

Service Description

IBM Cloud Video

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 Client may select from the following available offerings.

1.1.1 IBM Cloud Video Logistics Manager

IBM Cloud Video Logistics Manager is the core functionality that provides Clients with a cloud-based video platform to which Client can ingest and manage video Assets, including premium TV and movies, as well as Asset metadata and related image assets, intelligently process those assets and metadata for multiple platforms, and optionally transfer them to multiple destinations, with high visibility and tracking via Web-based dashboards and application programming interfaces (API or APIs). End destinations include video aggregators (both online and traditional PayTV). Each Instance of this Cloud Service includes an initial allocation of 1,000 Assets.

With the core Video Logistics Manager, the Client can distribute content to one Client-owned/operated service (e.g., the Client's own OTT service or data center). Additional distribution services may be purchased separately.

1.1.2 IBM Cloud Video Catalog and Subscriber Manager

In order to provision IBM Cloud Video Catalog and Subscriber Manager, Client must acquire entitlements to IBM Cloud Video Logistics Manager. This feature connects to IBM Cloud Video Logistics Manager to provide key components of a video streaming service (such as Over-The-Top (OTT) or TV Everywhere) directly to consumers on multiple devices. Specifically, it includes the following, for IBM Cloud Video Media supported platforms and devices, such as Web, iOS, Android, TV-connected streaming players, game consoles and set-top boxes:

- Publishing of video content to enable adaptive bitrate (ABR) streaming, including the publishing of multi-bitrate video files, closed captions, multi-language subtitles, multiple audio tracks, and thumbnails to enable preview while seeking.
- A multiscreen presentation API for app developers, to enable consumer discovery of a video on-demand catalog, within enforced license windows. This API also provides support for many user experience (UX) features, such as binge viewing support via episode chain-play.

1.1.3 IBM Cloud Video Verified Access

This Cloud Service provides authentication and authorization of users via a Client's billing system to validate user entitlements and grant or prevent access to streaming services on multiple consumer devices. IBM will provide Authorized Users in 100 pack increments.

1.2 Optional Services

1.2.1 IBM Cloud Video Logistics Manager Additional Asset

If Client requires more Assets than included in the core functionality, additional Assets can be purchased in quantities of 100.

1.2.2 IBM Cloud Video Logistics Manager Premium Workflow

Includes a dedicated ingest server, functionality to import/ingest video on-demand (VOD) Assets, advanced metadata management, multi-destination distribution and toolset, additional processing services (incremental price per Asset will apply) for content measurement, ID3 support, watermarking for mobile measurement and forensic watermarking, and optional premium automated QC (incremental price per Asset will apply).

1.2.3 IBM Cloud Video Logistics Manager Premium for Hybrid Workflow

Includes IBM Cloud Video Logistics Manager Premium Workflow functionality with workflow API access to ingest, manage and distribute. Also gives access to staging environment for testing.

1.2.4 IBM Cloud Video Logistics Manager Premium Transcoding

IBM provides hosted encoding/transcoding/encryption in IBM Data Centers with encoders configured for pre-set IBM Cloud Video profiles for each selected platform and pre-set bitrates for adaptive bitrate streaming (ABS). This Cloud Service enables transcoding of ingested video file to all derivatives, processing of closed caption files for supported platforms, processing of subtitle files for supported platforms, and extraction of key-frame files during content processing to support trick-mode and key-frame preview scrubbing within video players on supported platforms. Standard transcoding of files to/from IBM-defined profiles for SD and HD formats is included. Premium transcoding including but not limited to 4K/8K/360-degree video is available for an additional charge.

1.2.5 IBM Cloud Video Logistics Manager VOD Transcoding Automated QC Baton

IBM provides automated quality control analysis of Assets to validate audio, video, and metadata for each Asset, including profile validation and closed captioning validation. IBM will provide automated services against a pre-defined percentage, typically 15 percent, of the Client's Assets.

1.2.6 IBM Cloud Video Logistics Manager Digital Distribution

IBM will provide the Client with direct distribution to pre-defined third-party content destinations via pre-defined transfer methods, whether a digital aggregation/retail service or a Multichannel Video Programming Distributor (MVPD)/Multiple System Operator (MSO) service. This Cloud Service enables configuration of distribution rules for each destination, such as, licensing windows.

1.2.7 IBM Cloud Video Logistics Manager Comcast Unified Workflow Distribution

In addition to offering the Client distribution to digital/MVPD third-party services, this Cloud Service enables delivery to Comcast services with certified adherence to Comcast Unified Workflow profile and metadata specifications.

