Product Terms

These Product Terms (referred to herein as “Product Terms”) are entered into by and between the entity (referred to herein as the “Client”) accepting any agreement (referred to herein as the “Service Order”) referencing or otherwise incorporating these Product Terms, and the Comscore entity referenced in the applicable Service Order, or comScore, Inc. if none is referenced (referred to herein as “Comscore”). These Product Terms shall become effective on the date such Service Order is accepted, including, if applicable, (i) by executing a written form referencing them or (ii) by clicking an electronic acceptance box or button, by which action the acceptor confirms their authority to bind Client to these Product Terms. “Deliverables” means any products, services, data, reports, or other materials that Comscore or its partners makes available to Client.

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PRODUCT-SPECIFIC TERMS

I. Digital Audience Products

1. Access. Access shall commence on either the start of the term of the Service Order in which Client purchased the Products which require access or the date of Comscore's release of the first applicable data month, whichever comes last, and shall end 30 days from Comscore's release of the last applicable data month. Any access is limited to the authorized users permissioned by Comscore. Comscore reserves the right to suspend access to the Deliverables in the event Client does not meet its payment obligations.

2. Property Listing. A property listing can be expanded by up to 1,000 URLs and 15 mobile applications in the first month, and be expanded by up to a maximum of 500 URLs and 10 mobile applications in each subsequent month during the term of a Service Order (provided that such URLs and/or mobile applications (collectively "Sites") are owned by Client or the applicable executed traffic assignment letter(s) have been provided to Comscore). Sites may be grouped into a 6-tier hierarchy, following the reporting structure of Comscore's Client Focus Dictionary.

If Client is An Academic Institution

3. Client may use the Deliverables for its research or educational purposes. Client may publish excerpts of the Deliverables in connection with said purposes, however any such usage of the Deliverables must be submitted to Comscore prior to publication; Comscore reserves the right to review and approve its use.
If Client Is An Advertising Agency

4. Client may share excerpts from the Deliverables with its customers for the sole purpose of planning and buying advertising space and exposures for such customers. Client agrees to ensure that its customers maintain the confidentiality of the data received by it, and to be responsible for any breach of this confidentiality.

If Client Is A Financial Institution

5. Client may derive reports and analyses using information contained in the Deliverables, but may not attribute to Comscore any extrapolations, recalculations or other data not directly derived from the Deliverables. Client agrees to indemnify Comscore against any third party claims resulting from the release of such extrapolations, recalculations or other data.

If Client Is A Web Advertiser

6. Client may share excerpts from the Deliverables with its customers for the sole purpose of selling advertising space and exposures to such customers. Client agrees to ensure that its customers maintain the confidentiality of such data, and to be responsible for any breach of this confidentiality.

If Client Is Purchasing UK Data Products

7. UK Data. The UK Online Measurement Company Ltd ("UKOM") is the leading voice for United Kingdom online audience measurement for advertisers, media agencies and online media owners. One of the principal purposes of UKOM is to provide the industry with an online audience measurement planning system to be considered the currency for the industry. Comscore has been selected by UKOM as its preferred supplier for 2013 - 2020. Comscore has committed to invest considerable resource and expense in order to develop its online media measurement so as to comply with UKOM’s specifications. UKOM will formally approve such compliance for certain Comscore services (“UKOM Approval”). The fees for MMX Desktop, Video Metrix, Mobile Metrix and MMX Multi-Platform (“UKOM Services”), to the extent these contain United Kingdom data from 2013 - 2020 which has UKOM Approval, will include a supplement of 12.5% which reflects said resource and expense (“Supplement”). The Supplement will show separately on Client's invoice(s). If UKOM Approval is delayed or terminated for any reason, the Client shall be granted a credit by Comscore equal to any prepaid amount of the excess Supplement. Such credit can only be used by Client to extend the duration of that specific Service Order or to purchase additional Comscore services, not for a refund.

If Client Is Purchasing Any Deliverables Listed Below Then These Additional Terms Apply To Such Deliverables:

8. Ad Metrix API: During the term of the Service Order in which Client purchased Ad Metrix API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore Ad Metrix.

9. Alt Roll-Up Product: A roll-up can include up to 1,000 URLs and 15 mobile applications in the first month, and a maximum of 500 URLs and 10 mobile applications may be added in any subsequent month during the term of the Service Order in which Client purchased the Alt-Roll-Up Product.

10. Buying Power Index (BPI): Access is subject to Client’s continued subscription, during the term of the Service Order in which Client purchased BPI, to MMX Desktop with at least the same data months, data coverage / geography, categories and delivery frequency.
11. Campaign Reach/Frequency API: During the term of the Service Order in which Client purchased Campaign Reach/Frequency API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore Campaign Reach/Frequency.
12. Campaign Reach/Frequency: During the term of the Service Order in which Client purchased Campaign Reach/Frequency, Client must maintain an active subscription, with at least the same data months, data coverage / geography and delivery frequency, to the full version of MMX Desktop.
13. Custom Entity Listing: A Custom Entity can include up to 1,000 URLs and 15 mobile applications in the first month, and a maximum of 500 URLs and 10 mobile applications may be added in any subsequent month during the term of the Service Order in which Client purchased Custom Entity Listing. Non-owned and operated URLs and/or mobile applications included in the Custom Entity that reach 2% or more of the total Internet audience at any point during the duration of such Custom Entity require a proof of partnership agreement from the third party partner.
14. Distributed Content Listing: Delivery is subject to Client’s continued participation, during the term of the Service Order in which Client purchased Distributed Content Listing, in Comscore’s Unified Digital Measurement (UDM) via a valid UDM or Data Sharing Agreement.
15. GfK MRI Fusion MMX Desktop: During the term of the Service Order in which Client purchased GfK MRI Fusion MMX Desktop, Client must maintain an active subscription to (i) Comscore Plan Metrix, (ii) the full version of Comscore MMX Desktop, and (iii) GfK Mediamark Research & Intelligence, LLC’s (“MRI”) National Report service, all with at least the same data months, data coverage / geography, categories, and delivery frequency. In the event that Client’s subscription to any of the aforementioned services terminates during the term of such Service Order, Client will not be able to access the GfK MRI Fusion Deliverable until such time as Client has renewed such terminated subscription(s).
16. GfK MRI Fusion MMX Multi-Platform: During the term of the Service Order in which Client purchased GfK MRI Fusion MMX Multi-Platform, Client must maintain an active subscription to (i) Comscore Plan Metrix, (ii) the full version of Comscore MMX Multi-Platform, and (iii) GfK Mediamark Research & Intelligence, LLC’s (“MRI”) National Report service, all with at least the same data months, data coverage / geography, categories, and delivery frequency. In the event that Client’s subscription to any of the aforementioned services terminates during the term of such Service Order, Client will not be able to access the GfK MRI Fusion Deliverable until such time as Client has renewed such terminated subscription(s).
17. Local Markets Reach/Frequency: During the term of the Service Order in which Client purchased Local Markets Reach/Frequency, Client must maintain an active subscription, with at least the same data months, data coverage / geography and delivery frequency, to Comscore Local Markets.
18. MediaBuilder: Access is subject to Client’s continued subscription, during the term of the Service Order in which Client purchased MediaBuilder, to the full version of MMX Desktop with at least the same data months, data coverage / geography, categories, and delivery frequency.
19. MMX Desktop Ad Network Listing: Delivery is subject to Client’s continued participation, during the term of the Service Order in which Client purchased MMX Desktop Ad Network Listing, in Comscore’s Unified Digital Measurement (UDM) via a valid UDM or Data Sharing Agreement.
20. MMX Desktop API: During the term of the Service Order in which Client purchased MMX Desktop API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore the full version of MMX Desktop.
21. MMX Desktop Weekly Data: Access is subject to Client’s continued subscription, during the term of the Service Order in which Client purchased MMX Desktop Weekly Data, to MMX Desktop with at least the same data months, categories and data coverage / geography.

22. MMX Multi-Platform Ad Network Listing: Delivery is subject to Client’s continued participation, during the term of the Service Order in which Client purchased MMX Multi-Platform Ad Network Listing, in Comscore’s Unified Digital Measurement (UDM) via a valid UDM or Data Sharing Agreement.

23. MMX Multi-Platform Advanced Audiences: Access is subject to Client’s continued subscription, during the term of the Service Order in which Client purchased MMX Multi-Platform Advanced Audiences, to the full version of MMX Multi-Platform with at least the same data months, data coverage / geography.

