

Sponsorship opportunities EBU Network Technology Seminar 2026

About EBU industry events

EBU Technology & Innovation industry events are meeting points for decision-makers and technologists at public service media and technology providers. We strive for a healthy media technology ecosystem that allows all participants to thrive.

Our sponsorship opportunities aim for a mutually beneficial relationship, allowing us to deliver greater value to our unique audiences and our sponsorship partners to benefit from the exposure to them.

Editorial programme decisions remain independent from our sponsorship agreements.

Event

The annual EBU Network Technology Seminar (NTS) is held at EBU Headquarters in Geneva. Our conference room seats up to 160, and capacity is extended by an online streaming option.

NTS is a flagship industry event focused on the latest developments in media production infrastructures, networks, and cloud technologies. With a decade-long history and a reputation as the go-to event for media professionals working with the latest innovative technologies, NTS attracts a growing and dedicated audience year after year. The event provides a unique opportunity for attendees to network, learn and explore cutting-edge technology solutions for media production and distribution.

Attendees, including CTOs, media technologists, solution architects, and decision-makers, visit NTS to stay informed on the latest technology developments, exchange ideas and insights, explore collaboration opportunities, and network with their peers and the wider industry.

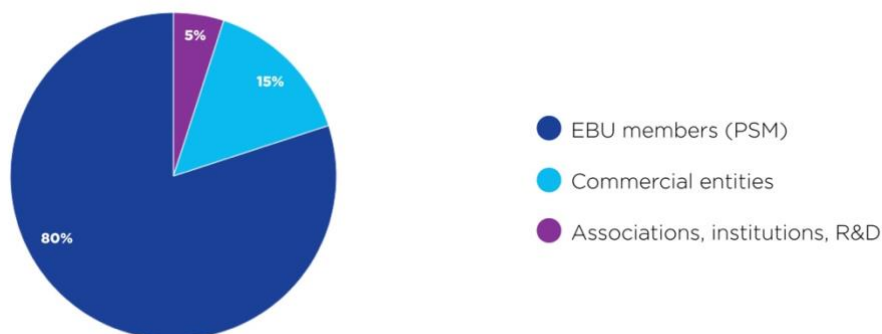


Figure: Average audience breakdown for the EBU Network Technology Seminar

Sponsorship packages

See next page

EUROPEAN BROADCASTING UNION

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Sponsorship packages

All prices are net (no value added tax included).

Rebate

For small and medium enterprises (less than 250 employees) 25%

Packages

Package A: Premium conference sponsor and exhibitor EUR 8'000

- Large logo in 'Supported by' section on the event page
- Logo on event branding on site
- Logo on large screen in breaks
- Branded demonstration pod in prime position in the conference room foyer
- 4 conference tickets
- Access to event presentations for all of the sponsor's staff with a company email address
- Access to marketing list of event attendees (opt-in list)

Package B: Conference sponsor and exhibitor EUR 5'000

- Logo in 'Supported by' section on the event page
- Logo on event branding on site
- Logo on large screen in breaks
- Branded demonstration pod in regular position in the conference room foyer
- 2 conference tickets

Package C: Conference sponsor EUR 3'000

- Logo in 'Supported by' section on the event page
- Logo on event branding on site
- Logo on large screen in breaks
- 2 conference tickets

Package S: Social event sponsor [Contact us](#)

- Logo in 'Supported by' section on the event page
- Logo on event branding on site
- Logo on large screen in breaks
- Logo displayed at social event site with 'sponsored by' note
- Opportunity to give a speech during the social event
- 2 conference tickets

Notes on collateral and materials

Logos to be provided by sponsor in vector or PNG format with transparent background. Logo will appear on both white and dark backgrounds. Demonstration branding to be supplied as high-resolution A3 landscape PDF. Exhibitors in prime positions (package A) are welcome to bring additional roll-ups. EBU supplies table, screen, internet and A3 branding print.

Sponsorship agreement / signatures

Notes: This page shall not be filled in by your company if the sponsorship agreement is concluded through the online checkout option.

If you do not have the authority to commit your company, it is your responsibility to not conclude the sponsoring arrangement as set out herein. If you have any questions, please contact tech@ebu.ch.

