-studio backdrop** - Must contain BCB Logo, Event Logo, Title Sponsor Logo along with Broadcaster Channel Logo and Broadcaster's Partner(s) Logo. 50% of such backdrop must contain BCB Logo, Event Logo & Title Sponsor Logo.

3. **Interview and Commentary Microphone** – Microphone flag branding must not exceed **57 mm X 48 mm** for **4 sides** where **Event & BCB logo** should be on at least 2 sides. Broadcaster's logo(s) should not be placed side-by-side. Microphone flag branding must not exceed **89.5 mm X 48 mm** for **3 sides** where Event logo should be on at least 1 side.

4. In TV production and other media i.e. internet deliveries – Logo & Brand visibility of event logo, BCB, Major sponsor, co- sponsor and associate sponsor of the tournament must be prominently visible.

Media right holder undertakes to comply with any further instruction/request of the BCB with regard to promoting brands during the live telecast or issued from time to time.

2.4 For the avoidance of doubt, the Excluded Rights are hereby reserved to BCB for its own use, exploitation and benefit without any limitation or restriction whatsoever, and the Media Rights Holder shall not permit any third party to, assert, represent or claim that they have any right, title or interest whatsoever to any of the Excluded Rights.

2.5 This Agreement shall remain valid throughout the Period as defined in Clause 1 above.

3. Rights Fees and Financial Guarantee:

3.1 In consideration of the grant of the Media Rights by BCB, the Media Rights Holder shall pay to BCB the Rights Fee in accordance with the following provisions:

- i) The Media Rights Fee of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 is **BDT**/- (in wordonly) exclusive of VAT and Taxes .

Note: The Media Right Fee is exclusive of LIVE TV production cost associated with the the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 and the BCB shall be responsible for cost related to the LIVE TV production of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 and related events.

ii) Rights Fee Payment Terms

The full Media Rights Fee for the Worldwide and Bangladesh Territory amounting to of **BDT**...../- (Bangladeshi Taka only) was paid by the Media Rights Holder in a single payment onAugust 2025, i.e., before execution of this Long Form Media Rights Agreement by the Bangladesh Cricket Board and the Media Rights Holder .

No Bank Guarantee (BG) Requirement:

Submission of a Bank Guarantee or any form of Security Deposit shall not be required since the full and final Media Rights Fee was paid by the Media Rights Holder in a single payment before execution of the Long Form Media Rights Agreement.

(iii) Media Rights fees are NET amount and excluding of VAT/Tax & any other deductions.

Match Cancellation Scenarios and Payment Consequences

	Scenario	Standard Industry Practice (Payment Rule)
1	Match cancelled without a ball being bowled	No payment is due for that match. If payment is made in advance, it is either adjusted against future rights or refunded proportionally
2	Match starts but is abandoned early (overs not meeting minimum threshold)	Payment is usually pro-rated or deemed non-payable, depending on the minimum broadcast duration clause (e.g., 10 overs in T20, 20 in ODI).
3	Match completed (even if reduced-overs)	Full payment is typically due if the match concludes with a result (even via DLS or other shortened format), unless

		otherwise agreed.
4	Series cancellation (entire tour not held)	No payment is due. If paid in advance, a refund or future series adjustment/credit is applied.
5	Rescheduled match/series within the same contract term	Rights fee is carried forward to the rescheduled date(s) without penalty or additional fee, provided the scope of rights remains unchanged.
6	Rescheduled match/series outside contract term	Subject to renegotiation, or extension clause, depending on availability of window and broadcaster agreement.
7	Number of matches in the series reduced or increased	Rights fee shall be adjusted on a per-match pro-rata basis. If matches are reduced, excess payment shall be refunded or adjusted. If additional matches are scheduled and agreed upon, the per-match fee shall apply to the additional games, subject to mutual written consent.