24. MMX Multi-Platform API: During the term of the Service Order in which Client purchased MMX Multi-Platform API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to the full version of MMX Multi-Platform.

25. MMX Multi-Platform Reach/Frequency API: During the term of the Service Order in which Client purchased MMX Multi-Platform Reach/Frequency API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore MMX Multi-Platform Reach/Frequency.

26. MMX Multi-Platform Reach/Frequency: During the term of the Service Order in which Client purchased MMX Multi-Platform Reach/Frequency, Client must maintain an active subscription, with at least the same data months, data coverage / geography and delivery frequency, to the full version of MMX Multi-Platform.

27. MMX Multi-Platform: Provides access to total digital population metrics and limited additional metrics; access to further additional metrics requires Client to be subscribed (during the term of the Service Order in which Client purchased MMX Multi-Platform to the same data months, data coverage/ geography, categories and delivery frequency) to MMX Desktop, Video Metrix and Mobile Metrix, as applicable.

28. Mobile Metrix Ad Network Listing: Delivery is subject to Client’s continued participation, during the term of the Service Order in which Client purchased Mobile Metrix Ad Network Listing, in Comscore’s Unified Digital Measurement (UDM) via a valid UDM or Data Sharing Agreement.

29. Mobile Metrix API: During the term of the Service Order in which Client purchased Mobile Metrix API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to the full version of Mobile Metrix.

30. Mobile Metrix Reach/Frequency: During the term of the Service Order in which Client purchased Mobile Metrix Reach/Frequency, Client must maintain an active subscription, with at least the same data months, data coverage / geography and delivery frequency, to the full version of Mobile Metrix.

31. MobiLens API: During the term of the Service Order in which Client purchased MobiLens API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore MobiLens.

32. Plan Metrix (Desktop Only) API: During the term of the Service Order in which Client purchased Plan Metrix (Desktop Only) API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore Plan Metrix (Desktop Only).

33. Plan Metrix (Desktop Only) Reach/Frequency: During the term of the Service Order in which Client purchased Plan Metrix (Desktop Only), Client must maintain an active subscription, with at least the same data months, data coverage / geography and delivery frequency, to Comscore Plan Metrix (Desktop Only).
34. Plan Metrix/ Vividata - Multi-Platform - Canada (including Vividata Canada Associate Membership): During the term of the Service Order in which Client purchased Plan Metrix/ Vividata - Multi-Platform - Canada, Client must (i) maintain an active subscription to the full version of MMX Multi-Platform with at least the same data months, data coverage / geography, categories and delivery frequency, and (ii) agree to become Vividata Associate members. In the event that Client’s subscription to any of the aforementioned services terminates during the term of such Service Order, Client will not be able to access the Plan Metrix/ Vividata - Multi-Platform Deliverable until such time as Client has renewed such terminated subscription(s).

35. Plan Metrix/ Vividata - Multi-Platform - Canada (for Vividata Associates): During the term of the Service Order in which Client purchased Plan Metrix/ Vividata - Multi-Platform - Canada, Client must maintain an active subscription to (i) the full version of MMX Multi-Platform, and (ii) Vividata, both with at least the same data months, data coverage / geography, categories and delivery frequency. In the event that Client’s subscription to any of the aforementioned services terminates during the term of such Service Order, Client will not be able to access the Plan Metrix/ Vividata - Multi-Platform Deliverable until such time as Client has renewed such terminated subscription(s).

36. Search Planner API: During the term of the Service Order in which Client purchased Search Planner API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore Search Planner.

37. Segment Metrix API: During the term of the Service Order in which Client purchased Segment Metrix API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to Comscore Segment Metrix.

38. Segment Metrix Desktop Behavioral: Access is subject to Client’s continued subscription, during the term of the Service Order in which Client purchased Segment Metrix Desktop Behavioral, to MMX Desktop with at least the same data months, data coverage / geography and delivery frequency.

39. Segment Metrix Reach/Frequency: During the term of the Service Order in which Client purchased Segment Metrix Reach/Frequency, Client must maintain an active subscription, with at least the same data months, data coverage / geography and delivery frequency, to Comscore Segment Metrix Desktop Behavioral Base Level.

40. State Level Reporting Add-On: Access is subject to Client’s continued subscription, during the term of the Service Order in which Client purchased State Level Reporting Add-On, to MMX Desktop with at least the same data months, data coverage / geography and delivery frequency.

41. TGI Clickstream Media: During the term of the Service Order in which Client purchased TGI Clickstream Media, Client must maintain an active subscription to (i) the full version of MMX Desktop, and (ii) a TGI Clickstream product of Kantar Media UK Limited, both with at least the same data months, data coverage / geography, categories, and delivery frequency. In the event that Client’s subscription to any of the aforementioned services terminates during the term of such Service Order, Client will not be able to access the TGI Clickstream Deliverable until such time as Client has renewed such terminated subscription(s).

42. TGI Clickstream Multi-Platform (Brazil): During the term of the Service Order in which Client purchased TGI Clickstream Multi-Platform (Brazil), Client must maintain an active subscription to (i) the full version of MMX Multi-Platform, Mobile Metrix, and Video Metrix, and (ii) a TGI product of the applicable Kantar entity in the geography both with at least the same data months, data coverage / geography, categories, and delivery frequency. In the event that Client’s subscription to any of the aforementioned services terminates during the term of such Service Order, Client will not be able to access the TGI Clickstream Deliverable until such time as Client has renewed such terminated subscription(s).
43. **Video Metrix Ad Network Listing**: Delivery is subject to Client’s continued participation, during the term of the Service Order in which Client purchased Video Metrix Ad Network Listing, in Comscore’s Unified Digital Measurement (UDM) via a valid UDM or Data Sharing Agreement.

44. **Video Metrix API**: During the term of the Service Order in which Client purchased Video Metrix API, Client must maintain an active subscription, with at least the same data months and data coverage / geography, to the full version of Video Metrix, or Video Metrix Multi-Platform.

45. **Video Metrix Multi-Platform - Spain**: Access is subject to Client’s continued subscription, during the term of the Service Order, to the full version of Video Metrix - Spain with at least the same data months, data coverage / geography and delivery frequency.

46. **Video Metrix Reach/Frequency**: During the term of the Service Order in which Client purchased Video Metrix Reach/Frequency, Client must maintain an active subscription, with at least the same data months, data coverage / geography and delivery frequency, to the full version of Video Metrix, or Video Metrix Multi-Platform.

II. **Over-The-Top (OTT) Intelligence Products**

1. **OTT Access.** Access shall commence on either the start of the term of the Service Order in which Client purchased OTT Access or the end of the first applicable data month, whichever comes last, and shall end 30 days from the end of the latest applicable data month. Any access is limited to the authorized users permissioned by Comscore. Comscore reserves the right to suspend access to the Deliverables in the event Client does not meet its payment obligations.

III. **Lift Products**

1. **Campaign Feasibility Assessment.** Prior to campaign launch, Client will provide Comscore with a detailed media plan to allow Comscore to perform a campaign feasibility assessment.

2. **Delivery Timing.** Every reasonable effort will be made by Comscore to complete assigned tasks by the scheduled delivery date. Should, for any reason, an adjustment to the agreed delivery date become necessary, Comscore will contact Client prior to the date listed within the applicable Service Order.

3. **Implementation.** “Implementation” shall be defined as Client's implementation (including configuration) of either the Comscore tag(s) or any alternative method(s) through which Client agrees to provide data to Comscore. The Implementation must be performed in accordance with Comscore's implementation instructions and is Client's sole responsibility. If the Implementation is not properly performed, any reporting to Client may be incomplete, incorrect, or unavailable. Comscore may, in its sole discretion, suspend the provision of Services if in its commercially reasonable judgment suspension is necessitated by Client acts or actions in relation to this or other terms.

4. **Media Plan.** Modifications to the media plan may impact the results of the ad effectiveness studies and may require a new campaign feasibility assessment which may impact pricing and delivery dates. Comscore shall not be responsible for results obtained after modifications have been made to the media plan unless a new campaign feasibility assessment is completed by Comscore.

5. **Minimum Reporting Standards.** The availability of analysis on campaigns shall be subject to the Comscore minimum reporting standards being met.