This sponsorship agreement includes the details and prices given on the “Sponsorship Opportunities Rate Card” of the chosen EBU event as well as the “Terms and Conditions for Sponsorship” set out below (see next pages).

EBU event to be sponsored	
Chosen sponsorship package and fee	
PO number to be added to invoice (if required)	
Registered company name and address (“Sponsor”)	
Contact person	
Contact person email	
Contact person phone	

The conclusion of this sponsorship agreement between your company and the EBU on a valid and legally binding basis is not dependent upon the exchange of any original and/or handwritten signature version. The parties acknowledge and agree that the signed and exchanged digital “pdf” version of this sponsorship agreement bearing signature of their duly authorised representative(s) (it being acknowledged that scanned digital signatures shall be deemed sufficient) shall be treated as originals, fully binding and with full legal force and effect. The parties hereby waive all rights they may have to object such treatment.

Signed on behalf of the company

Signed on behalf of the EBU

Name:
Title:
Date:

Name:
Title:
Date:

Sponsorship agreement / company details

If there haven't been any previous contractual or financial dealings between your company and the EBU, please fill in the following details so we can add your company to our database and process invoices as required.

General Information	
Registered company name ("Sponsor")	
Registered address	
Postal code and city	
Country	
Email address	
Contact name	
Telephone number	
Web site (if available)	
VAT number	
Banking information	
Beneficiary name	
Bank name	
Account number	
ABA or sort code (if available)	
IBAN code (if available)	
SWIFT/BIC code	
Invoicing currency	
Term of payment	

If you have any questions, please contact tech@ebu.ch

EBU TECHNOLOGY & INNOVATION EVENT(S) – TERMS AND CONDITIONS FOR SPONSORSHIP

The European Broadcasting Union, an association duly established under Swiss law, located at l’Ancienne-Route 17A, 1218 Le Grand-Saconnex (Geneva), Switzerland (“EBU”) is the organizer of the “Technology & Innovation” event specified in the sponsoring opportunities form and/or rate card (“Event”). The EBU proposes sponsorship opportunities to third-parties interested in sponsoring the Event. A third-party sponsoring the Event is either a “Supporter”, a “Sponsor” and/or an “Exhibitor” depending on the selected package from the sponsoring opportunities form and/or rate card, all being hereinafter referred to as a “Sponsor” for the purposes of these Terms and Conditions (unless where the Terms and Conditions expressly refer to “Exhibitor”).

1. BINDING EFFECT

You commit the Organization you have named in the online checkout option and/or in the sponsorship agreement/signatures form for the Event (“Organization”) to these Terms and Conditions, the sponsoring opportunities form and/or rate card, as well as to the information you provided to EBU. As soon as you proceed with the online checkout option and/or the sponsoring agreement/signatures form for the Event, the Organization concludes a binding sponsorship agreement for the Event incorporating these Terms and Conditions and the sponsoring opportunities form and/or rate card for the Event. If you do not have the authority to commit the Organization, it is your responsibility to not proceed with the conclusion of the sponsorship agreement for the Event.

The Organization is considered “registered” as a Sponsor for the Event according to the selected package in the sponsorship agreement for the Event as soon as you proceed with the online checkout option and/or the sponsoring agreement/signatures form, unless where EBU denies the online checkout option and/or the sponsoring agreement/signatures form submitted by the Organization (see next paragraph below of section 1).

EBU is entitled to deny - at EBU’s sole discretion - the Organization’s conclusion of the sponsorship agreement within 14 (fourteen) calendar days from the Organization’s conclusion of the sponsorship agreement for the Event (i) by notifying the Organization of such denial where the Organization concluded the sponsorship agreement through the online checkout option or (ii) by notifying the Organization of EBU’s denial to countersign the sponsorship agreement where the Organization concluded the sponsoring agreement through the sponsoring agreement/signatures form for the Event; in any of these circumstances, the Organization shall not be considered “registered” as a Sponsor for the Event and consequently has not been granted any rights and/or opportunities and, in particular, has no right to associate itself with EBU and/or the Event. The Organization remains however committed to these Terms and Conditions.

