

Services Descriptions

Updated as of May 22, 2026

ITEM	DESCRIPTION
CONVIVA DIGITAL INTELLIGENCE PLATFORM	
Conviva Digital Intelligence Platform	<p>The Conviva Digital Intelligence Platform enables access to the Conviva services and includes the following features and functionalities:</p> <ul style="list-style-type: none">- 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);- Monitoring & Analytics, which includes the ability to monitor any amount of data collected or processed by Conviva; and- Nexa, which is 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 Services, i.e. Digital Product Insights and/or Video Streaming Insights (as applicable). Nexa is subject to the terms of Conviva’s AUP and limited to use of 50,000,000 tokens per month per Service.

ITEM	DESCRIPTION
Account Containers	<p>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 VSI and 100 active devices for VDPI or DPI are considered “Test Accounts”. Account Containers with traffic exceeding 100 concurrent plays for VSI or 100 active devices for VDPI 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 VSI or Events for VDPI and DPI, respectively.</p>

DIGITAL PRODUCT INSIGHTS (DPI)

ITEM	DESCRIPTION
Digital Product Insights (DPI)	<p>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 enables 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 Customers 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. 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.</p>

ITEM	DESCRIPTION
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 five (5) 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.
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.
VIDEO STREAMING INSIGHTS (VSI) (formerly known as Video)	

ITEM**DESCRIPTION****Video Streaming Insights (VSI)**

A Conviva Digital Intelligence Platform service that allows customers to monitor and analyze the streaming experience of their applications 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.

VSI 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.

Video Streaming Insights includes: (i) a Master View Account, which provides a hierarchical view of content consumption across multiple brands by aggregating multiple Account Containers into a single instance, (ii) access to and retention of up to 13 months of historical service statistics, (iii) 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, and (iv) AI Alerts (VSI), which automatically detect and diagnose anomalies in the delivery of the selected Customer's data providing alerts, and potential solutions to address such anomalies.

ITEM	DESCRIPTION
Reserved Capacity (VSI)	<p>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:</p> <ul style="list-style-type: none">• 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.
Dimensions (VSI)	<p>The Dimensions for VSI, where “Dimensions” are metadata tags for multi-dimensional analysis and instant filtering across key attributes and can be used to categorize and view the trends of 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. VSI includes up to the number of Dimensions (VSI) indicated in the Order Form.</p>

ITEM	DESCRIPTION
Data Feed (VSI - Daily)	<p>A data feed or file, delivered once per day 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 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.</p>
APIs	<p>Programmatic access to data from the Conviva Digital Intelligence Platform for VSI related events only. Conviva APIs are for use by Customer only and may not be shared with or used by any third party.</p>

ITEM	DESCRIPTION
Advanced Benchmarks	A feature of the Conviva Digital Intelligence Platform that empowers the Customer to understand global OTT best practices and enhance the Customer's ability to compete in local regions and seize potential market opportunities through a series of visualized dashboards showing industry medians and benchmarks side-by-side with the Customer's own data (as applicable).
Reserved Capacity (VSI - Monthly)	<p>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:</p> <ul style="list-style-type: none">• 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.

ITEM	DESCRIPTION
Data Feed (VSI - Hourly)	<p>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.</p>
Viewer Module (90 Days)	<p>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.</p>

ITEM	DESCRIPTION
<p>Precision</p>	<p>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.</p>
<p style="text-align: center;">VIDEO DIGITAL PRODUCT INSIGHTS (VDPI)</p>	
<p>Video Digital Product Insights (VDPI)</p>	<p>A Conviva Digital Intelligence Platform service that allows customers to monitor and analyze the digital experience of Customer applications beyond streaming content via the ingestion of application Events (VDPI) through the Conviva Sensor. Certain Events (VDPI) are automatically ingested by the Conviva Sensor (“Auto-collected Events”), which also can ingest custom Events (VDPI) defined by the Customer. Customers can use DPI’s activation layer to map Events (VDPI) for ingestion to give them semantic business meaning (“Mapped Events”) and to block Events from being ingested (“Blocked Events”). VDPI computes Sessions and out-of-the box metrics from Auto-collected Events, which are analyzed across out-of-the box dimensions. VDPI also includes AI Alerts (VDPI), which sends alerts based on a subset of metrics and provides root cause analysis on the alerts. Customers can create their own Self-Defined Flows (VDPI) and Metrics (VDPI) from the Mapped Events they create and also utilize VDPI AI Alerts to alert on a subset of them.</p>