6. **Privacy.** Each party agrees to comply with any law, rule, regulation, decree, statute, or other enactment, order, mandate or resolution, applicable to the respective party, relating to data
security, data protection and/or privacy. This includes, if applicable, the laws relating to the
collection and processing of personal data ("Personal Data") in the meaning of Regulation (EU)
2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of
natural persons with regard to the Processing of Personal Data and on the free movement of
such data ("GDPR"). The Implementation provides Personal Data to Comscore, and Client
warrants and represents that it is entitled to provide such Personal Data to Comscore. Comscore
processes Personal Data as described in the privacy policy published on
www.scorecardresearch.com/privacy.aspx. In relation to any Personal Data to which the
GDPR applies, the following applies:

i. Both parties hereby incorporate by reference the terms and conditions of the Data
Protection Addendum set out at
https://www.comscore.com/layout/set/popup/Request/Agreements/Data-
Protection-Addendum, as if fully set forth herein;

ii. Both parties shall be considered controller (as defined in GDPR) of the Personal Data;
and

iii. Client is hereby notified that Comscore processes the Personal Data in the United States
of America.

7. [Not applicable to Brand Lift or Location Lift Products] Performance Report. In order to allow
Comscore to provide validation, Client must timely and properly make a Performance Report
available to Comscore, in a format and manner defined by Comscore.

8. [Not applicable to IRI Lift, Location Lift, or TV-Based Lift] Reporting Format. If the reporting
format, as specified by Comscore, is not adhered to, then errors may occur in reporting, validation
and survey delivery, for which Comscore will not be responsible, and Client must correct the
issue/reporting format promptly. Any lost opportunities for recruitment due to incorrect formatting
will not be recovered.

9. License to Collected Data. Client hereby grants to Comscore a fully paid-up, perpetual,
worldwide, transferable, irrevocable, sublicensable (to Comscore partners, including applicable
market currency initiatives or joint industry committees (JIC) in which Comscore participates)
license to collect and use the data in its products and services, including for market and
advertising research, analytics, transacting and planning purposes. Client represents and
warrants that it has sufficient rights to grant the above license and that it has obtained all
necessary rights and consents from any third parties to provide the impressions.

If Client Is Purchasing Brand Survey Lift (BSL) Products Then These Additional Terms Apply:

1. Lookup and/or Performance Report. Client shall provide Comscore, in a format, manner and
timing requested by Comscore,

i. prior to campaign launch, with a list of every placement and creative planned to
run during the campaign being measured ("Lookup Report");

ii. on a daily basis, with a report with actual impressions delivered by day for every
placement and creative for the campaign being measured ("Performance
Report"); and

iii. prior to campaign launch, if tracked TV methodology is being used, with
   a. the ad schedule for ACR and/or Set-top Box (STB) measurement;
   and/or

   b. a list of TV creatives for ACR measurement.
2. Reporting Breaks. Reporting breaks are dependent on campaign impressions observed, ad reach (for TV and STB) and underlying creative, publisher and placement IDs provided to Comscore. Campaigns must meet the required impression level per the Comscore feasibility assessment and each provided ID must correspond to a top level ID (creative and/or publisher) in order for Comscore to report survey completes and lifts by publisher, creative and placements. Client must provide the IDs to Comscore within 2 weeks of the campaign launch date. Comscore cannot report to Client if the required IDs have not been provided.

3. Survey Completes. Breakouts of data are dependent on the number of survey completes achieved against each variable. Client is responsible for the set-up and delivery of daily Performance Reports as required by Comscore. Comscore cannot guarantee delivery of reporting breakouts without the daily performance reports. Comscore cannot guarantee reporting that is dependent on the number of survey completes.

4. [For BSL Mobile only] Control Impression Requirement. Client is responsible for securing control impressions to serve PSA ads or house ads with the Comscore control script tag in order to recruit non-exposed users and to include these control impressions as a separate line item on the media plan. If Client is an Agency or Advertiser, then Client is also responsible for securing publisher approvals for recruitment.

If Client is Purchasing Movie Lift Products Then These Additional Terms Apply:

1. Kantar Data. The Deliverables may contain Competitive Media Reporting, LLC’s (“Kantar”) Advertising Occurrence Data (“Kantar Data”). All rights in the Kantar Data shall remain vested in full in Kantar. Client may not single out or derive the Kantar ad occurrence data from the Deliverables, or attempt to do so. (Advertising Occurrence Data: ©2019 by Kantar. All rights reserved)

2. Licensing. Deliverables are licensed and not sold. Comscore grants Client a non exclusive, non assignable and non-transferable license, during the term of the Service Order in which Client purchased Movie Lift, to use the Deliverables directly by Client for its internal business purposes only; provided, however, that Client may provide the Deliverables to a third party agent that is operating under terms of a written agreement with the Client at least as comprehensive and restrictive as the terms hereof, so long as Client remains responsible for the acts and omissions of such third party agent, and then only where the specified use by such third party agent is consistent with and reasonably necessary for Client’s internal business purposes, and for no other purpose. Unless otherwise provided in the Service Order in which Client purchased Movie Lift, Client may not (i) sell, resell, license or transfer the Deliverables, including for any type of commercial value or gain whatsoever; (ii) use the Deliverables for the purposes of marketing activation or individual targeting; (iii) make any unapproved modification; (iv) publicly disclose or publish any Deliverable in its entirety, or the substantial equivalent of same; (v) reverse engineer or attempt to reverse engineer the Deliverables or any Comscore system; (vi) derive or attempt to derive any personal information from the Deliverables, or otherwise use them for attribution in any manner (unless otherwise expressly agreed by the parties); (vii) unless responding to a subpoena or other valid process, introduce the Deliverables or derivatives thereof as part of an investigation or court proceeding; or (viii) knowingly use the Deliverables in a manner that creates any third party cause of action or liability on the part of Comscore, its Affiliates or licensors, and Client warrants that any of its methodologies and/or platforms utilizing any deliverable provided hereunder shall output only deidentified data and non-personal information. Client is responsible for ensuring that all use of the Deliverables complies with this license and for seeking advance
written permission from Comscore for any use not expressly authorized. If Client data is provided
to Comscore, then Client hereby grants to Comscore a fully paid-up, perpetual, worldwide,
transferable, irrevocable license to use such data, including for models, for research and in its
products and services, including for market and advertising analytics, transacting and planning
purposes, and Client represents and warrants that it has sufficient rights to grant this license and
that it has obtained all necessary rights and consents from any third parties to provide the data.

If Client Is Purchasing These Specific Lift Products Then These Additional Terms Apply:

a. Action Lift
b. Brand Survey Lift and Brand Survey Lift Mobile
c. Location Lift PlaceIQ PVR
d. Cross-Platform Tune-In
e. Cross-Platform Action Lift
f. Marketing Impact - TV-Tune-In Study
g. Movie Lift
h. Sales Lift with IRI
i. Sales Lift with LiveRamp
j. Sales Lift with Polk

1. Impressions. “Impressions” shall be defined as all data resulting from the Implementation, including
data collected from desktops, gaming consoles, mobile devices, smart TVs or tablets, and any Third
Party Impressions received by Comscore. Client’s rights under the applicable Service Order will
expire at the end of the term of such Service Order.

2. Use. “Use” shall be defined as copy, host, cache, route, transmit, store, reformat, excerpt, analyze,
reproduce, incorporate, integrate, modify, distribute, create derivative works thereof and otherwise
exploit.

IV. Validated Campaign Essentials (vCE) Products

1. API Fair Use. Any use of APIs made available by Comscore must be in a fair and reasonable
manner. Comscore may request the Client to limit or otherwise modify its usage of any such API if
such usage (i) materially exceeds the fair and reasonable use that Comscore had envisioned when
dimensioning its systems, acting reasonably, and (ii) in Comscore’s reasonable assessment may
affect the usability or availability of any services provided by Comscore. Client shall provide all
reasonably required assistance and information in connection with such a request.

2. CPM. For the purpose of vCE, "CPM" shall be defined as cost per 1,000 Gross Impressions.

3. Geographies & Device Types. Ad Validation metrics are available for measurements globally and for
both PC and mobile. Audience metrics are available for measurements originating from the following
geographies and device types only:
   i. APAC: India (PC) and Hong Kong (PC)
   ii. EMEA: France (PC), Germany (PC), Italy (PC), Spain (PC and Mobile) and UK (PC and mobile)
   iii. LATAM: Brazil (PC) and Mexico (PC)
   iv. North America: Canada (PC and mobile) and US (PC and mobile)

4. Gross Impressions. “Gross Impressions” shall be defined as all data resulting from the
Implementation (as defined below), including data collected from desktops, gaming consoles, mobile
devices, smart TVs or tablets, and any Third Party Impressions received by Comscore. Fees for Gross Impression processing are non-refundable. Client's rights under any Service Order will expire at the end of the term of such Service Order even if Client has not reached any Impression Cap or any Minimum Commitment.