2. SPONSOR PACKAGES AND SPONSOR FEES

The selected sponsorship package in the sponsorship agreement for the Event reflects:

- the Sponsor’s rights and opportunities and, depending on the package, the Organization’s right to associate itself with the Event and

- the Sponsor fees due by Sponsor in respect of the selected package in the sponsorship agreement for the Event.

Sponsor packages: The Sponsor's rights and/or opportunities are as set out in the selected package in the sponsorship agreement for the Event.

(i) where the Sponsor or Supporter is an Exhibitor:

- if the Exhibitor package entitles the Exhibitor to associate itself with the Event, Exhibitor is entitled to refer itself as "Exhibitor"

- if the Exhibitor package entitles the Exhibitor to install a demonstration pod at the venue of the Event, the area of installation of the Organization's demonstration pod is determined by EBU

- if the Exhibitor package limits the rights and/or opportunities to visibility during the Event at the venue of the Event, then the rights and/or opportunities shall be restricted to the Event (dates) and the venue of the Event

- the manner how (and where) the Organization's trademark and/or logo (provided by the Organization in accordance with section 3 below) is used by EBU in the frame of the Event, if permitted by the selected package, is determined by EBU

(ii) where the Sponsor or Supporter is not an Exhibitor:

- if the Sponsor package entitles the Sponsor or Supporter to associate itself with the Event, Sponsor or Supporter is entitled to refer itself as "Sponsor" or "Supporter".

- if the Sponsor package limits the rights and/or opportunities to visibility during the Event at the venue of the Event, then the rights and/or opportunities shall be restricted to the Event (dates) and the venue of the Event

- the manner how (and where) the Organization's trademark and/or logo (provided by the Organization in accordance with section 3 below) is used by EBU in the frame of the Event, if permitted by the selected package, is determined by EBU

- if the Sponsor package permits the Organization to produce marketing material (including the Organization's trademark and/or logo and the Event logo, EBU's approval must be obtained by the Organization by E-mail via tech@ebu.ch. EBU is entitled to require information from the Organization about the contemplated distribution and/or usage(s) of the marketing material. EBU is entitled to require the Organization to amend the marketing material in accordance with the rights and/or opportunities granted in the selected package. EBU shall not be responsible to indemnify the Organization for the costs of the marketing material (even where such marketing material shall be amended upon request of EBU).

(iii) where the Sponsor is a Supporter, Sponsor and an Exhibitor: the conditions set out above in (i) and/or (ii) shall apply independently from each other.

In case of doubt on the scope of the rights and/or opportunities, including in particular any association with the Event, EBU's clarification must be obtained by the Organization by E-mail via tech@ebu.ch.

Sponsor fees: The Sponsor fees due by Sponsor for the selected package are payable by Sponsor within 14 (fourteen) calendar days from its conclusion of the sponsorship agreement for the Event, unless EBU denies the Organization's conclusion of the sponsorship agreement for the Event, in which case the Organization is released from Sponsor fees payment obligations.

Should the Sponsor fee not be received by EBU in accordance with the payment conditions above, the Organization shall not be entitled to the rights and/or opportunities and, depending on the package, the Organization's right to associate itself with the Event.

The Sponsor fees for the selected package are expressed net and are to be paid in full without deduction of tax, duties and bank charges levied thereon and are subject to VAT to the extent applicable in accordance with Swiss tax rules, such VAT to be paid in addition to the net amount.

Any payment which is not received by the due date and payable shall bear interest at the rate in force from time to time of SARON (for CHF) plus 3 (three) percent per annum on the unpaid amount of the Sponsor fees computed from the original due date until the date of payment. The payment of such interest shall be in addition to and not in substitution of any and all other remedies available to EBU in respect of non-payment.

3. LICENSE(S) AND INTELLECTUAL PROPERTY

For the purposes of the selected package, EBU grants to the Organization the rights and/or opportunities set out in the sponsorship agreement for the Event. Where the package entitles the Organization to associate itself with the Event, such association shall be strictly limited to the conditions set out in section 2 above and be limited to a term of 12 (twelve) months following the first day of the Event as set out in the sponsorship agreement for the Event, subject always to payment by the Sponsor of the Sponsor fees in accordance with the payment conditions of section 2 above.

