

# EVERPASS MEDIA

PSP PREMIER LEAGUE PIRATING MYSTERY SHOP

## INSTRUCTIONS • QUESTIONNAIRE

You will visit your assigned bar or restaurant on **SATURDAY April 18, 2026**, to assist in combating piracy & unauthorized streaming of specific Premier League games. During your visit, you will discreetly document any evidence of **exclusive Premier League matches being shown via Peacock**. Peacock Sports Pass is exclusive to EverPass Media in commercial establishments including restaurants/bars. Any locations showing the game(s), noted in your scenario, on Peacock is unlawfully showing EverPass Media content.



### Before You Begin

- Review your shop confirmation
- Know the time AND teams included for assigned match (scenario).
- Review all shop materials thoroughly.
- Review photo & receipt requirements



### Don't Forget!

- To take any evidence photos discreetly during your visit.
- Confirm hours of location
- Arrive at least 15 minutes before the match is scheduled to start to ensure you can request the game be shown on a TV, if needed.



### General Requirements

- **Submission Deadline: Please submit your survey immediately after your visit or in the parking lot when you are leaving the restaurant/bar. All surveys are due by 9PM CST on April 18, 2026; however, we recommend submitting your survey immediately after leaving the location (e.g., in your vehicle).** The deadline is noted in central standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- You will need a mobile device capable of taking photos so that you can upload the required photos for this shop.
- You will be reimbursed up to \$20 for food and any possible parking expenses. You must upload a valid receipt or screenshot to be eligible for reimbursement.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for EverPass Media.
- Children are not allowed to accompany you on this shop. You may bring an adult guest, but it is not required.
- Failure to follow the shop specifications outlined in this document may result in cancellation and non-payment.



## Shop Instructions

**Step #1: Arrive at your assigned location (at least 15 minutes prior to the start of your assigned match).**

**IMPORTANT: THERE WILL BE TWO EXCLUSIVE MATCHES ON SATURDAY APRIL 18<sup>TH</sup>:**

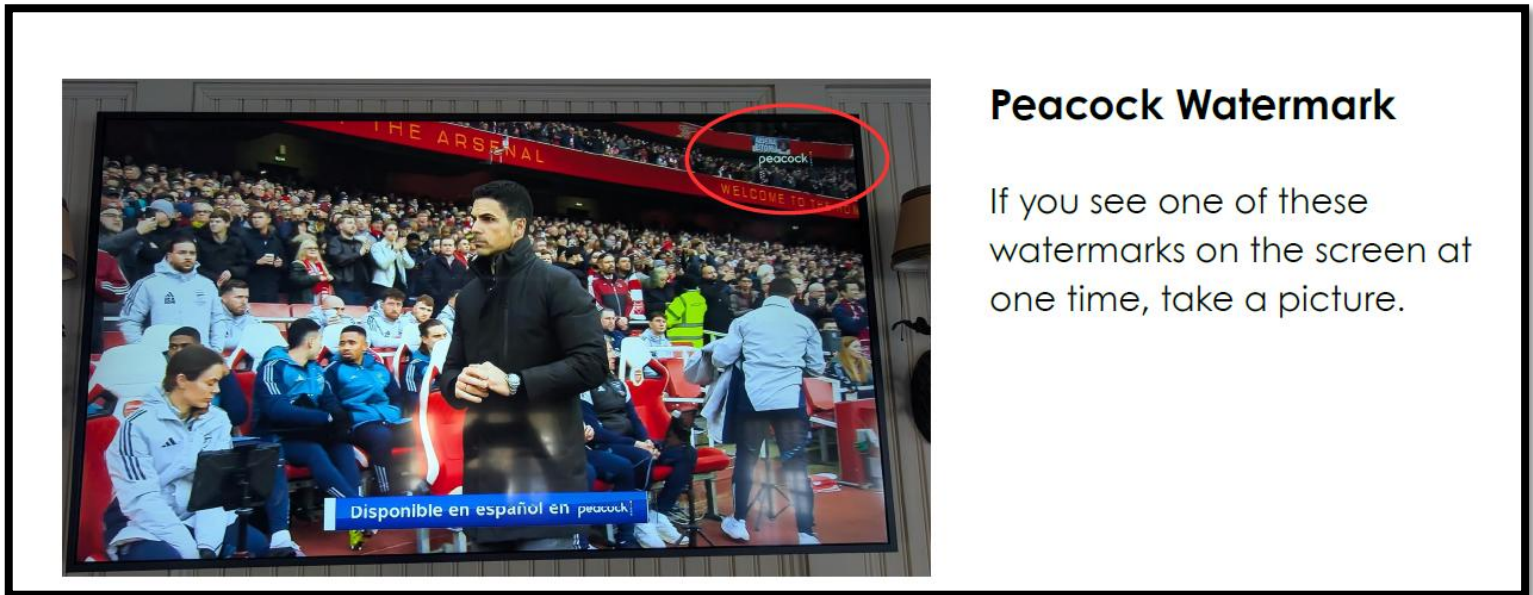
- Leeds United vs. Wolves at 9:00 AM CST
- Chelsea vs. Manchester United at 2:00 PM CST

