



Service Description

IBM Video Recommendations

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

1. Cloud Service

IBM Video Recommendations generates personalized and programmed video playlists, on a 1:1 level, to digital audiences. It includes cognitive metadata extraction provided by IBM, and a machine-learning personalization engine, and an analytics and programming dashboard provided by IRIS.TT, an IBM supplier.

1.1 Offerings

The Client may select from the following available offerings.

- a. **IBM Video Recommendations – Professional**
- b. **IBM Video Recommendations – Premium**
- c. **IBM Video Recommendations – Enterprise**

Feature access and usage allowances for each offering are outlined below.

	IBM Video Recommendations Professional	IBM Video Recommendations Premium	IBM Video Recommendations Enterprise
Data Enrichment and Structuring – "IRIS Asset IQ"			
Meta-data Ingestion	Y	Y	Y
Meta-data Enrichment through Watson Video Enrichment (WVE)	Y	Y	Y
Cloud Storage of WVE Enriched Meta-data (30 days)	N	N	Y
Static Taxonomy	N	Y	Y
Dynamic Taxonomy	N	N	Y
Meta-data Mapping	N	Y	Y
Personalized Viewing – "IRIS Adaptive Stream"			
a. <u>Platform/Devices</u>			
Desktop / Mobile-Web	Y	Y	Y
SDKs (IOS/Android)	N	Y	Y
b. <u>Features</u>			
Interactive Features	Y	Y	Y
Right Rail	N	Y	Y
Seconds viewed	N	Y	Y
Vast tag compatibility	N	N	Y
Viewability Tracking	N	N	Y
Nielsen DAR Tracking	N	N	Y
Business Dashboard – "IRIS Vision"			
Analytics Reporting	Y	Y	Y
Content Programming	N	5 Rules per Month	Unlimited

	IBM Video Recommendations Professional	IBM Video Recommendations Premium	IBM Video Recommendations Enterprise
Integration Support			
Testing of Import Feed Format	Y	Y	Y
Testing of Player Integration	Y	Y	Y
Account Support Hours/Month			
Account Support (additional at \$250/hour)	4 hours	20 hours	40 hours
Engineering Support (additional at \$200/hour)	0 hours	4 hours	8 hours
Account Usage			
# Parent APIs	1	1	1
Annual Video View Volume	72,000,000	540,000,000	1,200,000,000
Monthly Video View Volume Equivalent	6,000,000	45,000,000	100,000,000
# Videos in account CMS	5,000	25,000	50,000
# Video minutes enriched in CMS through IBM Watson Video Enrichment	10,000	50,000	100,000
# Videos added per month	500	5,000	10,000
# Video minutes enriched per month through Watson Video Enrichment	1,000	10,000	20,000

1.2 Optional Services

1.2.1 IBM Video Recommendations – Campaign Manager

For Clients with an entitlement to the IBM Video Recommendations Premium or IBM Recommendations Enterprise Offering, this service provides Clients with tools to insert branded or sponsored content into personalized video playlists.

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.

<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=E9F70180EA8111E8BE8AD213A3013DB3>

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:

- Instance is each access to specific configuration of the Cloud Services.
- Item is an occurrence of a specific item that is managed by, processed by, or related to the use of the Cloud Service. For this service, an Item is a month long period of running a sponsored or branded video campaign through the Campaign Manager.

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.

5.1 IRIS.TV Terms of Use

Client agrees that its use of IRIS.TV products Asset IQ (with the exception of Watson Video Enrichment), Adaptive Stream, and Vision are subject to IRIS.TV's terms located at <http://www.iris.tv/termsfuse>. By accepting electronically, installing, accessing or using the offering, Client agrees to such terms.