For the purposes of the selected package, the Organization grants to EBU the right to use the Organization's trademark and/or logo as provided by the Sponsor to EBU (in the format required by EBU) for the sole purpose of EBU's use in promoting and administering the Event, pursuant to the sponsorship agreement for the Event. The right to use the Organization's trademark and/or logo is limited to a term of 24 (twenty-four) months following the first day of the Event as set out in the sponsorship agreement for the Event.

Except as provided for in this section 3, the sponsorship agreement for the Event doesn't grant EBU nor the Organization any intellectual property rights in the trademarks and/or logos of each other party.

4. PRESS RELEASES

The parties agree that neither party shall issue a joint press release regarding the Event unless such release is first reviewed and approved by the other party in writing. EBU's approval must be obtained by the Organization by E-mail via tech@ebu.ch.

5. PERSONAL DATA

Each party agrees and understand that it shall comply with all requirements of the data protection legislation applicable to it and that its personnel will do likewise. Each party reserves the right as a condition of the sponsorship agreement for the Event to require the other party to enter into a separate data processing agreement on terms that may include special provisions relating to the treatment of the personal data, if one of the party is deemed to act as a processor for the other. This section is in addition to, and does not relieve, remove, or replace, a party's obligations or rights under the applicable data protection legislation. If a party (the defaulting party) fails to adhere to the requirements in this section, the defaulting party shall defend, indemnify, and hold the non-defaulting party harmless from and against any Losses (as defined herein) that the non-defaulting party may incur arising out of or in connection with such

failure to adhere with these conditions. The term “Losses” means any fines, penalties, charges, costs, expenses, compensation, damages, and fees (including attorneys’ fees). The liability limitation of section 9 applies in connection with these Losses.

6. NO TRANSFER AND NO ASSIGNMENT

The rights and/or obligations granted to the Organization under the sponsorship agreement for the Event are personal to the Organization. The Organization shall not have the right to assign and/or transfer any of its rights and/or obligations hereunder.

EBU shall have the right to assign and/or transfer any of its rights and/or obligations hereunder to an affiliated company of EBU or to appoint any third party as its agent to assist in the performance of any such rights and/or obligations, provided that EBU shall ensure their compliance with all terms and conditions of the sponsorship agreement for the Event and shall remain fully liable for EBU's or its agent's performance in relation to the same.

7. REPRESENTATIONS AND WARRANTIES

EBU represents and warrants that:

(i) it has the full right and authority to grant use by the Organization of the rights and opportunities as

Contemplated in the sponsorship agreement for the Event

(ii) it shall not perform or shall not omit to perform its obligations or exercise its rights and opportunities provided hereunder in a manner which is wilfully negligent, detrimental or defamatory to the Organization.

The Organization represents and warrants that:

(i) it has the full right and authority to grant use by EBU of the Organization's trademark and/or logo as provided by Sponsor to EBU and as contemplated in the sponsorship agreement for the Event; such use will not infringe or violate the rights of any third party

(ii) it shall not use the rights and the opportunities provided hereunder in a manner which is wilfully negligent, detrimental or defamatory to EBU and/or the Event

(iii) the Organization is not entitled to sublicense the rights and/or opportunities granted to the Organization under the sponsorship agreement for the Event

(iv) the Organization agrees to exercise such rights and/or opportunities in a manner consistent with the good name, goodwill, reputation and image of the Event

(v) the Organization is entitled to associate itself with the Event only if permitted by the selected package

(vi) the Organization is not granted any right to associate itself with the Event in such a manner that may cause confusion in the public mind (e.g. no bundling or no brand extension)

(vii) the Organization shall not engage in any promotional activity involving the use of the rights and/or opportunities which the Organization knows or can reasonably assume will ambush the rights and/or opportunities of any commercial partner of EBU and/or of the Event and/or any company part of the group of EBU, regardless of whether such promotional activity relates to products and/or services manufactured or provided by the Organization

(viii) the rights and opportunities granted to the Organization are non-exclusive in that EBU has and/or is entitled to grant to any other party (regardless if in similar industry to the Organization) similar and/or same rights and opportunities with respect to the Event.