- 3.2 Time is of the essence in relation to the Media Rights Holder's payment obligations hereunder and in case of any delay in payment, BCB shall have the right to terminate this agreement in accordance with clause 5.1(b) of this Agreement and seek to recover loss and damages from the Media Rights Holder. Without prejudice to such rights, the BCB shall be entitled to charge interest on any late payment of any amount including any installment of the Rights Fee at rate not to exceed LIBOR plus 3%.
- 3.3 All amounts due under this Agreement as per clause 3.1 and 3.2 shall be paid by the Media Rights Holder within the timeframe stipulated in Clause 3.1(ii) & 3.2 above, and clear of, and without deductions based on production costs and expenses, any currency control restrictions, import duties, or any sales, use, value added or other taxes or withholdings of any nature whatsoever. In the event the Media Rights Holder is required to make any deduction or withholding in respect of any taxes, imposts, duties or other such charges in respect of any payment into the Designated Account hereunder, the Media Rights Holder shall gross up the relevant amount to ensure that BCB receives in the Designated Account the full cash amount that it would otherwise have been entitled to receive.
- 3.4 The payment obligation of the Media Rights Holder is unconditional and independent of all its other rights and/or obligations under this or any other contract(s).
- 3.5 For the purpose of securing the Media Rights Holder's obligation to pay Rights Fee into the Designated Account in accordance with the foregoing provisions of this clause 3, the Media Rights Holder irrevocably and unconditionally agrees to provide BCB with irrevocable financial guarantees in the form of a Bank Guarantee as set out in Clause 3.1(iii).
- 3.6 Where a particular payment is subject to tax, deduction or withholding tax or otherwise, the amount payable to BCB shall be grossed up to the amount of the deductible tax/withholdings and all payments to BCB shall be payable clear of all taxes, deduction and withholdings of whatsoever nature.
- 3.7 Upon completion of the full payment the bank guarantee will be released by BCB

- 3.8 The BCB shall appoint the Production Company and shall also be responsible for hiring of commentators, anchors, camera crews, talk show expert/ guest/ cricket expert, technicians, necessary equipment, graphics and statistical inputs, upon. All costs associated with the TV production shall be borne by the BCB.

BCB reserves the right to have full control over the outsourcing/hiring production team, necessary equipment. However, all necessary permissions, consents and licenses, including but not limited to permission from Bangladesh Bank, Bangladesh Television, Bangladesh Betar, National Board of Revenue, the Bangladesh Telecommunication Regulatory Commission and any other permissions from the Government of Bangladesh or any other Government of State or any other Country including relevant Ministry / Department shall be obtained by the Media Rights Holder for due performance of its obligations under this Agreement and the BCB shall in no way responsible for obtaining such permission.

- 3.9 The Media Rights Holder shall act at the instructions of BCB in its marketing campaigns and priorities and shall ensure full compliance with all BCB rules, regulations and policies as applicable and amended from time to time including the ICC and ACC rules and regulations and all BCB statutory and contractual obligations.
- 3.10 The Media Rights Holder shall indemnify BCB in full and hold it harmless against any loss and/or damages and/or claim and/or legal proceedings and/or actions of whatever nature incurred by BCB in relation to and/or arising out of, but not limited to, any Sub-License Agreement.

4. Representations and Warranties:

- 4.1 The Media Rights Holder hereby represents and warrants to BCB that:

- (a) it has the full right and legal authority to enter into, and is fully capable of performing its obligations under this Agreement in accordance with its terms;
- (b) the persons signing this Agreement have been duly authorized by the board of directors of the Media Rights Holder and no other action is, or will at any time during the Agency Period be, necessary to authorize the signature and entry into of this Agreement or the performance of any obligation provided for in or contemplated by this Agreement;

In this regard copy of both companies (i.e. companies under the consortium agreement) board resolution and Joint Venture/Consortium Agreement needs to be provided to BCB.

- (c) in executing, undertaking the obligations to perform and performing the terms and conditions under this Agreement, the Media Rights Holder is not in breach of any obligations nor duties owed to any third parties and will not be so as a result of performing its obligations under this Agreement. It also represents that by entering into this Agreement or performing its obligation, under the agreement, it is not in breach of any law;
- (d) It shall ensure and procure that in exploiting the Rights under this Agreement, it shall not make or distribute any obscene, libelous, blasphemous or defamatory content or statement or anything which infringes the copyright or other intellectual property rights of any third party or which is materially prejudicial to or affects or impairs the image of the game of cricket, the matches of the Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving

Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025, the BCB or the participating teams;