1.2.8 IBM Cloud Video Catalog and Subscriber Manager User Access and Management

This feature provides Client with technology and tools to control user access to direct-to-consumer video services, including customer care tools to the Client's customer support staff. It additionally enables personalized, cross-device continuity of experience for each end-consumer.

Each Instance of this Cloud Service includes an initial allocation of 10,000 Authorized Users monthly, and includes:

- a. User Access features such as identity management and user authentication, including configurable password controls. Includes enforcement of concurrent-stream and device limitations – configurable by the IBM services team during setup.
- b. User management features such as a subscriber dashboard to enable look up of subscriber streaming activity, and user support tools, such as, terminating a viewing session or unlocking an account.
- c. Access to additional personalization features via the presentation API, such as recently viewed content and video bookmarking for cross-device pause and resume.

Support for consumers to sign in and be billed for the service using account credentials from in-app purchase (IAP) vendors, and other service providers / PayTV providers; this is accomplished via an API that app developers can integrate to app stores and service provider billing systems.

1.2.9 IBM Cloud Video Catalog and Subscriber Manager User Access and Management One Time Set Up

This service is provided as a one-time configuration for the Client and includes:

- a. account creation and configuration with rules and rule-sets as needed for identity management and user access;
- b. test and validation of identity management and user access and customer service representative (CSR) scenarios;
- c. configuration of presentation API to enable user access features; production environment for testing by third-party app developers;

- d. login for "subscriber manager" for Client administrator user to access subscriber dashboard; and
- e. one remote training session, for up to one-hour, on subscriber dashboard tools.

1.2.10 IBM Cloud Video Catalog and Subscriber Manager User Access and Management Premium Billing Adapter

IBM will provide IBM Cloud Video configuration and connection to Zuora or Vindicia, including:

- a. user authorization and entitlement checks to enable user access and content playback based on account status, including free-trial status; and
- b. additional subscriber dashboard views including user billing history.

1.2.11 IBM Cloud Video Catalog and Subscriber Manager Set Up Service

This service is provided as a one-time configuration for the Client and includes:

- a. Account Activation
Account creation and connection to IBM Cloud Video Logistics Manager for Asset publishing to configure:
 - (1) metadata publishing to the catalog and presentation API; and
 - (2) publishing of video files to Akamai NetStorage (Akamai origin and content delivery network (CDN) fees will apply);
- b. Catalog Set-Up
Setup of initial Client catalog menu and presentation API adapters (Web, iOS and Android) and production testing environment;
- c. Video Set Up for:
 - (1) ingest and transcode of test Assets (via IBM Cloud Video Logistics Manager) to standard pre-set ingest specifications and pre-set ABR derivatives for iOS, Web and Android; and
 - (2) connection of player API with standard supported Web player and to native players within third-party iOS and Android apps;
- d. End to End Validation for:
 - (1) ingestion of test Assets to IBM Cloud Video Logistics Manager and auto-publish to catalog;
 - (2) verification of metadata availability within API; and
 - (3) playback testing of ABR video files;and
- e. Dashboards and Training

Account manager log-in for Client administrator and one remote training session, for up to one hour, for catalog dashboard.

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 if and to the extent the European General Data Protection Regulation (EU/2016/679) (GDPR) applies to personal data contained in Content.

Link(s) to the applicable Data Sheet(s):

Cloud Video Catalogue and Subscriber Manager

<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=6E9C5B202F6211E6BB9940A4D7191A34>

IBM Cloud Video Logistics Manager

<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=AA6FC000EC7411E5AC7795820C28A037>

IBM Cloud Video Verified Access

<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=4EB24390FC1011E59F0A8FFE2AA0D031>

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:

- Asset is a uniquely identified tangible resource or item of value to be accessed or managed by the Cloud Services. For the purpose of this Cloud Service, each video file is considered an Asset and each 100 Asset entitlement represents one hundred Assets.
- Authorized User is a unique user authorized to access to the Cloud Services in any manner directly or indirectly (for example, through a multiplexing program, device or application server) through any means.
- Engagement is a professional or training service related to the Cloud Services.
- Event is an occurrence of a specific event that is processed by or related to the use of the Cloud Services.
- Hour is the total number of hours of use, rounded up to the nearest hour, of the Cloud Services. For the purpose of this Cloud Service, Hour entitlements are the length of derivative output files.
- 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 the purpose of this Cloud Service, each package of a video file and its associated metadata and image file is considered an Item.

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.