8. EVENT CHANGES

A provisional tentative schedule of the Event is set out in the sponsorship agreement for the Event. It is subject to change at EBU's discretion. The program and schedule of the Event including decisions to hold, postpone, move to another location or cancel the Event (in whole or in part), as well as decisions regarding the format of the Event will be decided and, if appropriate, amended or adapted by EBU at its sole discretion. The Organization will be duly informed of any relevant development, modifications or changes in connection therewith. It is clarified that, as long as the Event is held (either in person or digitally), no decisions will affect the relationship of the parties or constitute a breach of EBU's obligations under the sponsorship agreement for the Event unless expressly provided otherwise in the sponsorship agreement for the Event.

9. LIABILITY

Unless prohibited by applicable law, the liability of the parties shall be limited to direct damages and, subject to the provisions of section 10 below, shall in all circumstances exclude indirect and consequential damages, loss of business or contracts with third parties. The maximum aggregate amount of damages to be paid by the Organization shall be the amount of the Sponsor fees together with interests thereon. This limitation does not apply in connection with the indemnity set forth in the provisions of section 10 below. The maximum aggregate amount of damages to be paid by EBU shall be the amount of the Sponsor fees actually paid by the Organization under the sponsorship agreement for the Event.

10. INDEMNITY

The Organization shall indemnify, defend, and hold harmless EBU from all claims, causes of action, judgments, liabilities, costs, expenses, damages, and losses (including but not limited to any interest, penalties and legal costs) suffered or incurred by EBU as a result of any claim made against EBU by a third party for actual infringement of a third party's intellectual property rights, or violations of rights of privacy and/or other proprietary rights arising out of or in connection with EBU's use of the Organization's trademark and/or logo or the Organization's marketing material produced and/or supplied by Organization in accordance with the sponsorship agreement for the Event.

The obligation for the organization to indemnify EBU in this section 10 is conditional on EBU discharging the following obligations: if any third party makes a claim, or notifies an intention to make a claim, against EBU which may reasonably be considered likely to give rise to an obligation to indemnify in the provisions of section 10 (a "**Claim**"), EBU shall as soon as reasonably practicable:

(i) give written notice of the Claim to the Organization, specifying the nature of the Claim in reasonable detail;

(ii) give the Organization access at reasonable times (on reasonable prior notice) to any relevant documents and records within the power or control of EBU, so as to enable the Organization and its professional advisers to examine them and to take copies (at the Organization's expense) for the purpose of assessing the Claim; and

(iii) promptly consult with the Organization and cooperate in good faith with a view to identify the steps to be taken to ensure that the Claim is handled promptly on the most appropriate way and in the best interest of both parties, such way to be agreed in good faith between the parties. In no case, shall EBU make any admission of liability, agreement, or compromise in relation to the Claim without the prior written consent

of the Organization and before the options below have been exercised: where legally possible, the Organization shall take over the conduct of the case, including at the Organization's sole discretion, the right to settle the same, provided that in doing so, the Organization ensures that the settlement expunges all actual or potential liabilities of EBU related to the Claim.

If the Organization does not or cannot take over conduct of the case (such decision to be notified in writing to EBU), EBU shall either, at the Organization's election: (i) subject to the Organization providing security to EBU, take such action as the Organization may reasonably request to be taken to avoid, dispute, compromise or defend the Claim; or (ii) EBU may settle the Claim after giving prior written notice of the terms of settlement (to the extent legally possible) to the Organization, but without obtaining the Organization's prior consent if EBU reasonably believes that failure to settle the Claim would be highly prejudicial to it in any material respect.

11. CONFIDENTIALITY

Any information which is disclosed by a party to the other and/or any exchange of information or correspondence between the parties which is marked confidential or proprietary or which, although not marked confidential or proprietary, is of such nature that a reasonable person would recognize it to be confidential ("Confidential Information") shall at all times remain strictly confidential to the parties, except:

- where disclosure is required by law, including as legally requested by auditors, and/or is required to assert and/or defend a claim under the sponsorship agreement for the Event;
- where disclosure is required for the purpose of performing the sponsorship agreement for the Event;
- where disclosure is or becomes publicly known other than through a breach of any confidentiality obligation.