- (e) The Media Rights Holder shall be responsible for all and any costs, expenses, taxes, levies and impositions incurred in exploiting the Rights under this Agreement;
- (f) It shall abide by all relevant rules, regulations, orders, statutory impositions or restrictions whether imposed by national laws or any competent authority responsible directly or indirectly, in exploiting the Rights under this Agreement and shall obtain all relevant approvals, permissions and consents as are required by statute from time to time; and
- (g) It shall comply with all Broadcasting Guidelines issued by BCB and/or ICC from time to time.
- (h) Subject to Clause 2.3(viii), the BCB shall notify the Media Rights holder, the confirmed /final production details, name of commentator(s), final production details, name of commentators, footprints and Media Rights holder shall notify BCB the name of broadcasting TV channel outside the territory of Bangladesh etc. no later than at least 10 (Ten) days prior to Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.
- (i) The Media Right Holder shall not transfer the rights and obligations under this agreement to any other Broadcaster or Marketing Agent without prior written approval of BCB. The Media Rights Holder understands and acknowledges that the decision to grant approval to any transfer of rights and obligation shall be at the sole/absolute discretion of BCB.
- (j) The Media Right Holder shall not entertain any request made by any person either in their personal or professional capacity for any sort of exposure during live telecast unless such exposure has been approved only by the Chief Executive Officer (CEO) of BCB.
- (k) The Media Right Holder shall be liable to pay compensation to BCB for causing any loss or damage to any property of the stadium during their presence therein.
- (l) The Media Right Holder (Name) shall be severally liable to discharge/perform and comply with all the terms and conditions of this Agreement.

4.2 BCB hereby represents and warrants to the Media Rights Holder that:

- (a) It has the full right and legal authority to enter into and fully perform this Agreement in accordance with its terms including the right and authority to grant to the Media Rights Holder the rights and benefits set forth herein;
- (b) The Rights are and remain free and clear of liens, encumbrances, charges and claims and will not infringe any intellectual property, privacy or other rights of any entity;
- (c) It shall procure unrestricted access to all Venues at all reasonable times prior to, during and after the Matches for the purposes of exploiting the Rights, including in relation to production, recording and transmission services. In particular, BCB shall procure that unrestricted access is provided at all reasonable times and at no charge for the personnel of the Media Rights Holder and the Production Company for the purposes of installing, constructing and de-constructing any equipment, provided however that the costs of consumption of all telecommunications services shall be paid by the Media Rights Holder;

- (d) BCB shall also provide the Media Rights Holder with the following:
 - i) **Hospitality Box:** 01 (one) exclusive hospitality box having minimum 16 seats tickets shall be provided to the Sponsor. Sponsor or their nominated representatives will be invited in every match of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025.
 - ii) **Accreditation Cards:** The Sponsor and their nominated representatives and Production team will be given adequate accreditation cards and duty passes to execute their operation.
 - iii) **Car Parking Stickers:** The Sponsor will be provided necessary Car Stickers for the matches comprising the category as follows: Pick & Drop, Inside parking (VIP) outside parking.

5. Termination:

5.1 BCB may terminate this Agreement immediately by a written notice to the Media Rights Holder if:

- (a) the Media Rights Holder is adjudicated insolvent, involuntarily declares bankruptcy, makes a general assignment for the benefit of creditors, or fails to continue its business of broadcasting and /or event management or agency business; or
- (b) the Media Rights Holder fails to make payment to BCB of any sums due; or
- (c) the Media Rights Holder fails to provide/furnish any bank guarantee to Bank Guarantee within the stipulated timeframe specified in the Agreement; or
- (d) the Media Rights Holder breaches any warranty or other term of this Agreement (other than terms on payment of Right Fee, Production Cost and furnishing Bank Guarantee which must be paid as per schedule), which breach the Media Rights Holder fails to cure, if curable, within Fifteen (15) calendar days of BCB's notice to the Media Rights Holder of any such breach; or
- (e) the Media Rights Holder undergoes a change of control, where such change of control has a material impact on the Rights in the reasonable opinion of BCB.
- (g) the Media Rights Holder fails to broadcast LIVE every single ball played on match days and the Media Rights Holder fails to ensure maximum brand exposure of the sponsors and In-Stadia branding of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 which should be prominently visible as per the standard practice (i.e. pitch mat, ground/perimeter boards, boundary ropes, sight screens, bowling end name display, co-sponsor/powerd by sponsor etc.) during the game.
- (h) Notwithstanding the above, this agreement will stand as automatically terminated if the Media Rights Holder fails to make any payments to BCB as per the terms of this Agreement.

5.2 BCB may, without prejudice to its other rights under this Agreement or at law, suspend performance of its obligations under this Agreement or any of them, during any period in which the Broadcaster is in breach of any of its obligations under this Agreement including, by way of example only, its obligation to pay any Rights Fee (or any installment thereof) to BCB when due. Where such breach does not involve any failure to pay the Rights Fee or to deliver any

bank guarantee when due, BCB shall suspend performance only of those of its obligations which relate to the BCB Event in respect of which the breach has occurred and then only in a manner which is, in the reasonable opinion of BCB, proportionate to the breach.