5. Implementation. “Implementation” shall be defined as Client's implementation (including configuration) of either the Comscore tag(s) or any alternative method(s) through which Client agrees to provide data to Comscore. The Implementation must be performed in accordance with Comscore's implementation instructions and is Client's sole responsibility. If the Implementation is not properly performed, any reporting to Client may be incomplete, incorrect, or unavailable. Comscore may, in its sole discretion, suspend the provision of Services if in its commercially reasonable judgment suspension is necessitated by Client acts or actions in relation to this or other terms.

6. JavaScript. If JavaScript is not enabled, then vCE will not report on viewability, but only on demographics and invalid traffic (IVT).

7. License to Collected Data. Client hereby grants to Comscore a fully paid-up, perpetual, worldwide, transferable, irrevocable, sublicensable (to Comscore partners, including applicable market currency initiatives or joint industry committees (JIC) in which Comscore participates) license to collect and use the Gross Impressions in its products and services, including for market and advertising research, analytics, transacting and planning purposes. Client represents and warrants that it has sufficient rights to grant the above license and that it has obtained all necessary rights and consents from any third parties to provide the Gross Impressions.

8. Minimum Reporting Standards. vCE will not report on audience-based metrics that do not meet the Comscore minimum reporting standards on the applicable day.

9. Performance Report. If a performance report (i.e.: a report with actual impressions delivered by day for every placement and creative) is unavailable from Client, then impression validation will not be provided. If a performance report will be manually generated by Client, then the Client is responsible for sending the performance report to Comscore daily from campaign start to campaign end, in a format defined by Comscore.

10. Privacy. Each party agrees to comply with any law, rule, regulation, decree, statute, or other enactment, order, mandate or resolution, applicable to the respective party, relating to data security, data protection and/or privacy. This includes, if applicable, the laws relating to the collection and processing of personal data (“Personal Data”) in the meaning of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the Processing of Personal Data and on the free movement of such data (“GDPR”). The Implementation provides Personal Data to Comscore, and Client warrants and represents that it is entitled to provide such Personal Data to Comscore. Comscore processes Personal Data as described in the privacy policy published on www.scorecardresearch.com/privacy.aspx. In relation to any Personal Data to which the GDPR applies, the following applies:
   i. Both parties hereby incorporate by reference the terms and conditions of the Data Protection Addendum set out at https://www.comscore.com/layout/set/popup/Request/Agreements/Data-Protection-Addendum, as if fully set forth herein;
   ii. Both parties shall be considered controller (as defined in GDPR) of the Personal Data; and
   iii. Client is hereby notified that Comscore processes the Personal Data in the United States of America.

11. Reporting Format. If the Comscore specified reporting formats are not adhered to, then errors may occur in reporting validation. Comscore will not be responsible for such errors and Client must
correct the formatting promptly. Any lost opportunities due to incorrect formatting will not be recovered.

12. Requirements Questionnaire. Client may be required to complete a product specific questionnaire after execution of any Service Order in which Client purchases vCE in order to initiate the services under such Service Order.


14. Third Party Platform. “Third Party Platform” shall be defined as any third party that measures Third Party Impressions and provides those impressions in an aggregated form to Comscore. Client's request to Comscore to report on Third Party Impressions shall constitute Client's consent to the Third Party Platform providing Third Party Impressions to Comscore. Where the Third Party Platform is Facebook Network (which shall be defined as any and all third party websites, applications, properties, and advertising channels that Facebook and/or its Affiliates serve advertisements or other commercial or sponsored content), such request shall also constitute Client's consent to the Third Party Platform using those Third Party Impressions for Facebook Network, in whole or in part, for the internal use by Facebook and its Affiliates and to distribute any vCE reports derived therefrom (the "Reports") to Facebook's and Facebook Affiliates' clients and third parties, including the general public, provided that with respect to such distribution, neither Facebook nor any of its Affiliates may identify the advertiser that ran an ad campaign on Facebook, except to that advertiser itself, and Facebook will aggregate the Reports across multiple advertisers in a manner intended to preclude identification, directly or indirectly, of any advertiser.

15. vCE Results. Client may provide vCE results to its customers in support of Client's internal business purpose, and Client shall be liable for ensuring that its customers abide by the use restrictions set forth in the Service Order in which Client purchases vCE. For the avoidance of doubt, in no case shall Client be entitled to resell or relicense any vCE results.

V. Comscore Campaign Ratings (CCR) Products

1. API Fair Use. Any use of APIs made available by Comscore must be in a fair and reasonable manner. Comscore may request the Client to limit or otherwise modify its usage of any such API if such usage (i) materially exceeds the fair and reasonable use that Comscore had envisioned when dimensioning its systems, acting reasonably, and (ii) in Comscore's reasonable assessment may affect the usability or availability of any services provided by Comscore. Client shall provide all reasonably required assistance and information in connection with such a request.

2. Impressions. “Impressions” shall be defined as all data resulting from the Implementation (as defined below), including data collected from desktops, gaming consoles, mobile devices, smart TVs or tablets, and any Third Party Impressions received by Comscore. Client's rights under the Service Order in which Client purchases CCR, will expire at the end of the term of such Service Order.

3. Implementation. “Implementation” shall be defined as Client's implementation (including configuration) of either the Comscore tag(s) or any alternative method(s) through which Client agrees to provide data to Comscore. The Implementation must be performed in accordance with Comscore's implementation instructions and is Client's sole responsibility. If the Implementation is not properly performed, any reporting to Client may be incomplete, incorrect, or unavailable. Comscore may, in its sole discretion, suspend the provision of services if in its commercially reasonable judgment suspension is necessitated by Client acts or actions in relation to this or other terms.
4. Use. "Use" shall be defined as copy, host, cache, route, transmit, store, reformat, excerpt, analyze, reproduce, incorporate, integrate, modify, distribute, create derivative works thereof and otherwise exploit.

5. JavaScript. If the JavaScript tag is not used, then not all digital and OTT measures may be reportable in CCR.

6. License to Collected Data. Client hereby grants to Comscore a fully paid-up, perpetual, worldwide, transferable, irrevocable, sublicensable (to Comscore partners, including applicable market currency initiatives or joint industry committees (JIC) in which Comscore participates) license to collect and Use the Impressions including for models, for research and in its products and services, including for market and advertising research, analytics, transacting and planning purposes. Client represents and warrants that it has sufficient rights to grant the above license and that it has obtained all necessary rights and consents from any third parties to provide the Impressions.

7. Minimum Reporting Standards. CCR will not report on audience-based metrics that do not meet the Comscore minimum reporting standards on the applicable day.

8. Performance Report. If a performance report (i.e.: a report with actual impressions delivered by day for every placement and creative) is unavailable from Client, then impression validation will not be provided. If a performance report will be manually generated by Client, then the Client is responsible for sending the performance report to Comscore daily from campaign start to campaign end, in a format defined by Comscore.

9. Privacy. Each party agrees to comply with any law, rule, regulation, decree, statute, or other enactment, order, mandate or resolution, applicable to the respective party, relating to data security, data protection and/or privacy. This includes, if applicable, the laws relating to the collection and processing of personal data ("Personal Data") in the meaning of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the Processing of Personal Data and on the free movement of such data ("GDPR"). The Implementation provides Personal Data to Comscore, and Client warrants and represents that it is entitled to provide such Personal Data to Comscore. Comscore processes Personal Data as described in the privacy policy published on www.scorecardresearch.com/privacy.aspx. In relation to any Personal Data to which the GDPR applies, the following applies:
   i. Both parties hereby incorporate by reference the terms and conditions of the Data Protection Addendum set out at https://www.comscore.com/layout/set/popup/Request/Agreements/Data-Protection-Addendum, as if fully set forth herein;
   ii. Both parties shall be considered controller (as defined in GDPR) of the Personal Data; and
   iii. Client is hereby notified that Comscore processes the Personal Data in the United States of America.

10. Reporting Format. If the Comscore specified reporting formats are not adhered to, then errors may occur in reporting validation. Comscore will not be responsible such errors and Client must correct the formatting promptly. Any lost opportunities due to incorrect formatting will not be recovered.

11. Requirements Questionnaire. Client may be required to complete a product specific questionnaire after execution of the Service Order in which Client purchased CCR, in order to initiate the services under such Service Order.


