

SERVICE DESCRIPTION: ADVANCED SERVICES – FIXED PRICE

ASF-SAE-G-SVD-CONT – CISCO CONTENT STRATEGY/MONETIZATION SERVICE

This document describes Advanced Services Fixed Price: Cisco Content Strategy/Monetization Service:

This document must be read in conjunction with the [How Cisco Provides Services](#) document, which is incorporated into this document by reference.

Cisco Vision Content Monetization Service

Service Summary

The Cisco Content Monetization Service provides remote content design and consulting support to Customer for the purpose of developing a comprehensive content strategy designed to address the goals of sponsors, advertisers, and of the venue. Additionally, the Service includes digital content creation services.

Deliverables

- Content Strategy and Planning
- Content Creation Specifications Guide (CCSG)
- Content Matrix (Event Matrix and/or Experience Matrix)
- Custom Content Creation for a total of up to twenty-five (25) content credits for final end user approved graphics delivered as follows:

Solution / Use Case	Content Format
Cisco Vision	Cisco Vision-compatible file format

Location of Services

Services are delivered remotely to Customer.

High Level Design Development

Cisco Responsibilities

- Work with Customer to review and agree on the final deployment schedule related to the Services to be provided hereunder.
- Provide Customer with the access to and passwords as relevant for the on-line system which will be used when the Customer reviews and approves the Completed Content.

- Gather the Customer requirements for the gathering of content and media requirements via Content Strategy Meetings, which may consist of a workshop, interviews, meetings, and/or emails involving Customer stakeholders.
- Using the information documented in the Content Strategy Meetings, develop a strategy that is aimed at meeting the needs and goals of the Customer stakeholders as advised to Cisco by Customer. Content strategy development includes: a) understanding objectives; b) reviewing Customer’s marketing initiatives and promotions; c) reviewing Customer’s sponsorship sales and sponsor promotions; and d) discussing Customer special event and promotion support.
- Schedule a Sponsorship Sales Overview meeting with the venue sales organization to explain the sponsorship opportunities and activation packages that can be sold to generate additional revenue for the venue.
- Confirm receipt of Customer’s provided creative assets which include but are not limited to: brand/style guides, logos, text, photos, videos, etc.
- Demonstrate and explain a Content Matrix that will outline all content that will be played within the venue. For Cisco Vision deployments, this will also be referred to as the “Content Matrix” and will include in-house promotions, zones of exclusivity, menu boards, directional signage, sponsor assets and any other content that will be played using Cisco Vision within the venue.
- Evaluate the Customer provided creative assets and create a content asset list of all Venue Content to be produced by Cisco with available content credits.
- Document the content strategy and specifications in the Content Creation Specifications Guide (CCSG), which may include providing recommendations for keeping the Content fresh. Design elements will be used to create the entire presentation utilizing Customer approved designs.
- Provide the CCSG to Customer for review and approval.
- Based on the CCSG, work with the Customer to create the initial design compositions for the Venue Content utilizing the Customer’s design elements, creative assets, logos, and color palette.

- Upload the initial content designs for Customer to review for comment and approval before moving to content production.
- Upon approval of content designs, Cisco will provide the final content to the Customer as mutually agreed by both parties.
- The Customer must sign-off on the final Venue Content within three (3) Business Days upon receipt of the final Venue Content, giving their approval to the final Venue Content, before the project can proceed.

Customer Responsibilities

- Provide Cisco with the details related to the final Venue schedule which will be reviewed and agreed at project kick-off.
- Provide Cisco with the details of the relevant Customer stakeholders who will be responsible for reviewing and approving the content using the online system.
- Coordinate and schedule Customer stakeholders to participate in content meetings and interviews as necessary.
- Unless otherwise agreed to by the parties, respond within two (2) Business Days of Cisco's request for any other documentation or information needed to provide the Service.
- Work with Cisco to define and assess the requirements and strategy and assist Cisco in the completion of Content questions that arise.
- Obtain all necessary or appropriate permission for the use by Cisco, Customer, and their respective subcontractors of all trade names, trademarks, logos, copyrighted material, or other intellectual property contained in any Customer- provided creative assets.
- Provide Cisco with such information, data and documentation as Cisco may require to enable Cisco to provide the Services and comply with Cisco's Responsibilities set forth herein including but not limited to provision of preliminary branded materials and all creative assets which includes but is not limited to: brand/style guides, logos, text, photos, videos, etc. It is the Customer's responsibility to obtain permission for the use of all logos and copyrighted material.
- Review and approve the CCSG.
- Provide reasonable access to Customer site(s) and Venue locations and facilities including, where applicable, computer equipment, telecom equipment, facilities and workspace, as Cisco may require enabling it to provide the Services and comply with the Cisco Responsibilities set forth herein.
- Access the online system and review initial Venue Content designs and provide comments to Cisco within three (3) Business Days of Cisco uploading the Content for review.

Project Assumptions and Exclusions

- Any creative asset content purchase or licensing costs are not included as part of this Service and shall be the sole responsibility of Customer.
- Customer acknowledges that there will be only two (2) rounds of changes allowed related to review of the initial designs; if two rounds of changes are to be exceeded, then an additional credit count of equal value will be charged against the Customer's content credit count.
- Customer will be responsible for the use of any and all intellectual property embodied in the Content created or prepared hereunder, including securing any appropriate licenses to content owned by third parties.
- Ownership: Cisco will not acquire ownership of the completed, installed and delivered Content. However, Cisco shall have a worldwide, fully-paid, non-revocable, perpetual license to the structural Content created and the method or approach devised to create and deliver Content hereunder (but not to the pre-existing Customer or third- party content contained in the Deliverables such as logos, trademarks, trade-names, etc. contained in the Content.
- Widgets: Custom Widget-based Content Assets for Data Integration may be created using content credits. Each new custom Widget-based Content Asset created will be charged as 10 content credits. This cost includes design, configuration, verification, and background graphics.
- HTML5: Custom HTML5-based Content Assets for Data Integration may be created using content credits. Since the Customer requirements and level of effort for each HTML5-based asset is unique, each HTML5-based asset required will be discussed with the Customer and the production time (content credit equivalent) required to create the HTML5-based asset will be determined by Cisco Content Services. This information will be presented to the Customer and once approved by the Customer the work will commence. Upon delivery and sign-off of the HTML5-based asset, the agreed upon number of content credits will be subtracted from the content credit

count which is provided as part of this service description.

- Video Production: Since the Customer requirements for each custom video is unique, each video production will be discussed with the Customer and the production time (content credit equivalent) required to create that video will be determined by Cisco Content Services. This information will be presented to the Customer and once approved by the Customer the video production work will commence. Upon delivery and sign-off of the video production the agreed upon number of content credit equivalent will be subtracted from the graphic deliverable count which is provided as part of this service description.

Definitions

- "Content" means deliverables including but not limited to any combination of Graphics, data driven widgets, HTML5, and motion graphics between one (1) and thirty (30) seconds in duration.
- "Event(s)" means organized programs for private, team, concerts, sports, customized sponsorship, and/or customized sales presentations that take place in a stadium.
- "Graphics" are defined as the resulting collection of pictorial and/or illustrative deliverables of this service description. A fixed number of content credits are made available to the Customer via this service description. A graphic as defined by this service description is any unique static graphic designed and created by Cisco Content Services at the request of the Customer. At the beginning of the content creation process, the Design/Composition phase is the starting point of content creation process and will ultimately lead to the finalization and sign off of any graphic. These graphics can be created completely by Cisco Content Services and/or could include assets provided by the Customer including but not limited to: logos, photos, text, backgrounds, etc. If a graphic is created and the Customer request changes that exceed changing 20% of the current text on the graphic than that new version is counted as a new graphic. If any additional graphic element or style is added to the current graphic, then that new version is counted as a new graphic. Any request to change a graphic after the use of content in the Cisco Vision system (i.e. updating an existing piece of content) will be deemed a new piece of content and the customer will be charged credits for that new piece.
- "Widget-based or HTML5-based Content Assets for Data Integration" is defined as any graphics that

consist of background graphics and rendering of data fields imported via a data interface supported by Cisco Vision Director. These assets can include Menu Boards, scoring/statistics displays and graphics for social media.

- "Content Credits" are defined as the system to which the value of each piece of content created by the Cisco Content Services team is weighed and valued. Content credits are divided into three types: Static (i.e. still graphics), Animation (i.e. motion graphics), and Design plus animation (i.e. from scratch designed by Cisco Content Team). Each type requires more effort and therefore more credits to achieve. Contact Cisco Content Services for complete content credit system.

General Customer Responsibilities

- All information (such as but not limited to: designs, topologies, requirements) provided by Customer is assumed to be up-to-date and valid for the Customer's current environment. Cisco Services are based upon information provided to Cisco by Customer at the time of the Services.
- Support services provided by Cisco comprise technical advice, assistance and guidance only.