- 5.3 Subject to clause 5.1(b) and (d), failure of the Media Rights Holder to comply with any of the provisions of Clause 3 will entitle BCB to immediately, without any prior notice, terminate this Agreement and it will be open to BCB to enter into a private arrangement/negotiation for some or all of the Rights with another 3rd party until a fresh tender is finalized in order to meet its ongoing requirements. All expenses incurred by BCB until the fresh tender is finalized to meet its requirements resulting from a breach by the Media Rights Holder of the provisions of Clause 3 will be at the risk and cost of the Media Rights Holder.

6. Consequences of Termination:

- 6.1 Upon expiry or termination of this Agreement for any reason whatsoever:

- (a) All of the Rights shall forthwith revert to BCB;
 - (b) The Media Rights Holder shall immediately cease to exercise and exploit the Rights, BCB Marks, and the Home Series Event marks and shall not thereafter use or exploit its previous connection with BCB or any of the BCB Events, whether directly or indirectly;
 - (c) BCB shall immediately thereafter be entitled to grant all or any of the Rights to any third party;
 - (d) BCB and the Media Rights Holder shall promptly return to the other all property of the other within its possession;
 - (e) The Media Rights Holder shall forthwith remit to the Designated Account the balance of the Rights Fee and any other sums that are outstanding and to be accounted for under this Agreement; and
- 6.2 Save where expressly stated otherwise, the expiry or termination of this Agreement shall be without prejudice to any rights already accrued to either of the parties under this Agreement.

7. Indemnity:

The Media Rights Holder indemnifies and hereby keeps BCB indemnified fully from and against all claims, demands, actions, proceedings, damages, liabilities, costs and expenses whatsoever (including legal fees and expenses actually incurred) arising directly or indirectly out of any breach or non-performance by the Media Rights Holder of any or all of its obligations, undertakings, warranties or assurances specified herein.

8. Series itinerary and Venue:

- i) The BCB reserves the right to make any changes to the declared schedule of Matches of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025. BCB undertakes to advise the Media Rights Holder as soon as practically possible. The Media Rights Holder shall be required to take out an appropriate insurance policy to cover the payment of and liability for, the Rights Fees and production costs in the event of the non-telecast, cancellation

or partial cancellation, postponement, relocation or curtailment of a Match for whatever reason, or any other factor which impacts, or may impact, on the Rights during the Agency Period, for whatever reason. Under no circumstances shall BCB be liable for any change of Schedule of Matches, any change of law or any governmental decree or action which impacts, or may impact, on the Matches or the Rights.

- ii) BCB shall finalize the venues to be used for Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 at its sole discretion; however, BCB reserves the right to make any changes to the declared venue of Matches of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025. BCB undertakes to advise the Media Rights Holder as soon as practically possible of any such changes.
- iii) For avoidance of doubt, BCB reserves the right to schedule, re-schedule, cancel, partially cancel, postpone, relocate, curtail of matches, of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 at any time at its sole discretion. Under no circumstances shall BCB be liable for any change of Schedule of Matches, any change of law or any governmental decree or action which impacts, or may impact, on the Matches or the Rights.
- iv) Any technical issues regarding Official Match Timing Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 is set out in ICC Standard Playing Conditions and it may be changed time to time.

9. Compensation

- 9.1 If for any reason Bangladesh Cricket Board (BCB) fails to organize and stage Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025, the BCB shall not be liable under any circumstances to pay compensation of any nature to the Media Rights Holder.
- 9.2 For any breach under this agreement the BCB may claim compensation to the Media Rights Holder.

10. Trade Mark Protections and Intellectual Property:

- 10.1 BCB hereby grants to the Media Rights Holder the non-exclusive right to use the BCB / Home Series Event Marks and the exclusive rights to use the designations set out below (and such other designations as may be approved by BCB) in order to advertise and promote its broadcast of the BCB Events:
 - (i) "Official Media Rights Holder" of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025;
 - (ii) "Media Right Holder of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025"; and

- (iii) "Broadcast Partner of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025"; and

10.2 Other than expressly set out herein, the Media Rights Holder shall not adopt, create or begin to use:

- (a) any registered or unregistered trademarks owned or used by BCB including, without limitation, the BCB Mark and BCB Event Marks in any language whatsoever; or
- (d) any term which is confusingly similar to, is a colorable imitation of, or is a derivation of, or which unfairly competes with, any such trademarks.