13. Third Party Platform. "Third Party Platform" shall be defined as any third party that measures Third Party Impressions and provides those impressions to Comscore. Client's request to Comscore to report on Third Party Impressions shall constitute Client's consent to the Third Party Platform
providing Third Party Impressions to Comscore. Where the Third Party Platform is Facebook Network (which shall be defined as any and all third party websites, applications, properties, and advertising channels that Facebook and/or its Affiliates serve advertisements or other commercial or sponsored content), such request shall also constitute Client's consent to the Third Party Platform using those Third Party Impressions for Facebook Network, in whole or in part, for the internal use by Facebook and its Affiliates and to distribute any CCR reports derived therefrom (the “Reports”) to Facebook’s and Facebook Affiliates’ clients and third parties, including the general public, provided that with respect to such distribution, neither Facebook nor any of its Affiliates may identify the advertiser that ran an ad campaign on Facebook, except to that advertiser itself, and Facebook will aggregate the Reports across multiple advertisers in a manner intended to preclude identification, directly or indirectly, of any advertiser.

14. TV Ad Schedule. TV reporting is based on third party ad schedule data and includes only networks which are available in such third party's data. If Client wishes to provide Comscore with its own TV ad schedule, then, if Comscore agrees to use Client's TV ad schedule (which it may at Comscore's discretion), it must be provided in such manner and format as is reasonably requested by Comscore.

15. Trials and/or No-Cost Services. If there are no fees charged under a Service Order in which Client purchases CCR, then the following additional terms shall apply: 1) Client must successfully pass Comscore any CCR required metadata via the Implementation (any existing Implementations may require modification), and Client is responsible for implementing per Comscore modification requirements and technical instructions; and 2) Client is expected to and shall provide substantive feedback on the user experience, data, and overall reporting and product satisfaction.

16. CCR Results. Client may provide CCR results to its customers in support of Client's internal business purpose, and Client shall be liable for ensuring that its customers abide by the use restrictions set forth in the Service Order in which Client purchased CCR. For the avoidance of doubt, in no case shall Client be entitled to resell or relicense any CCR results.

VI. Activation Products

1. CPM. For the purposes of Activation “CPM” means cost per 1,000 Enhanced Impressions.

2. Enhanced Impressions. For the purposes of the Service Order in which Client purchased Activation, “Enhanced Impression” means an ad impression, which carries Client’s unique identifier, delivered to Comscore by Client or the Data Management Platform, as applicable, for allowing Comscore to improve Client’s delivery of any advertising. Any right to use Enhanced Impressions that is unused by the end of the term of the Service Order in which Client purchased Activation, shall expire without refund.

3. Marketing Materials. Any use of Comscore logo within the user interface is subject to Comscore’s written approval. Any additional marketing materials or product offerings in which Comscore data is utilized must be reviewed and approved by Comscore.

4. Right to Audit. Comscore shall have the right once per calendar year to audit Client’s financial books and tangible records to ensure Client’s compliance with the applicable Service Order. Any such audit shall be conducted during normal business hours upon written notice at least 14 business days prior to its commencement. Such audit shall be conducted by an independent third party ("Auditor") designated by Comscore and approved by Client, which approval shall not be unreasonably withheld. The Auditor must execute an appropriate confidentiality agreement with respect to Client’s non-public information. The Auditor shall provide Client with a proposed audit plan before performing such audit. The audit plan shall include a timeline for completion of the audit, which shall in no event exceed 5 business days. Comscore shall bear the expense of such audit; provided, however, in the case
where an audit reveals a 5% or greater underpayment by Client, the cost of such audit shall be borne by Client. Client shall provide all such detailed information and assistance as the Auditor may reasonably request. The Auditor shall only report to Comscore (i) whether the proper amounts due and owing under the applicable Service Order for the audited period have been paid, and (ii) the amount of the variance, if any, between the amount due thereunder and the amount paid.

VII. XMedia Products

Delivery is subject to Client's continued subscription, during the term of the Service Order in which Client purchased XMedia, to MMX Desktop and TV Essentials. In the event that Client’s subscription to any of the aforementioned services terminates during the term of such Service Order, Client will not be able to access XMedia Deliverables until such time as Client has renewed such terminated subscription(s).

If Client Is An Academic Institution Then These Additional Terms Apply:
1. Client may use the Deliverables for its research or educational purposes. Client may publish excerpts of the Deliverables in connection with said purposes, however any such usage of the Deliverables must be submitted to Comscore prior to publication; Comscore reserves the right to review and approve its use.

If Client Is An Advertising Agency Then These Additional Terms Apply:
2. Client may share excerpts from the Deliverables with its customers for the sole purpose of planning and buying advertising space and exposures for such customers. Client agrees to ensure that its customers maintain the confidentiality of the data received by it, and to be responsible for any breach of this confidentiality.

If Client Is A Financial Institution Then These Additional Terms Apply:
3. Client may derive reports and analyses using information contained in the Deliverables, but may not attribute to Comscore any extrapolations, recalculations or other data not directly derived from the Deliverables. Client agrees to indemnify Comscore against any third party claims resulting from the release of such extrapolations, recalculations or other data.

If Client Is A Web Advertiser Then These Additional Terms Apply:
4. Client may share excerpts from the Deliverables with its customers for the sole purpose of selling advertising space and exposures to such customers. Client agrees to ensure that its customers maintain the confidentiality of such data, and to be responsible for any breach of this confidentiality.

VIII. Television Essentials (TVE) Products

1. Access. Any access to the Deliverables systems is limited to the authorized Client employees permissioned by Comscore. Comscore reserves the right to suspend access to the Deliverables if Client does not meet its payment obligations or breaches its other obligations under the Service Order in which Client purchased TVE.
2. API Fair Use. Any use of APIs made available by Comscore must be in a fair and reasonable manner. Comscore may request the Client to limit or otherwise modify its usage of any such API if such usage (i) materially exceeds the fair and reasonable use that Comscore had envisioned when
dimensioning its systems, acting reasonably, and (ii) in Comscore’s reasonable assessment may affect the usability or availability of any services provided by Comscore. Client shall provide all reasonably required assistance and information in connection with such a request.

3. Password Expiration. Any passwords that are unused for a period of 90 consecutive days will, at Comscore’s option, expire.

4. Data Overlays. Delivery of any data overlays shall be subject to the continued delivery of third party data to Comscore. Comscore is not responsible for any such third party data. Comscore may replace any data overlay with a substantially similar data overlay at any time at its sole discretion, provided such replacement does not result in an additional charge to the Client.

5. Limited Disclosure Right; Client Obligations. Client may disclose the data, reports and information made available by Comscore under the Service Order in which Client purchased TVE (“TV Essentials Data”) for no monetary consideration to advertisers, sponsors and other third parties consistent with and as reasonably necessary for Client’s customary business activities. Except as expressly permitted above, Client shall not disclose, display, publish or distribute any TV Essentials Data, regardless of any disclosure right that may otherwise exist in the Original Agreement. Any disclosure of TV Essentials Data as permitted in the Service Order in which Client purchased TVE, and any use of such data by parties to whom it is disclosed, shall be at Client’s sole risk and Client shall indemnify, defend and hold harmless Comscore and its affiliates from and against all losses, expenses, damages and costs, including reasonable attorneys’ fees, arising out of any such disclosure or use. Any TV Essentials Data disclosed by Client as permitted under this Agreement shall unless otherwise requested by Comscore identify Comscore as the source in a location and format reasonably acceptable to Comscore.

6. Restrictions on Use. In addition to the restrictions set forth in the Original Agreement, Client shall not: (a) disclose or present TV Essentials Data in a manner that is modified, incomplete, incorrect or otherwise reasonably likely to mislead the recipient; or (b) delete, obscure, alter, or fail to reproduce any copyright, trademark, disclaimer or other proprietary notices appearing in or on any reports generated by or made available through the TV Essentials system. Comscore reserves the right to impose additional restrictions on Client’s use or disclosure of TV Essentials Data to the extent the provider of the corresponding raw data imposes such restrictions on Comscore.

7. Termination of Comscore’s Rights to Use Data. If any of Comscore’s rights to use any data necessary to provide any Deliverables expires or is terminated by the provider of such data, Comscore may discontinue the provision of any such Deliverables, in which case the Client shall be granted a credit by Comscore equal to any prepaid amount of the affected Deliverables. Such credit can only be used by Client to extend the duration of that specific Service Order or to purchase additional Comscore Deliverables, not for a refund.

8. Rights upon Termination or Expiration. Upon expiration or termination of the Service Order in which Client purchased TVE, all rights granted to Client in the Deliverables, including the right to access any systems or use any data, shall immediately terminate.