The parties shall not use any confidential information for any purpose other than the performance of the sponsorship agreement for the Event and shall restrict disclosure thereof only to those of their officers, members, employees, key personnel, agents or contractors who are actively and directly involved in the performance, who have a reasonable need to know such Confidential Information and who have previously agreed in writing to be bound by confidentiality terms and conditions at least as stringent as the present confidentiality obligations. Notwithstanding the foregoing, the Organization acknowledges and agrees that EBU may disclose the Confidential Information to its governing body/ies and/or to its members; such disclosure not to be deemed a breach by EBU of the confidentiality obligations under the sponsorship agreement for the Event.

12. TERM AND TERMINATION

Subject to section 1 above, the sponsorship agreement for the Event shall be effective as from its conclusion by the Organization and shall continue through the earlier of either (a) the day following the last day of the Event or (b) upon notice by EBU that the Event is cancelled (whatever the ground for such cancellation), unless terminated earlier in accordance with this section 12. Notwithstanding the foregoing, either party shall be entitled to terminate the sponsorship agreement for the Event immediately upon written notice to the other party if such other party:

- is in breach of any condition or covenant of the sponsorship agreement for the Event and fails to remedy the breach within 7 (seven) calendar days from written notice of such a breach (or within a shorter reasonable notice if the breach arises within the 7 (seven) calendar days prior to the first day of the Event as set out in the sponsorship agreement for the Event or during the Event itself, or

- is unable to meet its obligations in the normal course of business as they fall due, or if it is bankrupt or files a voluntary or involuntary liquidation procedure.

Notwithstanding the term set out in first paragraph of section 12, the relevant provisions of section 3, 4, 5, 7, 9, 10, 11, 12 and 14 shall survive termination or expiry of the sponsorship agreement for the Event; any breach of a surviving relevant provision after the termination and/or expiry of the sponsorship agreement for the Event shall be deemed a breach of contract governed by the sponsorship agreement for the Event and the parties hereby waive all rights they may have to object such treatment.

13. MISCELLANEOUS

Notices: Notices shall be sent to the parties' registered address (for EBU, at L'Ancienne-Route 17A, 1218 Le Grand-Saconnex, attention Director of Technology & Innovation; and for the Organization, to the registered address mentioned in the sponsorship agreement for the Event) in writing and by registered mail or by courier.

Ethical business practices: The parties agree to perform the sponsorship agreement for the Event in a manner which is consistent with all applicable laws and good business ethics. In addition, neither party shall make payments, either directly or indirectly, to officials if such payment is for the purpose of influencing decisions or actions with respect to its subject matter.

Relationship of the parties: The sponsorship agreement for the Event does not constitute either party the agent of the other or create a partnership, joint venture or similar relationship between the parties, and neither party has the power to obligate or bind the other party in any manner whatsoever.

Entire Agreement: The sponsorship agreement for the Event sets out the entire agreement between the Parties. It supersedes any previous agreement and/or arrangement between the parties in relation to its subject matter. No other term, express or implied, and no usage, customer or course of dealing forms part of or affects the sponsorship agreement for the Event.

Variation/Waiver/Severance: No variation of the sponsorship agreement for the Event shall be valid and binding unless it is in writing and signed by both parties. The failure of a party to exercise or enforce any of its rights under the sponsorship agreement for the Event shall not be deemed to be a waiver of any such right and shall not prevent the exercise or enforcement of the right at any time thereafter. If any provision of the sponsorship agreement for the Event is held by a court of competent jurisdiction to be invalid, illegal or unenforceable, the remaining provisions of the sponsorship agreement for the Event shall remain in full force and effect. The invalid, illegal or unenforceable provision shall be negotiated by the parties to best reflect the business purposes.

14. GOVERNING LAW AND JURISDICTION

The sponsorship agreement for the Event is governed by Swiss law without regard to choice of law principles. Place of exclusive jurisdiction is the ordinary courts of the Canton of Geneva, Switzerland.