10.3 The Media Rights Holder shall not oppose any of the trademark or copyright applications filed by BCB or its affiliates, nominees or authorized agents in respect of any of the BCB Marks and the Home Series Event Marks. The Media Rights Holder and/or any Sub-Licensee shall not in any way challenge, or apply for any copyright, trademark, or patent protection, or domain name registration (whether in respect of, or in relation to, any of the BCB Marks or the Home Series Event Marks or otherwise), which would adversely affect BCB's proprietary, interests in the same, or assist any person to do so.

10.4 All Intellectual Property (including, without limitation, copyright) that subsists in the Feed, Footage, Audiovisual Coverage and International Commentary (including transmissions and recordings thereof by the Media Rights Holder and each Sub-Licensee) shall vest in, and be owned by, BCB for the full term of copyright including all renewals, reversions and extensions thereof and thereafter in perpetuity.

10.5 To the extent that any such Intellectual Property vests in the Media Rights Holder or Production Company under applicable law by virtue of the Media Rights Holder or the Production Company having produced or created the same, the Media Rights Holder shall ensure that all such Intellectual Property and other proprietary rights in the broadcast signal, Feed, Footage and Audiovisual Coverage (including, without limitation, copyright) that subsist in the Unilateral Coverage and Unilateral Commentary (including all transmissions and recordings of the same) shall, upon creation thereof, be assigned by the Media Rights Holder, Production Company for the full term of copyright including all renewals, reversions and extensions thereof and thereafter in perpetuity. In the case of copyright, such assignment will be by way of a present assignment of future copyright.

10.6.1 The Media Rights Holder shall ensure that the Event logo is prominently displayed on all match-related promotional materials in its capacity as the official broadcaster. It shall also ensure that the BCB logo is incorporated into all promotional and broadcast materials, in accordance with the brand guidelines to be communicated by BCB from time to time. The Media Rights Holder hereby undertakes and warrants that it shall only use BCB's brand name and logo on a non-exclusive, non-transferable and temporary basis, as per terms and conditions of this Agreement.

11. Confidentiality

- 11.1 Neither party shall disclose (or permit or cause its employees, agents or representatives to disclose), the marketing plans of the other party, or other confidential material or information disclosed to it (including the terms of this Agreement and any information disclosed during audit), to any third party, without the prior written consent of the party to whom the duty of confidentiality is owed, except to its Board of Directors or as may be required by law or to reasonably fulfill such party's obligation under this Agreement. Either party shall be entitled to any and all remedies available at law or in equity, including injunctive relief, in the event of any breach of such commitment to confidentiality. However this will not apply to right fees agreed by the Media Rights Holder. The Media Rights Holder shall not be permitted to hold a press conference in relation to the awarding of the Rights without the prior consent of BCB.

12. Waiver:

- 12.1 The failure at any time of the Media Rights Holder or BCB to demand strict performance by the other of any of the terms, covenants or conditions set forth herein shall not be construed as a continuing waiver or relinquishment thereof, and either party may, at any time, demand strict and complete performance by the other of such terms, covenants and conditions.

13. Assignment:

The Media Rights Holder shall not assign, at law or in equity (including by way of a charge or declaration of trust), transfer, charge or deal in any other manner with this Agreement or any rights or obligations under this Agreement, or sub-contract any or all of its obligations under this Agreement except with the prior written approval of BCB. BCB shall be entitled to assign its rights and obligations under this Agreement to any entity incorporated as a subsidiary of BCB in its absolute discretion.

14. NOTICE

All notices, requests, demand and other communications required or permitted to be given pursuant to or in connection with this Agreement shall be in writing in The English language and signed by the Party or by a duly authorized officer of the Party giving such notice, and shall be addressed as follows to the other Parties at the addresses set forth below or at such other address as may from time to time be given to the other Parties in writing for such purposes, and shall be (a) delivered personally or by overnight courier, (b) sent by facsimile transmission, (c) or sent by registered mail or (d) e-mail to the following addresses and persons:"

BANGLADESH CRICKET BOARD

(Media Rights Holder)

Nizam Uddin Chowdhury

Chief Executive Officer
Bangladesh Cricket Board
Sher-e-Bangla National Cricket Stadium
Mirpur, Dhaka-1216
Bangladesh
Phone : +880 2 8031001-4
Fax : +880 2 8031199
Cell : +880 171 3034333
Email : nchowdhury@bcb-cricket.com

Mr.

Designation:

Address:.....

Mobile:.....

