

Service Description

IBM Video Streaming

This Service Description describes the Cloud Service. The applicable order documents provide pricing and additional details about Client's order.

1. Cloud Service

1.1 Offerings

The editions include the features of the IBM Video Streaming Instance and the required viewer, channel and storage entitlements, in fixed quantities. Editions provide an alternative to purchasing an Instance and choosing specific quantities of each of viewer, channel and storage. In these editions, overage is permitted on viewer entitlements, but there is no ability to increase entitlements for channels or storage and no overage charges apply on channels or storage.

Client may select from the following available offerings.

1.1.1 IBM Video Streaming

An instance of IBM Video Streaming includes the following features:

- a. tools for live streaming content creation and video asset uploading;
- b. video content management system (CMS);
- c. live streaming capability;
- d. linear live playback of pre-recorded video content;
- e. playback optimization for multiple devices via transcoding of incoming live streaming and recorded video files into additional formats and bitrates and adaptive bitrate playback;
- f. global stream delivery via multiple content delivery networks (CDNs) controlled by a Software Defined CDN (SD-CDN) architecture;
- g. hosted viewing page with live player, chat and video galley;
- h. HTML5 Compatible embeddable player for live and on-demand content;
- i. white-label video experience for viewers including customizing the branding of the player and associated functionality;
- j. configurable embedded video players, video gallery and chat / social widget;
- k. APIs for reading and writing content, creating channels, customizing viewing experiences, controlling access and retrieving analytics;
- l. video analytics including content consumption and delivery quality of experience (QoE) metrics;
- m. features designed to limit access to content with passwords, URL, or geo-based restrictions;
- n. the ability to add additional users to manage the account. There is one master account administrator; additional account administrators can be added to manage content and settings within the account;
- o. Software Development Kits (SDKs) that may be used in the creation of custom applications for mobile and connected device platforms with the development work performed by the Client; and
- p. features to capture viewers' registration information and track viewership according to registrants' emails.

Client must acquire entitlements to an instance of IBM Video Streaming as described above and the minimum quantity of each of the following or purchase one of the editions.

1.1.2 IBM Video Streaming Viewer

Measured in Hours and available in increments of 100. Viewer hours are a measurement of the consumption of video by viewers. This is independent of the length of content or hours of streaming by the content provider.

1.1.3 IBM Video Streaming Channel

Available in increments of one. Channels provide a unique streaming path for live or recorded video content. Multiple channels provide a way to stream several different pieces of live content at once, or to embed different groups of recorded content with varying access control or player settings. Each channel comes with its own customizable channel page.

1.1.4 IBM Video Streaming Storage

Measured in Gigabytes and available in increments of ten. Storage is defined as the file size of the original uploaded videos added to the system or archived live streams in addition to backups and multiple lower resolution and bitrate versions of these uploaded files.

1.1.5 IBM Video Streaming Silver Edition

Includes all the features of IBM Video Streaming and preset quantities of each:

- a. 5 channels
- b. 1 TB of storage
- c. 100 viewer hours

1.1.6 IBM Video Streaming Gold Edition

Includes all the features of IBM Video Streaming and preset quantities of each:

- a. 10 channels
- b. 2 TB of storage
- c. 2,000 viewer hours

1.1.7 IBM Video Streaming Platinum Edition

Includes all the features of IBM Video Streaming and preset quantities of each:

- a. 20 channels
- b. 5 TB of storage
- c. 5,000 viewer hours

1.1.8 IBM Enterprise Video Streaming

An Instance of IBM Enterprise Video Streaming includes the following features:

- a. tools for live streaming content creation and video asset uploading;
- b. video content management system (CMS);
- c. live streaming capability;
- d. linear live playback of pre-recorded video content;
- e. playback optimization for multiple devices via transcoding of incoming live streams and recorded video files into additional formats and bitrates and adaptive bitrate playback;
- f. global stream delivery via multiple CDNs controlled by a Software Defined CDN (SD-CDN) architecture;
- g. hosted viewing page with live player, chat and video gallery;
- h. HTML5 Compatible embeddable player for live and on-demand content;
- i. white-label video experience for viewers including customizing the branding of the player and associated functionality;
- j. configurable embedded video players, video gallery, chat and question and answer modules;
- k. APIs for reading and writing content, creating channels, customizing viewing experiences, controlling access and retrieving analytics;
- l. video analytics including content consumption and delivery Quality of Experience (QoE) metrics;
- m. a customizable portal and channel pages for viewing live and on-demand content;
- n. ability to integrate with corporate directories and offer users a single sign on (SSO) experience; and
- o. individual viewer tracking to see individual viewing history.

Client must acquire entitlements to an Instance of IBM Enterprise Video Streaming as described above and the minimum quantity of each of the following:

- a. **IBM Enterprise Video Streaming Viewer**
Measured in Authorized Users and available in increments of one. This feature enables Authorized Users to contribute content, watch content or access the administration interface.
- b. **IBM Enterprise Video Streaming Channel**
Available in increments of one. Channels provide a unique streaming path for live or recorded video content. Multiple channels provide a way to stream several different pieces of live content at once, or to embed different groups of recorded content with varying access control or player settings. Each channel comes with its own customizable channel page.
- c. **IBM Enterprise Video Streaming Storage**
Measured in Gigabytes and available in increments of ten. Storage is defined as the file size of the original uploaded videos added to the system or archived live streams in addition to backups and multiple lower resolution and bitrate versions of these uploaded files.

