

Services Descriptions

Updated as of Sep 8, 2026

Item	Description
CONVIVA DIGITAL INTELLIGENCE PLATFORM	
Conviva Digital Intelligence Platform	The Conviva Digital Intelligence Platform enables access to the Conviva services and includes the following features and functionalities: • Conviva Sensor, which is comprised of SDKs that, when integrated into or with the customer’s applications, provide comprehensive, real-time, cross-device ingestion of relevant events; • Pulse, which is Conviva’s user interface that allows users to explore relevant metrics in real-time or in batch mode; • SSO (SAML 2.0 & OIDC), which enables single sign-on (SSO) with the customer’s identity provider (including Okta and Active Directory); and • Monitoring & Analytics, which includes the ability to monitor any amount of data collected or processed by Conviva.

Account
Containers

The containers (C3 account) assigned by Conviva that hold the selected portion of the metrics and metadata collected by the Conviva Sensors. Customer is provided the number of Account Containers indicated in the Order Form and may request additional Account Containers, which is subject to Conviva's approval. Account Containers with traffic not exceeding 100 concurrent plays for SEI and 100 active devices for App Experience or DPI are considered "Test Accounts". Account Containers with traffic exceeding 100 concurrent plays for SEI or 100 active devices for App Experience or DPI are considered "Production Accounts". The traffic in all Production Accounts will be summed in calculating the Usage Amount for each Consumable Element with a Unit of Measure based on Viewer Hours (or VH or MVH) for SEI, Mapped Events for App Experience and Sessions for DPI, respectively.

DIGITAL PATTERNS INSIGHTS (DPI)

Digital Patterns Insights (DPI)

A Conviva Digital Intelligence Platform service that allows Customers to monitor and analyze the patterns of digital experience of Customer applications via the ingestion of application, website and agent Events (DPI) through the Conviva Sensor. Certain Events (DPI) are automatically ingested by the Conviva Sensor ("Auto-collected Events"), which also can ingest custom Events (DPI) defined by the Customer. Customer can use DPI's activation layer to map Events (DPI) for ingestion to give them semantic business meaning ("Mapped Events") and to block Events from being ingested ("Blocked Events"). DPI computes Sessions and out-of-the box metrics from Auto-collected Events, which are analyzed across dimensions. DPI also includes AI Alerts (DPI), which sends alerts based on a subset of metrics and provides insights for improvements on the alerts, and Cohort Replay, which allows a Customer to play recreated end user Sessions (DPI) as a video with annotated Events (DPI) and Self-Defined Flows (DPI). Customers can create, visualize and analyze patterns based on the Events ingested by the Conviva Sensor. Self-Defined Flows (DPI) and Metrics (DPI) can be created from the Mapped Events and also utilize AI Alerts (DPI) to alert on a subset of them. Customers can connect to DPI via a Model Context Protocol (MCP) with a maximum limit of 100 queries per minute. DPI uses the collected data to train and improve Conviva's proprietary machine learning models which are solely used for the benefit of the individual Customer.

Sessions (DPI)	A group of Events (DPI) that starts when any end user custom Event, Auto-collected Event, or Mapped Event occurs and ends when end user inactivity lasts longer than thirty (30) minutes. An “Event (DPI)” is a behavior and/or action of a Customer application and/or its end user, such as a standard system event like an error, network request, or a custom Event (DPI) triggered by a Customer application code. Each Session is limited to 100 Events.
AI Alerts (DPI)	A feature of the Conviva Digital Intelligence Platform which scans in real-time, alerts on anomalies for selected events, and provides insights for improvements of those anomalies identified.
Agent Conversation Patterns	A service that enables a unified analysis of user engagement with an AI agent, website, and mobile app to surface insights that improve agent and application effectiveness with up to the number of Conversation Turns designated in the Order Form. A “Conversation Turn” is a message from a user with one response.

Nexa

An analytical GenAI Tool designed to facilitate data-driven inquiries, identify insights, and generate both automated and customized reporting based on data that Conviva has collected and processed as part of its DPI Services. Nexa is subject to the terms of Conviva's AUP and limited to the number of tokens set forth in the Order Form.