Email:

15. BCB/Broadcasting Right Holder Relationship:

Nothing contained in this Agreement shall be construed as establishing an employer/ employee relationship or joint venture or partnership determined pursuant to instructions issued by BCB to the Media Rights Holder and BCB shall not be responsible in any way for acts or omissions of the Media Rights Holder beyond the scope of its authority, whether implied, apparent or otherwise under this Agreement.

16. Remedies:

In the event either party breaches any term or condition of this Agreement, the non-breaching party shall seek interim relief only from the tribunal of arbitrators as set out in clause 17 below only, provided that nothing shall prevent either party from seeking urgent injunctive relief through the courts of Bangladesh in order to protect their rights under this Agreement.

17. Governing Law and Dispute Resolution:

- 17.1 This Agreement shall be governed by and construed in accordance with the laws of Bangladesh. Any dispute arising out of or in relation to this Agreement involving the interpretation or implementation of the clauses of this agreement, or the breach, termination or validity thereof, shall be resolved in accordance with the procedures specified in this Clause which shall be the sole and exclusive procedure for the resolution of any and all such disputes before seeking recourse to Arbitration.
- 17.2 The parties shall attempt in good faith to resolve any dispute arising out of or relating to this Agreement promptly by good faith negotiations for a period of Seven (7) working days from receipt of written notice from either party that a dispute has arisen.
- 17.3 Any dispute arising out of or in relation to this Agreement involving the interpretation or implementation of the clauses of this agreement, or the breach, termination or validity thereof which has not been resolved as provided herein above within Seven (7) working days of the good faith negotiation, shall be settled exclusively by arbitration in Dhaka in accordance with the Arbitration Act 2001 of Bangladesh. The arbitration tribunal shall consist of 3 Arbitrators, with each party designating one arbitrator and the said chosen arbitrators designating the third arbitrator as the Chairman. The place of arbitration shall be Dhaka, Bangladesh and the language of arbitration shall be English. The decision of the arbitral tribunal shall be final and binding.
- 17.4 The parties hereby agree any award of the tribunal may be enforced in any court of competent jurisdiction.
- 17.5 Notwithstanding the above, any Bank Guarantee furnished by the Media Rights Holder under this Agreement shall not come within the purview/scope of this arbitration clause.

18. Section Captions:

Section captions contained in this Agreement are for reference purposes only and are in no way intended to describe, interpret, define or limit the scope, extent or intent of the Agreement or any provision hereof.

19. Entire Contract:

Upon execution, this Agreement shall constitute the entire understanding between the parties and, as such, may not be altered or modified except by an agreement in writing signed by all parties. Any previous agreements or understandings between the parties on the subject matters herein shall have no further force or effect.

20. Severance:

If any provision of this agreement shall be found by any court, government or administrative body, of competent jurisdiction, to be invalid or unenforceable, the invalidity or un-enforceability of such provision shall not affect the other provisions of this agreement and all provisions not affected by such invalidity or unenforceability shall remain in full force and effect. The parties hereby agree to attempt to substitute for any invalid or unenforceable provisions with a valid or enforceable provision, which achieves to the greatest extent possible the economic, legal and commercial objectives of the invalid or unenforceable provision.

21. Change in Law:

In the event of any change in Applicable Law anywhere in the world after execution of this Media Rights Agreement of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 that would impose further or additional obligations upon the Media Rights Holder, the Media Rights Holder hereby agrees to perform the said further or additional obligations to the extent applicable to the change in law at its own cost.

IN WITNESS WHEREOF, THE PARTIES HERETO HAVE EXECUTED THIS AGREEMENT ON THE DAY, MONTH AND YEAR WRITTEN ABOVE.

FOR AND ON BEHALF OF:

FOR AND ON BEHALF OF:

BANGLADESH CRICKET BOARD

(Media Rights Holder)

Name: Nizam Uddin Chowdhury
Designation: Chief Executive Officer, BCB.

Name: Mr.....
Designation:

Witness: _____
Name:
Designation:
Address: Sher-e-Bangla National Cricket Stadium,
Mirpur-2, Dhaka -1216, Bangladesh.

Witness: _____
Name:
Designation:
Address:

Witness: _____
Name:
Designation:
Address: Sher-e-Bangla National Cricket Stadium,
Mirpur-2, Dhaka -1216, Bangladesh.