If Client is Purchasing TVE Simmons Data Overlay Then These Additional Terms Apply:

9. During the term of the Service Order in which Client purchased TV Essentials Simmons Data Overlay, Client must maintain an active subscription to Simmons’ National product. In the event that Client’s subscription to such product expires or terminates during the term of such Service Order, Client will not be able to access the Simmons Data Overlay Deliverable until such time as Client has renewed such terminated subscription(s). For clarity, Comscore may replace any data overlay with a substantially similar data overlay at any time at its sole discretion, provided there is no additional charge to the Client.
If Client is purchasing TVE Third Party Processor Access Then These Additional Terms Apply:

10. TV Essentials Data Availability through Third Party Processors. Client will have the right to access certain data which Comscore makes available through the applicable Third Party Processor. In no event will Comscore have liability to Client relating to or arising out of any data obtained through a Third Party Processor or any Third Party Processor’s systems or services.

IX. StationView Essentials (SVE) Products

1. Access. Any access to the Deliverables systems is limited to the authorized Client employees permitted by Comscore. Comscore reserves the right to suspend access to the Deliverables if Client does not meet its payment obligations or breaches its other obligations under the Service Order in which Client purchased SVE.

2. API Fair Use. Any use of APIs made available by Comscore must be in a fair and reasonable manner. Comscore may request the Client to limit or otherwise modify its usage of any such API if such usage (i) materially exceeds the fair and reasonable use that Comscore had envisioned when dimensioning its systems, acting reasonably, and (ii) in Comscore’s reasonable assessment may affect the usability or availability of any services provided by Comscore. Client shall provide all reasonably required assistance and information in connection with such a request.

3. Password Expiration. Any passwords that are unused for a period of 90 consecutive days will, at Comscore’s option, expire.

4. Data Overlays. Delivery of any data overlays shall be subject to the continued delivery of third party data to Comscore. Comscore is not responsible for any such third party data. Comscore may replace any data overlay with a substantially similar data overlay at any time at its sole discretion, provided such replacement does not result in an additional charge to the Client.

5. Limited Disclosure Right; Client Obligations. Client may disclose the data, reports and information made available by Comscore under the Service Order in which Client purchased SVE (“StationView Essentials Data”) for no monetary consideration to advertisers, sponsors and other third parties consistent with and as reasonably necessary for Client’s customary business activities, provided that in no event may Client disclose, whether in writing, electronically or verbally, the actual number of reporting set top boxes or households. Except as expressly permitted above, Client shall not disclose, display, publish or distribute any StationView Essentials Data, regardless of any disclosure right that may otherwise exist in the Original Agreement. Any disclosure of StationView Essentials Data as permitted in the Service Order in which Client purchased SVE, and any use of such data by parties to whom it is disclosed, shall be at Client’s sole risk and Client shall indemnify, defend and hold harmless Comscore and its affiliates from and against all losses, expenses, damages and costs, including reasonable attorneys’ fees, arising out of any such disclosure or use. Any StationView Essentials Data disclosed by Client as permitted under this Agreement shall unless otherwise requested by Comscore identify Comscore as the source in a location and format reasonably acceptable to Comscore.

6. Restrictions on Use. In addition to the restrictions set forth in the Original Agreement, Client shall not: (a) disclose or present StationView Essentials Data in a manner that is modified, incomplete, incorrect or otherwise reasonably likely to mislead the recipient; or (b) delete, obscure, alter, or fail to reproduce any copyright, trademark, disclaimer or other proprietary notices appearing in or on any reports generated by or made available through the StationView Essentials system. Comscore reserves the right to impose additional restrictions on Client’s use or disclosure of StationView Essentials Data to the extent the provider of the corresponding raw data imposes such restrictions on Comscore.
7. Termination of Comscore’s Rights to Use Data. If any of Comscore’s rights to use any data necessary to provide any Deliverables is restricted by the provider of such data, Comscore may impose similar restrictions on the Client's right to use any such Deliverables. If any of Comscore’s rights to use any data necessary to provide any Deliverables expires or is terminated by the provider of such data, Comscore may discontinue the provision of any such Deliverables, in which case the Client shall be granted a credit by Comscore equal to any prepaid amount of the affected Deliverables. Such credit can only be used by Client to extend the duration of that specific Service Order or to purchase additional Comscore Deliverables, not for a refund.

8. Rights upon Termination or Expiration. Upon expiration or termination of the Service Order in which Client purchased SVE, all rights granted to Client in the Deliverables, including the right to access any systems or use any data, shall immediately terminate.

9. No Reprocessing of Data. For clarity, notwithstanding anything to the contrary in the Original Agreement, in no event shall Comscore be required to reprocess, repopulate or correct any StationView Essentials Data or other data made available under the Service Order in which Client purchased SVE.

If Client Is Purchasing SVE County By County Segments Data Overlay

10. County by County Segments Data Overlay. County ratings will not be available via third party data processor systems. County ratings are only available in the following StationView Essentials reports: Station Demographics and Series Demographics. Prior to integration each station or agency (as applicable) must approve any county groupings. No county level demographic data will be included unless expressly agreed otherwise by Comscore.

If Client Is Purchasing SVE Third Party Processor Access

11. StationView Essentials Data Availability through Third Party Processors. Client will have the right to access certain data which Comscore makes available through the applicable Third Party Processor. In no event will Comscore have liability to Client relating to or arising out of any data obtained through a Third Party Processor or any Third Party Processor’s systems or services.

X. Box Office Essentials (BOE) and/or International Box Office Essentials Products (IBOE)

1. Use of Data; Restrictions
   i. No Disclosure Right; Client Obligations. Subject to any additional restrictions set forth in the Service Order in which Client purchased BOE and/or IBOE, Client may use the Deliverables for Client’s internal business purposes only, and all Deliverables shall be Comscore Confidential Information under the Original Agreement. Any internal or (if expressly permitted, external) dissemination of Deliverables shall include any proprietary statements, notices and disclaimers generated by the applicable Deliverables, and in no event shall Client delete, obscure, alter, or fail to reproduce any of the foregoing. In addition, any Deliverables generated (i) by BOE or IBOE shall include the following: "Source: Box Office Essentials™, a product of Comscore Corporation", (ii) by PreAct shall include the following: "Source: PreAct, a Product of Comscore Corporation and Reactor Research. Powered by Canvas", and (iii) by PostTrak shall include the following: "Source: PostTrak, a Product of Comscore Corporation and Screen Engine LLC", or in each case such other attribution language as Comscore may
request. Access to Deliverables is subject to the raw data being provided to Comscore by its data suppliers.

ii. Termination of Comscore’s Rights to Use Data. If any of Comscore’s rights to use any data necessary to provide any Deliverables expires or is terminated by the provider of such data or if any studio or distributor requests that Comscore cease providing some or all Deliverables to Client, Comscore may discontinue the provision of any such Deliverables, in which case the Client shall be granted a credit by Comscore equal to any prepaid amount of the affected Deliverables. Such credit can only be used by Client to extend the duration of the Service Order in which Client purchased BOE and/or IBOE or to purchase additional Deliverables, not for a refund.

iii. Rights upon Termination or Expiration. Upon expiration or termination of the Service Order in which Client purchased BOE and/or IBOE, all rights granted to Client in the Deliverables, including the right to access any systems or use any data, shall immediately terminate, and Client and each employee accessing the Deliverables hereunder shall return or destroy (at Comscore’s election) all electronic or hard copies of the Deliverables and all derivatives thereof, including but not limited to copies residing on leased servers, at hosting services, on disaster recovery servers, in backups or in archives, and within 30 days after termination or expiration of the Service Order in which Client purchased BOE or IBOE, Client shall certify in writing to Comscore that it has complied with the requirements of this paragraph.

2. Other Provisions

i. [FOR NON-STUDIO/DISTRIBUTOR CLIENTS] Release Schedule. Client shall provide Comscore with a release schedule and periodic updates thereto upon Comscore's first request.

ii. Data/Access provided on Trial Basis. In connection with providing the BOE and/or IBOE services, Comscore may elect, from time to time in its sole discretion, to allow Client access on a trial basis to certain other systems or datasets, including without limitation PostTrak and/or PreAct. In such case, use of such systems or datasets will be limited solely to internal evaluation purposes, will be subject to termination at any time by Comscore for any reason, and will otherwise be subject to the restrictions and limitations of the Service Order in which Client purchased BOE or IBOE and the Original Agreement.

iii. No Reprocessing of Data. Notwithstanding anything to the contrary in the Original Agreement, in no event shall Comscore be required to reprocess, repopulate or correct any Deliverable Data.

