

# PRODUCT

🌐 Marketing activities will be concentrated across the three iFollow product areas.

🌐 International Season Pass (£110)

- Enhanced graphics package
- Live commentary
- Improved apps and video player
- Multi-camera coverage for selected Championship games

—————● Available now

🌐 International Match Pass (£5)

- Enhanced graphics package
- Live commentary
- Improved apps and video player
- Fixture promotion
- Multi-camera coverage for selected Championship games

—————● Available now

🌐 Domestic Match Pass (£10)

- Brand Awareness – iFollow streaming service
- Fixture promotion

—————● Available now

# AVAILABLE MATCHES

## INTERNATIONAL

- Fans outside of the UK and Ireland can watch league games live provided that
  - They are not selected for broadcast by Pitch International
- Checkatrade Trophy games prior to the semi-final stage are also available
- Games from the Carabao Cup and Sky Bet Play-Offs are blacked out
- Countries without a TV deal (for example Spain) will be able to broadcast all league games live. These are known as 'Dark Markets'.

## DOMESTIC

- Fans in the UK and Ireland can watch league games live provided that:
  - They fall outside of UEFA's Article 48 Blocked Hours (14:45-17:15 on a Saturday)
  - They have not been selected for broadcast on Sky Sports
- Checkatrade Trophy games prior to the semi-final stage are also available
- Games from the Carabao Cup and Sky Bet Play-Offs are blacked out

Information on available fixtures will also be available on [EFL.com](https://www.efl.com)