Witness: _____
Name:
Designation:
Address:

ANNEXURE – 1

PRODUCTION LEVEL AND RELEVANT SPECIFICATIONS

Minimum Requirements For Cameras And Technologies

CATEGORY – C

(SRI LANKA, WEST INDIES, AFGHANISTAN, ZIMBABWE, IRELAND & OTHER)

SPECIFICATIONS FOR THE HOME SERIES INVOLVING BANGLADESH NATIONAL CRICKET TEAM (MEN)

1. CAMERAS:

- A minimum 20 broadcast cameras (12–14 manned, 6–8 unmanned).
- Camera Model: **4K UHD or Full HD broadcast-grade cameras.**
Sony HDC Series, Grass Valley LDX Series, Ikegami UHK Series.
Essential Accessories: RCP control panels, viewfinders, sturdy tripods, power units, and compatible cabling.
- Video Quality: Must be all **4k resolution.**
- All necessary latest gear and accessories including but not limited to; RCP remote control panel, viewfinders, tripods, cables etc. compatible to above mentioned 4k cameras.

2. CCU (camera control unit)

- **Compatible CCUs for selected cameras.**
- **Brands: Sony, Ikegami, Grass Valley.**

3. HAWKEYE:

DRS service by HAWKEYE will be contracted and arranged by BCB. But all the logistics and technical support required by HawkEye i.e., freight, crew boarding lodging, Per Diem (Industry Standard), food will be provided by Production Company / House. Also Needs to be upgraded to UHD.

4. VISION MIXER:

Grass Valley or Ross 12G UHD switcher (or equivalent). Includes control panels, tally light system, and vision wall.

5. LENSES:

All 4K supported optical zoom Lenses having minimum 12x, 24x, 90x and above . Please make sure to have spare lenses as a backup.

6. AUDIO-MIXER:

Minimum **Yamaha CL-5** or above.

All necessary gear for audio commentators and presenter with backups of microphones and batteries & 4 IFBs.

7. TALK BACK:

A comprehensive latest technology **talkback system** between the director, vision mixer, graphics operator, producer, floor manager, camera-personnel, audio engineer, commentators, talent etc.

8. GRAPHICS:

TV Live Broadcast **4K / HD GFX** Includes Scoring, (Augmented Reality) AR Graphics on drone, (Virtual Reality) VR Graphics, Field Plotter, Tagger AR on Broadcast cameras, Wipes, TRANSITIONS (**Either 12G or upgraded to 12G**).

Graphics animation and operation through **vizrt** (Visualization in Real-Time) or a similar platform integrated with the live broadcast setup with real-time updates during coverage. The designed graphic templates to be integrated.

All Graphics for Live TV production must be **Top-notch compared to ICC and ACC's Major event** and every designs / cuts must be sent to BCB at least 30 days before any event for approval.

9. TITLES, TRANSITIONS & PACKAGING:

Proposed Titles and Packaging must be sent to BCB at least 30 days before any event for approval. Titles should be distinct in every series.

10. EVS (Electronic Video Server):

Six "**EVS XT3**" or latest model of EVS servers having minimum 12 Channel each.

11. STUDIO:

A setup including Lights, reflectors, chairs, PGM monitor, Audio on the floor, IFB's for a 1 + 2 studio on the ground and minimum 2 camera with 4k setup.

12. LIVE STREAMING:

Live Streaming setup in addition to the live TV Broadcasting setup for the live streaming of the matches over a digital medium. Live stream to be executed on a maximum of two different avenues (live & delayed).

13. HIGHLIGHTS:

A workstation and an editor for highlights of the day's play. Long form Highlights 22 minutes and Short form Highlights 8-10 minutes for each day's play. The 22 Minute highlights to be uploaded every day from the venue.

14. ENG CREW:

A 3-person ENG Crew: Producer, cameraperson & editor for all the content.

15. CONTENT SERVICE & DIGITAL CLIPS:

In addition to production of the World Feed broadcasts and programming, BCB will be commencing a basic content service with provision of supplementary features, interviews, colour and press conferences for the series.

An editor with workstation for digital clips during Live. A maximum of 5 clips per hour to be delivered to BCB media team. The BCB team will send the required editorial.

16. EVS MELT:

EVS melt to be played from the venue right after highlights and each day's **EVS melt** must be recorded in recorder/ hard drive as well.

17. RECORDING MEDIA:

4k recorder of any Latest & well reviewed brands.

18. SATELLITE UPLINKING:

Include the costing and solution for up-linking Asia Sat 5/7/Intelsat 20 (IS-20) with BT extension at a frequency of 9 MHZ.

Quality HD 1080i/1080p

19. TECHNICAL & OPERATIONAL CREW:

Production crew working on the project with an experience of at least 10 years in Live sports production/ programming.

20. THIRD UMPIRE

Complete 3rd Umpire set-up with integrated technology i.e., UHD Monitoring with all the panels as required to be installed in his position.