XI. Branded Content Products

1. System/Data Access and Requirements

i. Access. Any access to the Client on-line video library systems is limited to the authorized Client employees permissioned by Comscore during the Term. Comscore reserves the right to suspend access to the Client delivery systems if Client does not meet its payment obligations or breaches any of its other obligations under the Service Order in which Client purchased Branded Content.

ii. Password Expiration. Any passwords that are unused for a period of 90 consecutive days will, at Comscore’s option, expire.

2. Use of Data; Restrictions

i. Permitted use of Analysis; Restrictions on Use. The Deliverables provided under the Service Order in which Client purchased Branded Content may be used only internally for Client’s
customary and ordinary business activities. Client may only disclose the Deliverables consistent with and as reasonably necessary for such business activities, so long as (i) Client does not receive any monetary consideration for the Deliverables or the disclosure thereof, and (ii) the Deliverables are not disclosed or presented in a manner that is modified, incomplete, incorrect or otherwise reasonably likely to mislead the recipient. Any disclosure of the Deliverables shall be at Client’s sole risk and Client shall indemnify, defend and hold harmless Comscore from and against all third-party claims or suits (and all losses, expenses, damages and costs, including reasonable attorneys’ fees, relating thereto) arising out of any such disclosure. For any Deliverable that Client is authorized to disclose, unless otherwise advised by Comscore, Client shall identify Comscore as the source of the Deliverable in a location and format reasonably acceptable to Comscore. Client shall not: (a) use, copy, reproduce, or duplicate the Deliverables or contents thereof (collectively the “Comscore Materials) for any purposes except as expressly permitted in the Service Order in which Client purchased Branded Content; (b) disassemble, reverse engineer, decompile or prepare derivative works of the Comscore Materials (except that Client shall be permitted to prepare derivative works of the Deliverables in furtherance of the permitted use thereof); or (c) rent, sublicense, transfer, or grant any rights in the Comscore Materials in any form to any third party.

ii. Restrictions on Use. Client, or any third party acting on Client’s behalf, may not (i) sell, resell, license or transfer for value the Deliverables; (ii) publicly disclose or publish any Deliverable in its entirety, or the substantial equivalent of same; (iii) reverse engineer or attempt to reverse engineer the Deliverables or any Comscore system; (iv) derive or attempt to derive any personally identifiable information from the Deliverables; (v) unless responding to a subpoena or other valid process, introduce the Deliverables or derivatives thereof as part of an investigation or court proceeding; or (vi) knowingly use the Deliverables in a manner that creates any third party cause of action or liability on the part of Comscore, its affiliates or licensors. Client shall not: (a) disclose or present the Deliverables in a manner that is modified, incomplete, incorrect or otherwise reasonably likely to mislead the recipient; or (b) delete, obscure, alter, or fail to reproduce any copyright, trademark, disclaimer or other proprietary notices appearing in or on any Deliverables.

iii. Comscore’s Rights to Use Data. If any of Comscore’s rights to use any data necessary to provide any Deliverables expires or is terminated or modified by the provider of such data, Comscore may discontinue or amend, at Comscore’s discretion, the provision of any such Deliverables. In the case of such discontinuation, the Client shall be granted a credit by Comscore equal to any prepaid amount of the affected Deliverables. Such credit can only be used by Client to extend the duration of any other Deliverables contained in the Service Order in which Client purchased Branded Content, or to purchase additional Comscore Deliverables, not for a refund. Client appoints Comscore as its agent to access and view content necessary to perform the Services and provide the Deliverables outlined herein and represents and warrants that it has the rights necessary to make this appointment and to allow Comscore to access and view such content, and shall indemnify, defend and hold Comscore harmless from and against any and all third party claims against Comscore arising due to breach of the foregoing, including any allegation that accessing or viewing this content is in violation of any third party rights.
XII. Shareablee Products

1. Description of Services
   i. Comscore will provide Client with access to the Shareablee Social Loyalty™ Platform Services ("Shareablee Services") via a hosted software-as-a-service accessible from the website www.Shareablee.com ("Website") or as otherwise specified above. Data provided in the Shareablee Services are powered by Shareablee Inc. ("Shareablee").
   ii. Shareablee provides marketers with a 24/7 cloud-based social enterprise platform, which enables more effective and efficient real-time communication based on data. Shareablee’s proprietary system semantically and structurally analyses the positive drivers of social audience engagement for every tracked page in order to optimise brand performance and customer loyalty and advocacy over time. Data is updated daily. All metrics are benchmarked to the custom category/categories set forth in the Service Order in which Client purchased Shareablee Services.
   iii. Shareablee (at its sole discretion) will use reasonable efforts to ensure the Shareablee Services are accessible on a 24-hour per day, 7-day per week basis, subject to downtime for maintenance purposes. As part of the Service Order in which Client purchased Shareablee Services, Shareablee agrees to provide a minimum of 99.5% uptime for the Shareablee Services, measured on a calendar monthly basis. For purposes of such Service Order, uptime will not include any time when the Shareablee Services are not available. Notwithstanding the foregoing, hours of scheduled maintenance (which will not exceed 12 hours per calendar month) will not be factored into the analysis of uptime percentages.

2. License for Shareablee Services
   i. Shareablee hereby grants to Client a revocable, non-transferable, limited, non-exclusive right and license to access the Shareablee Services, with respect to the Shareablee Services identified in the Service Order in which Client purchased Shareablee Services. The foregoing rights include the rights to search, view, browse, and download reports from the Shareablee Services for distribution to Client’s clients, as well as to create custom reports for the purpose of distribution to Client’s clients.
   ii. All use of materials printed, downloaded or saved from the Shareablee Services may be subject to U.S. or applicable international copyright laws. Uses beyond those permitted here and allowed by the "Fair Use" limitations of the U.S. Copyright Act of 1976 (17 U.S.C. § 107) require permission of the copyright holder of the applicable content, which will not be unreasonably withheld by Shareablee. All use of materials printed, downloaded or saved from the Shareablee Services are subject to the Usage Restrictions set forth below.
   iii. Client acknowledges that all rights save for the limited and non-exclusive license(s) or other privileges granted under the Service Order in which Client purchased Shareablee Services are reserved to and remain the exclusive property of Shareablee or its licensors, and nothing in such Service Order shall transfer any intellectual property rights to Clients. The Shareablee Services and all tools, features and content therein are protected by copyrights, moral rights, trademarks, service marks, patents, trade secrets, and other proprietary rights and laws, in the United States and internationally. Shareablee reserves the right at any time to withdraw third-party content from the Shareablee Services for which Shareablee no longer has rights to publish, or which Shareablee has reasonable ground to believe infringes copyright or is unlawful or otherwise objectionable. Shareablee will make reasonable efforts to substitute comparable content in such situations. Client acknowledges that the Shareablee Services contain valuable and proprietary data and information, and that the
unauthorized distribution of such material could materially harm the business and prospects of Shareablee or its licensors.

3. Usage Restrictions

i. Usage Restrictions. Except as expressly permitted in this a Service Order, no part of the Shareablee Services may be used (directly or indirectly) for any of the following purposes:
   a. sub-licensing Client’s license to the Shareablee Services in any manner including in connection with fee-for service use;
   b. Commercial Use (as defined in below); and/or
   c. sharing or storing on file hosting sites (whether Client or nonsubscriber sites) or non-Client servers.

   ii. Use of the Shareablee Services by third parties including without limitation affiliates, subsidiaries, consultants, and independent contractors must be approved by Shareablee in writing before gaining access to the Shareablee Services. Access to the Shareablee Services by a consultant or independent contractor must be terminated immediately upon the earliest of the following occurring: the Client terminates its relationship with consultant or independent contractor for any reason, or after the completion of the consultant’s or independent contractor’s work with Client.

   iii. Copyright Notices/Proper Citations. Copyright notices, other notices, or disclaimers included in the Shareablee Services may not be removed, obscured, or modified in any way. Any use of Limited Selections (as defined in below) from the Shareablee Services must include the proper bibliographic citation, including author attribution, full title of the work from which the Limited Selection is taken, publisher, and the copyright date.

   iv. Derivative Works/Alterations. Client acknowledges that it and its Authorized Users (as defined in below) may not post, modify or create a derivative work of content obtained from the Shareablee Services without prior, express written consent from the copyright holder of content.

   v. Plagiarism. Client acknowledges that it and its Authorized Users may not misuse the Shareablee Services to plagiarise or represent the work of others as their own.

