

Hudl Assist Addendum

This Hudl Assist Addendum (this "**Assist Addendum**") is a Supplemental Addendum that is incorporated into and forms an integral part of the MSA between Hudl and the Customer identified in the applicable Order. The "**MSA**" means either, as applicable, (a) the executed agreement between the parties covering the use of Hudl products and services, or (b) if none, the Master Subscription Agreement located at <https://www.hudl.com/legal/msa>. This Assist Addendum applies to Customer's purchase of, access to, or use of Hudl Assist and is effective as of the earlier of (a) the Effective Date of the MSA; or (b) Customer's first use of Hudl Assist.

The MSA, any applicable Order(s), and all Supplemental Addenda (including this Assist Addendum) collectively form the "**Agreement**." Customer agrees to use Hudl Assist in accordance with the Agreement. Capitalized terms used but not defined herein shall have the meanings ascribed to them in the MSA and other Supplemental Addenda.

In the event of a direct conflict between the documents comprising the Agreement, the following order of precedence shall apply: (a) Orders shall prevail solely with respect to the specific terms therein; (b) any applicable Customer Addenda shall prevail over this Assist Addendum and the MSA, but only to the extent required by applicable law or regulation; (c) this Assist Addendum shall prevail over the MSA and other Product Addenda solely with respect to the subject matter hereof; and (d) the MSA shall govern in all other respects. This Assist Addendum shall remain in effect until the Agreement has expired or been terminated in accordance with its terms. Except as expressly set forth herein, all other terms and conditions of the Agreement remain in full force and effect.

1. Scope and Provision of Assist.

- 1.1. **Product Description.** Hudl Assist (which may also be referred to as Analysis Data) may be included as part of a Hudl package subscription or available as an add-on Services to the Hudl subscription service that allows Customer to receive information and data, including in-depth reports from video of games in which Customer's Team participates or which features Customer's direct competitors (collectively, "**Film**"), showing both sides of the ball, including team and player stats, which may vary by sport (a "**Breakdown**"). For a detailed list (which may be updated from time to time by Hudl) of the statistics included in a Breakdown please visit <https://www.hudl.com/products/assist>. Breakdowns are deemed "Content" for purposes of the MSA. Any reference to Analysis Data means Hudl Assist and vice versa.
- 1.2. **Permitted Use.** Hudl Assist is only available for Film and excludes video used for recruiting purposes or video of professional or collegiate teams which are not Customer's direct competitors. Breakdowns may only be used by Customer to analyze a Team's own performance or to analyze the performance of a direct competitor of a Team to prepare for a future competition.

2. Eligibility and Technical Requirements.

- 2.1. **Eligibility.** Hudl Assist may be included as part of a Hudl package subscription or available for an additional subscription to Customers with an active Hudl subscription. Hudl Assist is not available for all sports. Hudl Assist is only supported on certain versions of the Platform. Hudl Assist is Team-specific and Breakdowns cannot be transferred across sports or between different Teams.
- 2.2. **Technical Requirements.** Film must meet the following technical and filming requirements for Breakdowns to be provided:
 - **Video Resolution:** 720p, 1080p, 4k, or higher.
 - **Frame Rate:** 29.97 frames per second or higher.
 - **File Format:** avi; m2ts; m4v; mod; mp4; mpeg; mpg; mts; scmov; ts; vob; and wmv are accepted.
- 2.3. **Rejection of Requests.** Film that does not meet the above requirements may be rejected for poor quality. If Hudl is unable to analyze Film due to poor Film quality, the request will be rejected. The request will be rejected if Hudl's analysts are unable to tag all required fields in the Film. Hudl reserves the right to reject any request or refuse to provide a Breakdown for any reason in its reasonable discretion. Reasons why a Breakdown may be refused include, but are not limited to:
 - Poor video quality.
 - Film is out of order.
 - Video zoom omits necessary information for the Breakdown to be completed accurately (as determined in Hudl's sole discretion).
 - Recording location significantly impacts quality.
 - Film length is shorter or longer than expected and there are no explanatory coach notes (i.e., 20 minute video or 2+ hour video).
 - Home team has less than the standard number of players on the roster or the opponent is missing a roster.
 - Incomplete roster information.
 - Film does not begin at the start of the game or there is incomplete or missing video.
 - Home team jersey numbers cannot be read (i.e., white numbers on white jerseys).
 - Switched home and away teams.
 - Coach requested its rejection by Hudl.

- Film is rotated causing playback issues.
- Customer requests a Breakdown for video that is not Film.

Requests to combine video files will be rejected and sent back to Customer with a note to contact Hudl Support.

- 3. Use Restrictions.** Each Team may request up to three (3) total Breakdowns within a 24-hour period. Hudl may permit additional Breakdown allotment requests at its discretion, including for certain sports.

Last Updated: June 1, 2026