

**MAJOR LEAGUE BASEBALL
ADVERTISING STANDARDS & RULES
FOR BASEBALL PROGRAMMING**

(effective as of March 1, 2024)

Set forth below are the standards and rules of Major League Baseball (“MLB”) with respect to the inclusion of Advertising (as defined below) during, or in connection with, the transmission, exhibition, distribution, promotion, marketing or display, whether via over-the-air, pay television, radio, Interactive Media or any other medium now known or hereafter created (collectively, the “Transmission”), of any programming by, or pursuant to rights granted by, MLB in the United States (“MLB Programming”) and any programming by, or pursuant to rights granted by, any MLB Club in its home television territory (“Club Programming” and, collectively with MLB Programming, “Baseball Programming”).

As used herein, “Advertising” means: (i) any commercial and/or promotional spots during commercial breaks or immediately prior to or following any Transmission (including, without limitation, pre-roll and post-roll); (ii) any association with and/or promotion of a product, service or offering (including through links or referrals to such advertising or promotion) appearing on any page, screen or other discrete location with, within or audible during a Transmission; or (iii) any Enhancements. As used herein, “Enhancement” means any commercial or promotional identification, recognition and/or announcement, including, without limitation, any vignette, feature, element (including, without limitation, a presenting sponsorship, rejoin, watermark, bug, sponsored “short”, play of the game, crawl/ticker, bump, wipe, hashtag integration, or elevator or viewing platform (e.g., a blimp or aerial display)), billboard, drop-in, virtual or augmented reality feature, virtual electronic signage or graphic, whether audio or graphic or both, whether static or animated, but not including any commercial and/or promotional spots during commercial breaks or immediately prior to or following any Transmission.

A. All Advertising: Prohibitions

No Advertising (including any Enhancements) during, or in connection with, Baseball Programming may include any of the following advertisers or content:

1. Any tobacco, e-cigarette, natural cannabinoid or synthetic THC product and any related paraphernalia, unless (i) a cannabidiol (CBD) product is NSF Certified for Sport® (ii) any such Advertising is limited to the NSF Certified for Sport® CBD product and (iii) approved in advance in writing by MLB.
2. Any product that is then-identified as, or contains, a “Prohibited Substance” under MLB’s drug programs (see <http://mlb.mlb.com/pa/pdf/jda.pdf>, as may be amended, supplemented or otherwise modified from time to time) unless approved in advance in writing by MLB.
3. Products, services or other advertising elements or content that are illegal in any jurisdiction in which the Advertising is displayed or heard.
4. Entities primarily engaged in blockchain-related products or services, cryptocurrencies, non-fungible tokens or other blockchain-based digital assets or technologies now known or hereafter created (e.g., fan token) unless (i) no cryptocurrency, initial coin offering or cryptocurrency sale is the subject of such Advertising, (ii) the name of the promoted entity is different than any specific cryptocurrency or coin referenced in such Advertising and (iii) approved in advance by MLB.
5. Any person or entity that engages in the sale of MLB or MLB Club game or event tickets not

authorized by MLB.

6. Advertisers or content prohibited by these Advertising Standards & Rules for Baseball Programming or any other MLB rule, regulation, standard, policy or guideline.

B. All Advertising: MLB/Club Approval

Unless approved in advance in writing by MLB with respect to the Transmission of any MLB Programming, or by the applicable MLB Club with respect to the Transmission of any Club Programming, no form of Advertising (including Enhancements) may include any of the following advertisers or content:

1. Firearms or other weapons or ammunition.
2. Sexual or sex-related materials or services or establishments.
3. Contraceptives or sexual enhancement products.
4. Any network or media platform (e.g., websites, apps, etc.) owned or controlled by any sports league (other than MLB or Minor League Baseball (“MiLB”)) or any team of any sports league (other than MLB or MiLB).

C. Enhancements: MLB/Club Approval

Unless approved in advance in writing by MLB with respect to MLB Programming, or by the applicable MLB Club with respect to Club Programming, no Enhancement may include any of the following advertisers or content:

1. Social cause/issue advocacy or political advocacy unless required by law.
2. Solicitations of funds, volunteer efforts or religious institutions.

For the avoidance of doubt, each MLB Club must consult with MLB prior to granting approval in any category set forth in Sections B or C of these Advertising Standards & Rules for Baseball Programming.

D. Sports Betting

Except as otherwise set forth in this Section D, no Sports Betting Advertising is permitted in the MLB Game Window. “Sports Betting Advertising” means any Advertising that promotes or references (i) betting on any sport (including Advertising that promotes or references betting on any sport placed by or on behalf of a casino that operates a sportsbook (e.g., MGM and Harrah’s), a fantasy sports company that operates a sportsbook (e.g., DraftKings and FanDuel) or a pure sportsbook (e.g., William Hill)), (ii) iGaming products operated by a sports betting operator or (iii) products that serve as conversion platforms for sports betting on any sport (e.g., daily fantasy or free-to-play contests) that are operated by a sports betting operator. “MLB Game Window” means the live or delayed Transmission of a full or condensed MLB game and the pre-game or post-game show associated with any such MLB game Transmission.