   vi. Prohibited Behavior. Client acknowledges that it and its Authorized Users may not use the Shareablee Services or any of its features for any unlawful purposes or to facilitate or encourage any unlawful act. Authorized Users may not upload, post, transmit or otherwise disseminate on or via the Shareablee Services any of the following: (i) any material that is threatening, abusive, defamatory, vulgar, obscene, profane, or otherwise objectionable or unlawful; (ii) any materials protected by copyright, trademark, or other proprietary right without a valid license or other right to do so; (iii) any advertisement, solicitation, spam or similar type of information; (iv) any private, personally identifiable information regarding others. Any other use, including the reproduction, modification, distribution, transmission, republication, rehosting, tampering, framing, or embedding of the Shareablee Services, or any Commercial Use whatsoever of the Shareablee Services, is strictly prohibited without Shareablee’s prior written consent.

   vii. Reverse Engineering/Decompilation. Neither Client nor its Authorized Users may reverse engineer, reverse assemble, reverse compile, decompile, disassemble, translate or otherwise alter any executable code, contents, or tools downloaded from or made available through the Shareablee Services. Neither Client nor its Authorized Users may use programs, scripts, code or other available methods to download or view multiple pages of content on the Shareablee Services in an automated fashion. Neither Client nor its Authorized Users may use robot, spider, scraper, or other automated means to access the Shareablee Services for
any purpose or bypass any measures Shareablee may use to prevent or restrict access to the Shareablee Services.

viii. Client acknowledges that Authorized Users may not, under any circumstances, index the Shareablee Services, the Website by any means, whether now known or hereinafter invented. The Client may, on behalf of its Authorized Users, index the content on the Shareablee Services only with prior written approval from Shareablee. Shareablee may, at its own discretion, deny requests for indexing.

4. Definitions
   i. “Authorized Users” shall mean Client’s employees.
   ii. “Commercial Use” shall mean external use of the Shareablee Services for the purposes of financial gain or monetary reward (whether by or for the Client or an Authorized User, by means of the sale, resale, loan, transfer, hire or other form of exploitation of the Licensed Product. Commercial Use is expressly prohibited in the Service Order in which Client purchased Shareablee Services.
   iii. “Limited Selections” shall mean up to 25 pages or 10% of the substantive portion (i.e., all pages excluding indexes, table of contents, appendices, etc.) from one book, whichever represents the smaller quantity. Authorized Users may print and/or save Limited Selections only as they relate to internal research, educational, or work purposes. In all events, Authorized Users must abide by U.S. copyright laws and utilizing the Shareablee Services as intended, namely for internal research, educational or work purposes.

XIII. GENERAL TERMS

A. General Terms Applicable To All Service Orders
   1. Where a Service Order includes Deliverables from more than one of the product-specific categories set forth herein, then the Product Terms for each applicable product-specific category shall apply to that Service Order.
   2. Public Release. Client use of Deliverables, is subject to the usage guidelines as set forth at https://www.comscore.com/Insights/Data-Usage-Policy. Comscore shall have the right to publicly identify Client as a customer and publicly announce any Service Orders entered into.
   3. No Unilateral Terms. No unilateral terms or conditions on materials issued by Client, including without limitation, purchase orders and order forms, will be used to interpret or amend the parties’ legal rights and responsibilities as they pertain to the Deliverables provided hereunder.
   4. IVT Avoidance Notice. The Media Rating Council (MRC) and the industry seek to combat invalid traffic (IVT). Client will familiarize itself with and support the MRC’s Invalid Traffic Detection and Filtration Guidelines (which are available on the MRC website at: http://mediaratingcouncil.org/101515_IVT%20Addendum%20FINAL%20(Version%201.0).pdf).
   5. No Transfer of License. Notwithstanding anything to the contrary in the Agreement or herein, the rights and licenses granted under any Service Order are nonexclusive and personal to Client (as such Client entity is constituted as of the Effective Date of such Service Order) and may not be assigned or transferred, including in the event of a change of controlling ownership, without Comscore’s prior written approval.
   6. No Manipulation. Comscore reserves the right to suspend services where it suspects any attempt to interfere with the intended operation of its business, or to otherwise manipulate the intended purpose of any Service Order in any way. This determination is made at Comscore’s
sole discretion. If such determination is made, then Comscore shall also, upon reasonable notice, have the right to audit and otherwise examine the Client’s systems and records to determine adherence to the terms set forth herein, and Client agrees to make available its systems and relevant records, which it shall maintain in accordance with industry preferred data practices.

7. Data Use. When Client provides data to Comscore, causes third parties to provide data to Comscore, or allows Comscore to collect data, such action affirms that Client has all rights, and has obtained all third party consents necessary, for Comscore to use that data for generating the Deliverables and improving its models and methodologies.

8. Other Agreements. 1) Each Service Order is intended to be governed by an active Master Services Agreement (referred to herein as “Agreement” or “Original Agreement”) between the parties. If no active Agreement is in effect, then by executing a Service Order the Client accepts, without need for further action, the Terms of Use at: https://www.comscore.com/Request/other/Terms-and-Conditions which shall constitute the Agreement. 2) Certain Product Terms require a Client to maintain an active UDM or Data Sharing Agreement. If no active UDM or Data Sharing Agreement is in effect, then by executing a Service Order subject to those terms, the Client accepts without need for further action the Data Sharing Agreement at: https://www.comscore.com/Request/Agreements/Data-Sharing-Agreement.

9. Trials and/or No-Cost Services. If no fees are charged under any trial or other Service Order, then each party agrees that the Deliverables thereunder constitute valuable consideration to support the Client’s promises and commitments thereunder, and agrees to the following terms which shall expressly control and supersede any conflicting terms in any other applicable agreement:

Client agrees that such Deliverables are provided “AS IS,” WITHOUT WARRANTIES OF ANY KIND, INCLUDING WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE, REGARDLESS OF WHETHER COMSCORE WAS ADVISED OF CLIENT’S INTENDED APPLICATION OF THE SERVICES OR DELIVERABLES. Client waives any and all claims or causes of action which it has or may have against Comscore, its Affiliates and licensors, in relation to or in connection with any such Deliverables, regardless of the legal theory. The Deliverables may be used only for internal evaluation purposes by Client and may be terminated at any time by Comscore.

10. MRC Accreditation. Comscore is actively engaged with the MRC to achieve accreditation related to products in the Comscore TV product suite, and the parties agree that once such accreditation is received a 10% uplift shall be applied to pricing set forth in any Service Order covering such accredited product(s), effective starting the first day of the month following such accreditation.

11. Due to the changing nature of technologies, methodologies and regulations associated with the matters covered herein, including but not limited to data rights and data privacy issues, Comscore may adjust data sources and elements as it deems necessary to comply with agreements or internal policies, applicable laws or regulations, or accreditation-organization or industry guidelines. Comscore may also amend these Product Terms and the terms set forth on the webpages referred to herein at any time at its discretion (such webpages and the webpage on which these Product Terms are published are collectively referred to by the term “Website”) by posting such amendments on the applicable Website. Comscore shall make commercially reasonable efforts to issue notifications of material Website changes and Client is encouraged to visit the Websites regularly to review changes that may have occurred.

12. If any provision of these Product Terms is held to be invalid, illegal or unenforceable, the remaining provisions of the Product Terms will remain in full force and effect.
13. Section headings in these Product Terms are intended for ease of reference only and are not to be used for interpretation or limitation of the substantive provisions in a section.

B. Terms applicable to Credit Banks
1. If Client purchases a credit bank (the “Credit Bank”), the fund of the Credit Bank may be applied against Client's future purchase(s) of Deliverables. The Credit Bank must be committed to Deliverables that will be delivered in accordance with the following schedule:
   100% of the Credit Bank must be committed to Deliverables (other than a credit bank) that will deliver by one year from the effective date of the Service Order in which Client purchased the Credit Bank (“Credit Bank End Date”).
   Any portion of the Credit Bank that has not been committed to Deliverables that will deliver by the Credit Bank End Date, shall expire on the Credit Bank End Date and shall not be subject to refund.
   The parameters of each purchase of Deliverables (including final scope and costs) which are to be paid out of the Credit Bank shall be agreed to in writing by the parties under a separate Service Order.
2. Notwithstanding anything to the contrary, Client is prohibited from using funds from a Credit Bank to pay for fees associated with Deliverables which are commissioned by a third party. Additionally, the fees associated with services which are commissioned by a third party shall not be counted towards any minimum commitment arrangements which Client may have in place with Comscore.