21. COMMENTARY PANEL:

Production Company must ensure BCB to on- board / assigned world's renowned , legendary top 5 overseas commentators in the Commentary Panel.

22. ZING STUMPS & BAILS :

23. SPIDER CAM: Must include the Spider Camera.

24. DRONE CAMERA:

25. BUGGY CAM:

26. OTHER TECHNOLOGICAL ENHANCEMENT :

- Drone AR
- AR Player Tracking (real-time optical tracking of players on a cricket field)
- Hyperview Via 3D Virtual Re-Creation.
- Other

***Camera Position, Minimum Lens & Magnification Plan – Subject to change**

CAMERA NO.	CAMERA POSITION	LENS (MIN)	OPERATION	SPECIFIC REQUIREMENTS
1.	End-on Main Camera (Near) – 86x – Manned	86x	Manned	
2.	End-on Main Camera (Far) – 86x – Manned	86x	Manned	
3.	Ball Follow – 90x – Manned	95x	Manned	
4.	Slips – SuperMo – 90x – Manned	95x	Manned	
5.	Square Leg – 95x – Manned	95x	Manned	
6.	Reverse Slips – UltraMo – Manned	14x	Manned	
7.	RF Handheld – 14x – Manned	Tight/ Wide	Unmanned	
8.	Spidercam – Remote	22x	Hawkeye – Unmanned	
9.	Drone Cam – UAV	22x	Hawkeye Unmanned	
10.	10–15. Hawk-Eye Cameras (x6) – Unmanned	22x	Hawkeye – Unmanned	

11.	Studio Cam – 22x – Manned	Fisheye	Locked	
12.	Commentator Cam	WA	Locked	
13.	Drone-Cam	Built-in	R. Controlled	
14.	SpiderCam			
15.	Dug Out Cam 1		R. Controlled	
16.	Dug Out Cam 2		R. Controlled	
17.	Studio Cam 1	14x	Manned	
18.	Studio Cam 2	22x	Manned	
19.	ENG Setup	22x	Manned	
20.	Press Conference	22x	Manned	

MINIMUM EDITORIAL REQUIREMENTS:

1. BCB shall provide a **Break format/ Feed Flow** for live coverage, **Highlights, digital clips** and other such deliverables to the successful company and the vendor is expected to adhere to the style sheet. For reference the Production Company may be required to provide up to 5 clips per hour for BCB's Digital platform as per the brief shared by the BCB.

2. Proposed running orders and commentary roster need to be sent to BCB for approval no later than 24 hours prior to the start of the day's play.

3. A 45-minute Pre-show of Day 1 of Test matches and 30 minute pre-show for the following days

4. A 15-minute, two-part, wrap up of each day's play.

5. A 45-minute Pre show & 3 part Post Show for all the ODIs & T20Is.

6. Flash interview at the end of each session

7. Presentation Ceremony

8. Press Conference/ Media Briefing

BCB shall be responsible for TV production of Netherlands Team's Tour of Bangladesh 2025 comprising of 03 T20i, involving Bangladesh National Cricket Team (Men) from 26th August 2025 to 4th September 2025 and the BCB will decided TV production level and Technical Specification at its sole discretion.

ANNEXURE - A

Itinerary

Netherlands Team's Tour of Bangladesh 2025

Date	Activities	Time	Venue	Opponent	Test	ODI	T20i
Tuesday, August 26, 2025	Netherlands arrives in Bangladesh			Netherlands			3
Wednesday, August 27, 2025	Rest/Practice		SICS, Sylhet				
Thursday, August 28, 2025	Practice		SICS, Sylhet				
Friday, August 29, 2025	Practice		SICS, Sylhet				
Saturday, August 30, 2025	1st T20i vs Netherlands	18:00 - 21:10	SICS, Sylhet				
Sunday, August 31, 2025	Rest/Practice		SICS, Sylhet				
Monday, September 1, 2025	2nd T20i vs Netherlands	18:00 - 21:10	SICS, Sylhet				
Tuesday, September 2, 2025	Rest/Practice		SICS, Sylhet				
Wednesday, September 3, 2025	3rd T20i vs Netherlands	18:00 - 21:10	SICS, Sylhet				
Thursday, September 4, 2025	Netherlands Departs						

Note: This is a tentative itinerary. Number of matches are indicative and may increase or decrease. Type of Matches, Match timing, dates and venues are subject to change. Match schedule shall be finalized by BCB at its sole discretion.