1. *Approved Sports Betting Operator*. Sports Betting Advertising during, or in connection with, Baseball Programming may not promote a sports betting operator unless such operator has a then-current agreement with MLB with respect to such entity’s sports betting operations (an “Approved Sports Betting Operator”).

2. *MLB Game Window.* Any person or entity authorized for Transmission of Baseball Programming (each, a “Baseball Programming Partner”) may only accept Sports Betting Advertising during an MLB Game Window (i) with the prior consent of the authorizing entity (i.e., the MLB Club or MLB, as applicable) and (ii) subject to the following:

(a) SBA Inventory.

- Sports Betting Advertising during an MLB Game Window shall be limited to (i) spots no longer than thirty (30) seconds in duration during traditional commercial breaks (“Traditional SBA Spots”) and (ii) to the extent otherwise permitted, advertisements referenced or shown during gameplay and/or breaks in game action (“In-Game SBA Inventory”, and, together with Traditional SBA Spots, “SBA Inventory”).
- No more than twelve (12) total Traditional SBA Spots may run within any MLB Game Window, with no more than eight (8) Traditional SBA Spots during the Transmission of a live, delayed or on-demand MLB game and no more than an aggregate of four (4) Traditional SBA Spots during the pre-game and post-game shows immediately preceding or following such MLB game; provided that two (2) additional Traditional SBA Spots may run within an MLB Game Window if such additional Traditional SBA Spots are primarily focused on a responsible gaming public service campaign.
- No more than one (1) Traditional SBA Spot may run during any commercial break period within an MLB Game Window.
- No more than two (2) In-Game SBA Inventory may run during any MLB Game Window.
- In-Game SBA Inventory may only reference odds if they are exclusively related to MLB and such references should only be contextual; provided that no odds may appear in virtual signage inventory.
- SBA Inventory may only promote a sports betting operator that is an Approved Sports Betting Operator.

(b) Advertising Features.

- Solely to the extent approved by both MLB and the applicable MLB Club, a Baseball Programming Partner may:
 - Name an Approved Sports Betting Operator as an entitlement partner to a pre-game or post-game show (e.g., Pre-game show “Presented By”).
 - Include one content feature not more than five (5) minutes in length consisting of sports betting-related content (such as odds, storylines and predictions) only during each pre-game or post-game show associated with an MLB game. Such content feature may only be sponsored by, or otherwise refer to, a sports betting operator if it is an Approved Sports Betting Operator.

3. *Outside MLB Game Windows.* Baseball Programming Partners may accept Sports Betting

Advertising that is displayed or heard other than during an MLB Game Window; provided that any Sports Betting Advertising shall be limited to that of Approved Sports Betting Operators if such Sports Betting Advertising (i) is displayed or heard in a live or delayed Transmission of a primarily baseball-related show or (ii) is used in connection with, or likely to be associated with, any MLB or MLB Club intellectual property, including, without limitation, highlights, trademarks (e.g., logos and word marks) and trade dress elements (e.g., uniform designs and stylizations) (collectively, “MLB IP”).

4. *Sports Betting Advertising Content.* The following shall apply to all Sports Betting Advertising (including, for the avoidance of doubt, SBA Inventory) during, or in connection with, Baseball Programming:
 - (a) Sports Betting Advertising must comply with applicable laws, rules and regulations in the territory(ies) in which it will be accessible or viewable.
 - (b) Sports Betting Advertising should reflect that sports betting is an entertainment activity that should only be consumed by responsible adults and be marketed accordingly to that audience.
 - (c) No Sports Betting Advertising should be designed to appeal to individuals below the legal age for sports betting and should avoid elements that could attract underage groups. Features that should be considered or restricted include symbols, language, music, gestures, cartoon characters, and groups or organizations.
 - (d) Sports Betting Advertising should not promote or condone irresponsible betting or gambling behavior, or excessive participation.
 - (e) No messaging should suggest that social, financial, or personal success is guaranteed by engaging in sports wagering, nor should any message suggest that sports betting be considered as a viable profession.
 - (f) Sports Betting Advertising should not be misleading and should not promote any illegal activity.
 - (g) Any actors or bettors represented in Sports Betting Advertising should dress and look to be of an adult age (i.e., no participants in such Sports Betting Advertising should appear to be at or below the legal age for betting).
 - (h) Unless highlights are expressly licensed by MLB for such use, Sports Betting Advertising may not feature (i) current MLB players or (ii) former MLB players if such former MLB player (A) is a current employee of MLB or an MLB Club, (B) is associated with his former MLB Club in such Sports Betting Advertising (e.g., appearing in uniform) or (C) references specific baseball bets or wagers in such Sports Betting Advertising (e.g., “Bet on Tonight’s MLB Game”).
 - (i) Sports Betting Advertising may not promote “risk free bets”, “free bets” or similar calls-to-action.
5. *Responsible Gaming Messaging.* Sports Betting Advertising must contain the responsible gaming messaging required by applicable law, and should contain, whenever commercially practicable, the following responsible gaming messaging:

- (a) Appropriate references to the National Council on Problem Gambling – by including their 24-Hour Confidential National Hotline (1-800-522-4700), Online Chat Center (ncpgambling.org/chat), or referring people to their website to seek additional information (ncpgambling.org) – or an equivalent organization outside of the United States.
- (b) A responsible-gaming appropriate tagline (for example, to close an on-air television commercial). While the tagline is at the discretion of the operator, appropriate examples include: “Winners know when to stop,” “Know your limit. Play responsibly,” “Bet with your head. Stay in control,” and “Have a game plan. Bet responsibly.”
- (c) Such responsible gaming messaging should be legible and in relative proportion to any script, logos, or operator branding. Messaging should also have sufficient duration to facilitate exposure (i.e., messaging should be present for at least 10% of the total ad-length or otherwise incorporated in a prominent manner).
- (d) Any audio-based script reads referring a sports betting promotion should end with references to an appropriate responsible gaming tagline, as well as references to NCPG assistance opportunities. These scripts should last for at least 10% of the total ad-length or otherwise be incorporated in a prominent manner.
- (e) Any sponsored segment (e.g., a 5-minute feature in a pre-game show) that references sports betting content or a sports betting branded partner should include a similar on-air reference to a responsible gaming tagline, as well as references to NCPG assistance opportunities, either verbally or visually (for example, through an on-air graphic).

E. Interactive Media Transmissions

In addition to complying with the other restrictions set forth elsewhere in these Advertising Standards & Rules for Baseball Programming, unless otherwise approved by MLB, no page, screen or other discrete Interactive Media location that includes Baseball Programming or any other MLB IP may contain any Advertising or other promotion (including through links or referrals to such Advertising or promotion) of any third party (or product, service or other offering of any third party) that conducts business in a business category in which MLB Advanced Media, L.P. (“MLBAM”) is materially involved, including, without limitation, the following:

1. Online sale or resale of tickets.
2. Online sale of baseball-related merchandise or services.
3. Provision of MLB game statistics.
4. Free to play predictive games.

F. Reciprocal Promotion

To the extent a Baseball Programming Partner uses any Advertising during, or in connection with, a Transmission of Club Programming that includes a reference to such Baseball Programming Partner’s website, app or social media account, such Baseball Programming Partner will be required to promote MLB.com (or the applicable Club.com, MLB app or MLB or MLB Club social media account) during,

or in connection with, such Transmission of Club Programming in the same size and location, and with the same prominence, as such Baseball Programming Partner has promoted its own website, app or social media account.

G. General

In addition to the foregoing, MLB reserves the right to, in its sole judgment, reject or instruct any Baseball Programming Partner to cease the use of any Advertising during, or in connection with, any Baseball Programming Transmission if: (i) such Advertising (w) impairs the viewing or listening of the applicable programming, (x) does not comply with these Advertising Standards & Rules for Baseball Programming, any other applicable MLB rule, regulation, standard, policy or guideline or federal, state, provincial or local laws or regulations, (y) could reflect negatively on MLB or any MLB Club or player or (z) is defamatory, dishonest, obscene, profane, in bad taste or offensive, either in theme or in treatment; (ii) such Advertising pertains to an online brand or business in which MLBAM is materially involved (other than the primary online brand or business of the applicable Baseball Programming Partner as long as such partner complies with Section F of these Advertising Standards & Rules for Baseball Programming, if and to the extent applicable); or (iii) such Baseball Programming Partner rejects or has previously rejected any Advertising submitted by MLB as part of MLB's institutional or advertising inventory pursuant to any applicable agreement between MLB and such Baseball Programming Partner (e.g., tune-in promotion to MLB telecasts with day/date/time/network identification, promotion of MLB charitable initiatives) and MLB, in its sole judgment, deems such rejected Advertising to be analogous to the Advertising proposed to be used or being used by such Baseball Programming Partner during, or in connection with, any MLB Programming. MLB reserves all rights necessary to amend, modify and/or supplement these Advertising Standards & Rules for Baseball Programming at any time. Any requested waiver from any restrictions set forth in these Advertising Standards & Rules for Baseball Programming shall be granted in the sole and absolute discretion of MLB and may be withdrawn at any time.

For the avoidance of doubt, all Advertising during, or in connection with, a Baseball Programming Partner's Transmission of any Baseball Programming shall also be subject to, and comply with, the rules, regulations, standards, policies and/or guidelines of the applicable Baseball Programming Partner that intends to transmit or exhibit such Advertising.