

**INVITATION FOR EXPRESSION OF INTEREST FOR THE INDIA VS. HONG KONG – AFC  
ASIAN CUP 2027 QUALIFIER**

<b>S. No.</b>	<b>Subject/ Reference to RFP</b>	<b>Query/ Clarification sought</b>	<b>Clarifications</b>
1.	<b>Scope of Engagement</b>	<p>Kindly confirm that AIFF will provide the necessary on-ground infrastructure for broadcast production at the venue, including but not limited to generator with diesel, designated camera positions, risers, scaffolding, and required internet access (2 dedicated lines with uninterrupted 100mbps)?</p> <p>Also could AIFF confirm that AFC/AIFF will provide graphics that will have to be incorporated into the broadcast feed?</p>	<p>AIFF shall provide the necessary on-ground infrastructure as outlined in the query.</p> <p>Graphics shall have to be provided by Selected Bidder. The same shall be approved by AIFF, twelve (12) hours prior to the match.</p>
2.	<b>Highlights &amp; Clips Rights</b>	<p>Kindly confirm whether match highlights and clips will be utilised by AFC, AIFF and the participating team (CHK). If so, please clarify whether a holdback period of twenty-four (24) hours in respect of such highlights and clips may be agreed upon.</p>	<p>Match highlights and clips shall be utilised by the AFC, AIFF and CHK. However, AIFF will only be able to agree to a twelve (12) hour holdback period.</p>
3.	<b>Trademark and Logos</b>	<p>Please confirm whether the Selected Bidder will also have the right to access and use event and teams logos and marks.</p>	<p>The Selected Bidder shall have the right to do so, in accordance with any applicable AFC and AIFF Regulations.</p>
4.	<b>Commercial airtime and other Rights</b>	<p>Based on past transmissions of this competition, we assume that the media rights holder of the competition will be entitled to exploit the commercial air time, commercial tie-ins and other related rights with a high level of flexibility.</p> <p>This could include the following, during transmission (whether live/ on-demand/ surround content), as this would affect the value proposition:                      Pre, mid and post roll advertisements;                      Astons;                      Squeeze backs/ squeeze ups;                      L-bands;                      Replay bugs;                      Split screen, such that one side of the screen transmits audio-visual advertisements;                      editorial and commercial control of broadcast inventory</p>	<p>AIFF confirms this understanding is correct.</p>
5.	<b>Rights Clearance</b>	<p>We assume that all material, marks, images made available by AIFF to the Selected Bidder (and its official licensees) will be rights-cleared for use within the Territory and that the Selected Bidder will not be required to obtain any additional</p>	<p>The Selected Bidder would require additional licenses from Ministry of Information and broadcasting for linear television. Such obligations shall be solely met by</p>

		approvals or incur any additional costs for such use. Kindly confirm.	the Selected Bidder, at its own cost.
<b>6.</b>	<b>Subcontracting</b>	Given the crunched timelines for the match, we request that AIFF provide consent for sub-licensing promptly, within six (6) hours of receipt of the request, and shall not be unreasonably withheld or delayed.	AIFF agrees to provide the same.