ITEM	DESCRIPTION
Sessions (VDPI)	A group of Events (VDPI) that starts when any end user custom Event, Auto-collected Event, or Mapped Event occurs and ends when end user inactivity lasts longer than five (5) minutes. An “Event (VDPI)” 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 (VDPI) triggered by a Customer application code. VDPI automatically captures standard system Events (VDPI) and can capture custom Events (VDPI) defined by the Customer, such as an end user’s journey through a Customer application.
Self-Defined Flows (VDPI)	A feature of the Conviva Digital Intelligence Platform that allows Customers to identify important activities that its end users complete within an application. Once identified, VDPI automatically creates Metrics (VDPI) that measure and assess the end users’ experience for these activities. These Metrics (VDPI) consider factors such as actions taken by end users, responses by the application, device operation, network connection, and business logic processes. VDPI includes up to the number of Self-Defined Flows (VDPI) indicated in the Order Form.
Metrics (VDPI)	Measurements that track how different combinations of Events (VDPI) over time affect an end user’s experience and specific KPI’s. These measurements consider factors such as actions taken by end users, responses by the application, device operation, network connection, and business logic processes. Metrics can be defined by Conviva or by the Customer and are continuously calculated in real-time as end users utilize a customer application. VDPI includes up to the number of Metrics (VDPI) indicated in the Order Form.

ITEM	DESCRIPTION
Dimensions (VDPI)	Metadata tags for multi-dimensional analysis and instant filtering in VDPI across key attributes and can be used to categorize and view the trends of 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. VDPI includes up to the number of Dimensions (VDPI) indicated in the Order Form.
AI Alerts on Metrics (VDPI)	A feature of the Conviva Digital Intelligence Platform that allows customers to select certain Metrics (VDPI) to be monitored in real-time by DPI's AI Alerts feature. This feature scans in real-time the selected Metrics (VDPI) for anomalies and provides potential root causes for the anomalies identified. VDPI includes up to the number of AI Alerts on Metrics (VDPI) indicated in the Order Form.
AI Alerts on Dimensions (VDPI)	A feature of the Conviva Digital Intelligence Platform that allows customers to add Dimensions (VDPI) for use in VDPI's AI Alerts feature in order to improve detection of metric anomalies and to improve root cause detection for the anomalies found. VDPI includes up to the number of AI Alerts on Dimensions (VDPI) indicated in the Order Form.
Events (VDPI) per Session	The monthly average number of Events (VDPI) per Session.

ITEM	DESCRIPTION
Reserved Capacity (VDPI)	The amount of Capacity (VDPI) reserved for Customer's use of DPI, where "Capacity (VDPI)" is the maximum number of Events (VDPI) per minute sent to the Conviva Digital Intelligence Platform, as measured in a peak event rate (or "PER"). VDPI includes an initial Reserved Capacity (VDPI) of 1,000,000 Events (VDPI) per minute. A minimum of 4 weeks advance notice is required for Customer to increase the Reserved Capacity (VDPI). If Customer fails to provide such advance notice and Customer's actual Capacity (VDPI) exceeds the Reserved Capacity (VDPI), Conviva will make reasonable efforts to support the additional Capacity (VDPI), 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 Access (VDPI)	The maximum length of time that data is accessible in Customer's c3 account for VDPI, as indicated in the Order Form. Unless a longer access period is purchased (not to exceed 13 months), access to queries in VDPI is 30 days. The data accessible for the most recent month consists of Events (VDPI) data and one-minute sessionized data. For any period prior to the most recent month, only hourly sessionized data is accessible.

ITEM	DESCRIPTION
Data Feed (VDPI - Hourly)	<p>A data feed, delivered to a single Conviva-approved destination, to provide session-level statistics at hourly frequencies. 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 performance metrics at either the app or streaming levels, customer engagement reporting, advertising measurement and reporting, or marketing segmentation, 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.</p>

ITEM**DESCRIPTION****Data Feed (VDPI - Minute)**

A data feed, delivered to a single Conviva-approved destination, to provide session-level statistics at minute frequencies. 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 performance metrics at either the app or streaming levels, customer engagement reporting, advertising measurement and reporting, or marketing segmentation, 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

ITEM	DESCRIPTION
Implementation Services	<p>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 propriety 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.</p>
SUPPORT & OTHER SERVICES	
Support	<p>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.</p>

ITEM	DESCRIPTION
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.