1.1.9 IBM Enterprise Content Delivery Network (ECDN)

This Cloud Service allows the Client to enable several Instances to cache and deliver video streams inside a corporate network; and a web-based administrative portal to configure, manage and monitor these Instances.

1.2 Optional Services

Client may select any options available for the package selected.

1.2.1 IBM Video Streaming Premium Transcode

Enables transcoding on a per channel basis at one level of resolution higher than the currently included resolutions.

1.2.2 IBM Video Streaming Ad Configuration Setup

This service provides configuration of a single Video Ad Serving Template (VAST), Video Player Ad-Serving Interface Definition (VPAID) advertisement tag or directly hosted creative for a single channel. Client must provide VAST or VPAID compliant URL or media asset that conforms to provided specifications. At least one-week notice is required to configure and test the advertisement tags before they can be used in production.

1.2.3 IBM Video Streaming Ad Configuration Changes

This service is available on a subscription or pay per use basis and permits changes based on requests from the Client to modify an existing tag, creative, targeting, frequency or other aspect of an advertisement configuration.

1.2.4 IBM Video Streaming Live Event Management Service

Provides a dedicated live event specialist for up to eight hours to perform configuration of channels and settings to prepare, test and deliver a live streamed event. Includes monitoring of the live event and delivery of a post-event viewership performance report. Services exceeding eight hours will be charged as a second event day.

1.2.5 IBM Enterprise Video Streaming Premium Transcode

Enables transcoding on a per channel basis at one level of resolution higher than the currently included resolutions.

1.3 Acceleration Services

1.3.1 IBM Enterprise Video Streaming Live Event Management Services

Provides a dedicated live event specialist for up to eight hours to perform configuration of channels and settings to prepare, test and deliver a live streamed event. Includes monitoring of the live event and delivery of a post-event viewership performance report. Services exceeding eight hours will be charged as a second event day.

2. Data Processing and Protection Data Sheets

IBM's Data Processing Addendum at <http://ibm.com/dpa> (DPA) and the Data Processing and Protection Data Sheet(s) (referred to as data sheet(s) or DPA Exhibit(s)) in the links below provide additional data protection information for the Cloud Services and its options regarding the types of Content that may be processed, the processing activities involved, the data protection features, and specifics on retention and return of Content. The DPA applies to personal data contained in Content, if and to the extent i) the European General Data Protection Regulation (EU/2016/679) (GDPR); or ii) other data protection laws identified at <http://www.ibm.com/dpa/dpl> apply.

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<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=78CD1530F1E111E5AB71ED9BDE923226>

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<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=83D3F5A007FF11E69D95DC1E5200D075>

IBM Enterprise Content Delivery Network

<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=2B875DE05FE511E6865BC3F213DB63F7>

3. Service Levels and Technical Support

3.1 Service Level Agreement

IBM provides Client with the following availability service level agreement (SLA). IBM will apply the highest applicable compensation based on the cumulative availability of the Cloud Service as shown in the table below. The availability percentage is calculated as the total number of minutes in a contracted month, minus the total number of minutes of Service Down in the contracted month, divided by the total number of minutes in the contracted month. The Service Down definition, the claim process and how to contact IBM regarding service availability issues are in IBM's Cloud Service support handbook at https://www.ibm.com/software/support/saas_support_overview.html.

Availability	Credit (% of monthly subscription fee*)
Less than 99.9%	2%
Less than 99.0%	5%
Less than 95.0%	10%

* The subscription fee is the contracted price for the month which is subject to the claim.

3.2 Technical Support

Technical support for the Cloud Service, including support contact details, severity levels, support hours of availability, response times, and other support information and processes, is found by selecting the Cloud Service in the IBM support guide available at <https://www.ibm.com/support/home/pages/support-guide/>.

4. Charges

4.1 Charge Metrics

The charge metric(s) for the Cloud Service are specified in the Transaction Document.

The following charge metrics apply to this Cloud Service:

- a. Authorized User is a unique user authorized to access the Cloud Services in any manner directly or indirectly (for example, through a multiplexing program, device or application server) through any means.
- b. Event is an occurrence of a specific event that is processed by or related to the use of the Cloud Services.

- c. Gigabyte (GB) is 2 to the 30th power bytes of data processed by, analyzed, used, stored, or configured in the Cloud Services.
- d. Hour is an hour of use of the Cloud Services.
- e. Instance is each access to a specific configuration of the Cloud Services.
- f. Item is an occurrence of a specific item that is managed by, processed by, or related to the use of the Cloud Service.

4.2 Remote Services Charges

A remote service will expire 90 days from purchase regardless of whether the remote service has been used.

5. Additional Terms

For Cloud Service Agreements (or equivalent base cloud agreements) executed prior to January 1, 2019, the terms available at <https://www.ibm.com/acs> apply.