Nexa may allow Customer to connect certain third-party applications, platforms, or services (each, a "Third-Party Integrator"). If connecting a Third-Party Integrator, Customer agrees that: (i) Conviva may transmit certain information from an account, including Customer Data and Customer Personal Data, to the applicable Third-Party Integrator until disconnected; (ii) Customer has all rights, licenses, consents, and permissions necessary to connect the Third-Party Integrator and to send it data; and (iii) Customer's use of any Third-Party Integrator is governed solely by that Third-Party Integrator's terms and conditions, including its privacy, security, and data retention policies. Conviva reserves the right to suspend or disable any integration at any time. Conviva disclaims all liability for a Third-Party Integrator's actions/inactions as Conviva does not endorse or warrant the Third-Party Integrator. To the extent you share any Conviva Confidential Information with such Third-Party Integrator, Customer agrees that it has the appropriate confidentiality terms in place with such Third-Party Integrator to protect the data shared.

STREAMING EXPERIENCE INSIGHTS

Streaming
Experience
Insights (SEI)

A Conviva Digital Intelligence Platform service that allows a Customer to monitor and analyze the video and audio streaming experience through the ingestion of video or audio player events via the Conviva Sensor. The ingested video data is cleaned, standardized and normalized, thereby providing accurate information about the customer's streaming service experience. Streaming Experience Insights includes the following:

- Master View Account, which provides a hierarchical view of content consumption across multiple brands by aggregating multiple Account Containers into a single instance;
- access to and retention of up to 13 months of historical service statistics visible as one-minute sessionized data available for the then-current month and hourly sessionized data available for all other remaining months;
- Viewer Module (30 days), which provides a detailed view of performance metrics for individual video sessions, including SPI, over the prior 30 calendar days through a customizable visualized dashboard;
- AI Alerts (SEI), which automatically detect and diagnose anomalies in the delivery of the selected Customer's data providing alerts, and potential solutions to address such anomalies; AI Alerts uses collected data to train and improve Conviva's proprietary machine learning models which are solely used for the benefit of the individual Customer;
- 40 dimensions (SEI) per Account Container, which are metadata tags for multi-dimensional analysis and instant filtering across key attributes and can be used to categorize and view the trends of up to the top 200 values collected per dimension. Dimensions can be defined by Conviva or Customer and are continuously updated in real-time allowing each dimension to be combined with any number of other dimensions;
- 1 Data Feed (SEI – Daily), which is a data feed or file, delivered once per day to a single Conviva-approved internal

Viewer Hours Streaming Experience Insights data ingestion is measured in Viewer Hours, where “Viewer Hour” (or “VH”) means each hour of streaming content (including, among other things, live streams, videos-on-demand and ads) consumed by end users (aggregated across all Customer players) and ingested by the Conviva Sensor. “MVH” means one million Viewer Hours.

Reserved Capacity (SEI) The amount of Capacity purchased or reserved under the Order Form, where “Capacity” is the maximum number of plays consuming video content simultaneously in a calendar month, as measured in peak concurrent plays (or “PCP”). The following additional terms and conditions apply:

- A minimum of 4 weeks advance notice is required if Customer wishes to increase its Reserved Capacity over 4,000,000 PCP. If Customer fails to provide such advance notice, Conviva reserves the right to limit the Reserved Capacity to 4,000,000 PCP.
- A minimum of 4 weeks advance notice is required for any events expected to exceed the Reserved Capacity by more than 500,000 PCP. If Customer fails to provide such advance notice, Conviva will make reasonable efforts to support events that exceed such Capacity level, but Conviva shall have no liability for any inability to support a disruption in service due to, or a violation of any service level objective as a result of, such excess Capacity level.

App Experience A feature of Streaming Experience Insights that allows a Customer to monitor and analyze the user experience within the video and audio streaming application through the automatic ingestion of application events (“Auto-Collected Events”) and Customer defined application events (“Custom Events”) via the Conviva Sensor. A Customer can map events to Auto-collected Events or Custom Events to ascribe semantic business meaning (“Mapped Events”), block events, compute sessions from Mapped Events, compute up to 30 out-of-box metrics and 30 custom metrics analyzed across 30 out-of-box dimensions and 30 custom dimensions, and build up to 10 self-defined flows to measure the event sequences that matter to its business. Additional purchases of metrics, dimensions and flows may be added for an additional fee. App Experience also includes AI Alerts which detects anomalies on a defined set of metrics, notifies the Customer, and provides Root Cause Analysis for each alert. AI Alerts uses collected data to train and improve Conviva’s proprietary machine learning models which are solely used for the benefit of the individual Customer. By default, Customer access to data is only available for session level data from Mapped Events at minute-level granularity for up to 30 days. For an additional fee, extended access may be purchased for session level data from Mapped Events at hourly granularity for up to 12 months.

The amount of Capacity reserved for Customer’s use of App Experience, where “Capacity” is the maximum number of Mapped Events per minute sent to the Conviva Digital Intelligence Platform, as measured in a peak event rate (or “PER”). App Experience includes Reserved Capacity of 1,000,000 Mapped Events per minute. A minimum of 4 weeks advance notice is required for Customer to increase the Reserved Capacity. If Customer fails to provide such advance notice and Customer’s actual Capacity exceeds the Reserved Capacity, Conviva will make reasonable efforts to support the additional Capacity, but Conviva shall have no liability for any inability to support a disruption in service due to, or a violation of any service level

Nexa

An analytical GenAI Tool designed to facilitate data-driven inquiries, identify insights, and generate both automated and customized reporting based on data that Conviva has collected and processed as part of its SEI Services. Nexa is subject to the terms of Conviva's AUP and limited to the number of tokens set forth in the Order Form.

Nexa may allow Customer to connect certain third-party applications, platforms, or services (each, a "Third-Party Integrator"). If connecting a Third-Party Integrator, Customer agrees that: (i) Conviva may transmit certain information from an account, including Customer Data and Customer Personal Data, to the applicable Third-Party Integrator until disconnected; (ii) Customer has all rights, licenses, consents, and permissions necessary to connect the Third-Party Integrator and to send it data; and (iii) Customer's use of any Third-Party Integrator is governed solely by that Third-Party Integrator's terms and conditions, including its privacy, security, and data retention policies. Conviva reserves the right to suspend or disable any integration at any time. Conviva disclaims all liability for a Third-Party Integrator's actions/inactions as Conviva does not endorse or warrant the Third-Party Integrator. To the extent you share any Conviva Confidential Information with such Third-Party Integrator, Customer agrees that it has the appropriate confidentiality terms in place with such Third-Party Integrator to protect the data shared.

Reserved
Capacity
(SEI – Monthly)

The amount of Capacity purchased or reserved under the Order Form for special Customer designated events, where “Capacity” is the maximum number of plays consuming video content simultaneously in a calendar month, as measured in peak concurrent plays (or “PCP”). The following additional terms and conditions apply:

- A minimum of 4 weeks advance notice is required if Customer wishes to increase its Reserved Capacity over 4,000,000 PCP. If Customer fails to provide such advance notice, Conviva reserves the right to limit the Reserved Capacity to 4,000,000 PCP.
- A minimum of 4 weeks advance notice is required for any events expected to exceed the Reserved Capacity by more than 500,000 PCP. If Customer fails to provide such advance notice, Conviva will make reasonable efforts to support events that exceed such Capacity level, but Conviva shall have no liability for any inability to support a disruption in service due to, or a violation of any service level objective as a result of, such excess Capacity level.

Data Feed (Video – Hourly)	A data feed or file, delivered once per hour to a single Conviva-approved internal destination, that includes one application-supported data model covering viewer and/or session-level statistics from consumption within the same one-hour period. Notwithstanding the terms of the applicable agreement governing Customer’s use of the Conviva Services, Data Feeds, including any reports containing all or portions of the Data Feed, provided by Conviva shall not be disclosed or provided to any competitor of Conviva (which is a company or other entity that provides to its customers OTT video metrics, advertising measurement and reporting, or advertising and/or marketing segmentation and activation services, in competition with Conviva). In addition, any third party to whom the Data Feed (or any reports containing all or portions of the Data Feed) is disclosed or provided, as permitted hereunder, shall be required in writing to maintain the confidentiality of the Data Feed under the same or similar terms as those used to protect the confidentiality of Customer’s own confidential information.
Viewer Module (90 Days)	An upgrade to Viewer Module (30 days), which provides a detailed view of performance metrics for individual video sessions, including SPI, over the prior 90 calendar days through a customizable visualized dashboard.
Precision	A Conviva Digital Intelligence Platform service that uses a programmatic method to obtain optimization decisions for service resiliency and operational efficiency through dynamic selection of starting resources for each viewing session. Precision is powered by a flexible business policies engine that continuously measures QoE in real-time on every viewer device. Precision includes the tags required to configure Precision policies.