**Prior to your visit, confirm the hours of your assigned location. In the event your location opens after the 9AM CST game, then you MUST go for the 2PM CST game.**

- Go on your assigned shop date during the assigned timeframe AND during one of the matches listed above. Either viewing will qualify for this shop.
- Find a seat to sit located near the TV(s).
- If the match is NOT showing on one of the TV(s), seek assistance from a restaurant staff member to request they turn on your assigned match.
  - **IMPORTANT: Do NOT discuss Piracy with staff AND management of the location.**
- Order food of your choice to eat while you watch the match. If you order an alcoholic beverage, you must limit it to 1 only.

### Step #2: Finding Evidence

- Identifying if the location is pirating is critical evidence to EverPass Media. Be sure to pay attention to the TV(s) throughout your visit to ensure you do not miss taking the required photos.
- Evidence of piracy through Peacock can easily be found by locating a Peacock watermark on the screen that remains up for the duration of the game. **See example below, circled in red.**
- If you don't see the Peacock Piracy indicator below, confirm that you are viewing one of the two exclusive matches. If one of the two exclusive matches is not being shown, ask a restaurant staff member to change it to one of the other exclusive matches. You may see them navigate through the Peacock user interface in which case you should take a photo and submit as evidence.



## Peacock Watermark

If you see one of these watermarks on the screen at one time, take a picture.

- Once you've seen and taken photos of the Peacock Watermark you can pay your bill and leave the location.
  - **You MUST remain onsite for a minimum of 30 minutes to allow enough time to eat. If you see the evidence on TV during that window of time, you are free to leave thereafter. If you still have not seen the Peacock Watermark, you MUST remain at the location. Shops shorter than 30 minutes will be rejected and you will not be paid.**
- In the extremely rare instance, you are not able to gather evidence you MUST include specific details in the shop narrative section of your survey.



## Photo, Screenshot, & Receipt Requirements

### LOCATION EXTERIOR PHOTO (1):

- Discreetly take one (1) EXTERIOR photo of the front of the restaurant/bar. **The photo MUST include the establishment's name in the photo.**
- Where possible, avoid including other guests or visitors in your photo.

### LOCATION INTERIOR PHOTO (1):

- Discreetly take one (1) INTERIOR photo from inside the restaurant/bar.
- Casually take photos while appearing to capture the ambiance or moments with friends if you bring a guest.
- Where possible, avoid including other guests or visitors in your photo.

### EVIDENCE PHOTOS (UP TO 2):

- Upload up to two (2) photos of evidence you see on TV during your visit (Peacock watermark).
- Casually take photos while appearing to capture the ambiance or moments with friends if you bring a guest.
- Where possible, avoid including other guests or visitors in your photo.

**RECEIPT FOR FOOD/PARKING (IF APPLICABLE):**

To be eligible for food OR parking reimbursement:

- You must WRITE the 7-digit shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt.
- A scanned image/PDF will NOT be accepted.
- The food receipt should be itemized and include the date/time of the transaction.
- Receipts that are not in alignment with these requirements will not be eligible for reimbursement.

**Shops that do not include the required photos/documentation as outlined above will be rejected without payment.**



## EVERPASS AUDIT

**Location** Sample Location  
123 Main Street  
N/A, NY 12345

**Shop Details** Shop Date \_\_\_\_\_ Shop Day \_\_\_\_\_  
Start Time \_\_\_\_\_ End Time \_\_\_\_\_  
Dispatch ID 5701373 Shop Type D \_\_\_\_\_

## EverPass Evaluation

Was the location open for business?  Yes  No

Upload at least 1 photo of the location's exterior:

If the location was not open, provide further details:

Upload at least 1 photo of the location's interior:

Did you see any of the indicated games being shown at the location?  Yes  No

Indicate all of the games you saw playing in the location:  Leeds United vs. Wolves  Chelsea vs. Manchester United

If no games were being shown at the location, provide further details:

Did you need to ask the staff to change to another exclusive match?  Yes  No

If you asked staff to change to another exclusive match, did they change it to the match you requested?  Yes  No

If no, what was the staff member's response:

Did you see the Peacock watermark at the establishment?  Yes  No

Upload at least 2 photos of evidence for EACH game you observed:

Explain the photos you uploaded and the responses you provided for the EverPass Evaluation: