

iRACING BROADCAST POLICY

v.2021.02.01



1. EFFECTIVE DATE: FEBRUARY 1, 2021

This Broadcast Policy applies to any person or entity broadcasting iRacing's racing streams ("Broadcaster"). By broadcasting any such stream (a "Broadcast") Broadcaster agrees to the terms of this Broadcast Policy. The Broadcast Policy may be updated from time to time by iRacing. It is Broadcaster's duty to ensure that Broadcaster is in compliance with the most up-to-date Policy, as posted on www.iracing.com.

2. BROADCASTING VS. STREAMING

- a. Broadcasting is defined as 'TV style' production with overlays (running order, track position, etc), commentator(s), multiple camera angles, race analysis, etc
- b. Streaming is defined as POV (Point of View) style production, with optional driver view camera. Does not typically include TV style overlays and dialogue is focused on community vs. calling the full race

3. IRACING BRANDING GUIDELINES FOR BROADCASTING

- a. Broadcaster must credit iRacing as the simulation software being used to stream and during the stream for every applicable race. The iRacing mark or trademark described below must be a permanent part of the stream, to include both live streams and replays. Broadcaster may only use the approved iRacing trademarks and logos provided by iRacing (the "Approved iRacing Marks"), and only for this purpose.
 - i. iRacing in title of series / event
 - ii. iRacing logo or watermark on one of the four corners of the broadcast (minimum size of 185 x 45 pixels on a 1920 x 1080 canvas)
 - iii. iRacing to be named on streaming platform 'category'
- b. Broadcaster must credit iRacing as the simulation software being used to stream the applicable race in all communications regarding the Broadcasts; including but not limited to press releases, internet posts, social media, and print media.

4. BROADCAST CONTENT GUIDELINES

- a. Commentators will at all times behave in a professional manner while on the Broadcast.
- b. Commentary must not include offensive or vulgar language. Commentators must be respectful of all participants, sponsors, partners and iRacing. Defamatory, derogatory, racist, sexist or other degrading language will not be tolerated. For the avoidance of doubt, use of such language by a commentator engaged by Broadcaster shall be deemed a breach of this Policy by Broadcaster.
- c. No advertising of any illegal activities may be included within or in connection with the Broadcasts.

5. TELEVISION BROADCASTS

- a. Unless otherwise agreed to between Broadcaster and iRacing in writing, Broadcaster may only broadcast the Broadcasts on its owned and operated digital channels. Additionally, Broadcaster must obtain iRacing's permission if the broadcast is going to be 'aired' on Linear TV/Traditional TV.
- b. Notwithstanding the foregoing, in no event is Broadcaster permitted to create a Broadcast, or otherwise stream, iRacing's stream of any Official Pro Series Race or any other race that iRacing is officially broadcasting, on any platform at any time without iRacing's permission.
- c. In addition to the above terms, Broadcaster is subject to terms and conditions of the iRacing End User License Agreement.

STREAMING GUIDELINES

Streaming one's own POV on services like Twitch or YouTube is allowed currently – iRacing must be credited as the game being shown. Full broadcast branding (as outlined above in section 3) is not required however. Broadcast content guidelines (outlined above in section 4) must be followed while streaming.

Questions on the policy can be directed to Kevin Bobbitt at Kevin.Bobbitt@iRacing.com