Data Feed (App Experience – Hourly)	A data feed or file, delivered once per hour to a single Conviva-approved internal destination, that includes one application-supported data model covering session-level statistics from consumption within the last sixty minutes. Notwithstanding the terms of the applicable agreement governing Customer’s use of the Conviva Services, Data Feeds, including any reports containing all or portions of the Data Feed, provided by Conviva shall not be disclosed or provided to any competitor of Conviva (which is a company or other entity that provides to its customers OTT video metrics, advertising measurement and reporting, or advertising and/or marketing segmentation and activation services, in competition with Conviva). In addition, any third party to whom the Data Feed (or any reports containing all or portions of the Data Feed) is disclosed or provided, as permitted hereunder, shall be required in writing to maintain the confidentiality of the Data Feed under the same or similar terms as those used to protect the confidentiality of Customer’s own confidential information.
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Data Feed
(Ads – Hourly)

A data feed or file, delivered once per hour to a single Conviva-approved internal destination, that includes one application-supported data model covering Ads viewer and/or session-level statistics from consumption within the same one-hour period. Notwithstanding the terms of the applicable agreement governing Customer's use of the Conviva Services, Data Feeds, including any reports containing all or portions of the Data Feed, provided by Conviva shall not be disclosed or provided to any competitor of Conviva (which is a company or other entity that provides to its customers OTT video metrics, advertising measurement and reporting, or advertising and/or marketing segmentation and activation services, in competition with Conviva). In addition, any third party to whom the Data Feed (or any reports containing all or portions of the Data Feed) is disclosed or provided, as permitted hereunder, shall be required in writing to maintain the confidentiality of the Data Feed under the same or similar terms as those used to protect the confidentiality of Customer's own confidential information.

Data Feed
(Ads – Daily)

A data feed or file, delivered once per day to a single Conviva-approved internal destination, that includes one application-supported data model covering Ads viewer and/or session-level statistics from consumption within the same 24-hour period. Notwithstanding the terms of the applicable agreement governing Customer's use of the Conviva Services, Data Feeds, including any reports containing all or portions of the Data Feed, provided by Conviva shall not be disclosed or provided to any competitor of Conviva (which is a company or other entity that provides to its customers OTT video metrics, advertising measurement and reporting, or advertising and/or marketing segmentation and activation services, in competition with Conviva). In addition, any third party to whom the Data Feed (or any reports containing all or portions of the Data Feed) is disclosed or provided, as permitted hereunder, shall be required in writing to maintain the confidentiality of the Data Feed under the same or similar terms as those used to protect the confidentiality of Customer's own confidential information.

IMPLEMENTATION SERVICES

Implementation Services	Assistance by Conviva with the implementation lifecycle of the Conviva Sensor on Customer-branded application(s) on a specific device software stack (each, a “Device Application”). Customer may request technical support with integration, launch, upgrade and maintenance of the Conviva Sensor. Implementation services include access to Conviva’s proprietary software tools and related training and workshops and will be provided remotely by Conviva resources designated by Conviva. Customer support requests after the launch of Customer’s Device Application must be submitted to Conviva’s customer support team through the following supported communication channels only: email, the Conviva Customer Support ticketing system, phone, or Slack Connections.
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SUPPORT AND OTHER SERVICES

Support	Standard level of Conviva Support including target response times to Customer-reported incidents as follows: P0 (critical incidents) – target response within 30 minutes; P1 (urgent incidents) – target response within 4 business hours; P2 (moderate incident) – target response within 16 business hours.
Solution Consultant	A post-sales services advisor responsible for assisting Customer in implementing and maximizing value of Conviva Services, including (i) on-boarding, training adoption and continued refinement & optimization of how to leverage Conviva Services (ii) training regarding Conviva products and new features; (iii) liaison services to coordinate Customer and Conviva personnel regarding application qualification issues; (iv) assistance in auditing data hygiene for traffic coverage, metric accuracy and consistency, complete, coherent and efficient filter usage, and complete and consistent metadata; (v) weekly check-in by Conviva Solution Consultant; and (vi) quarterly business reviews.