

Hudl Streaming Services Addendum

This Hudl Streaming Services Addendum (this “**Streaming 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 Streaming Addendum applies to Customer’s purchase of, access to, or use of the Hudl Streaming Service and is effective as of the earlier of (i) the Effective Date of the MSA; (ii) the date Customer accepted this Streaming Addendum; or (iii) Customer’s first access or use of the Hudl Streaming Service.

The MSA, any applicable Order(s), and all Supplemental Addenda (including this Streaming Addendum) collectively form the “**Agreement**”. Customer agrees to use the Hudl Streaming Service 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 Streaming Addendum and the MSA, but only to the extent required by applicable law or regulation; (c) this Streaming 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 Streaming 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 Hudl Streaming Service.

- 1.1. **Product Description.** This Streaming Addendum governs Customer’s access to and use of Hudl Streaming Service, which includes streaming, audio and video publishing software, hosted content distribution tools, and technological feature subscriptions, and all updates thereof (the “**Hudl Streaming Service**”).
- 1.2. **Communications.** The Hudl Streaming Service may include certain essential communications from Hudl, such as service announcements, administrative messages, and necessary platform updates. These communications are part of Customer’s subscription and Customer cannot opt out of receiving them.
- 1.3. **Additional Features.** Unless explicitly stated otherwise, any new features that augment or enhance the current Hudl Streaming Service shall be subject to this Streaming Addendum.
- 1.4. **Customer Responsibility.** The Hudl Streaming Service is provided “AS IS” and Hudl assumes no responsibility for the timeliness, deletion, misdelivery, or failure to store any user communications or personalization settings. Customer is responsible for obtaining access to the Hudl Streaming Service, and that access may involve third-party fees (such as internet service provider or airtime charges). Customer is responsible for those fees. In addition, Customer must provide and is responsible for all equipment necessary to access the Hudl Streaming Service.

2. Registration Obligations; Account, Password, and Security.

- 2.1. Customer will provide accurate, current, and complete information as prompted by the Hudl Streaming Service’s registration form and online account settings (the “**Registration Data**”) and will maintain and promptly update the Registration Data to keep it accurate, current, and complete.
- 2.2. Customer is responsible for maintaining the confidentiality of its Registration Data and is responsible for all activities that occur under Customer’s account. Customer will promptly notify Hudl of any unauthorized use of account or any other breach of security. Customer will train its Authorized Users to exit from Customer’s account at the end of each session. Hudl is not liable for any loss or damage arising from Customer’s failure to comply with this Section 2.

3. Customer Conduct.

- 3.1. Customer understands that all information, data, text, software, music, sound, photographs, graphics, video, messages, tags, or other materials (“**Customer Content**”), whether publicly posted or privately transmitted, is the sole responsibility of the person from whom such Customer Content originated. This means that Customer, and not Hudl, is entirely responsible for all Customer Content that Customer uploads, posts, emails, transmits, or otherwise makes available via the Hudl Streaming Service. Hudl does not control Customer Content posted via the Hudl Streaming Service and, as such, does not guarantee the accuracy, integrity, or quality of such Customer Content. Hudl is not liable in any way for any Customer Content, including, but not limited to, any errors or omissions in any Customer Content or any loss or damage of any kind incurred as a result of the use of any Customer Content posted, emailed, transmitted, or otherwise made available via the Hudl Streaming Service.
- 3.2. Customer agrees to not use the Hudl Streaming Service to:
 - 3.2.1. upload, post, email, transmit, or otherwise make available any Customer Content that is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, invasive of another’s privacy, hateful, or racially, ethnically, or otherwise objectionable;
 - 3.2.2. harm minors in any way;
 - 3.2.3. impersonate any person or entity, including, but not limited to, a Hudl official, administrator, or user or falsely state or otherwise misrepresent Customer’s affiliation with a person or entity;

- 3.2.4. forge graphics, headers or otherwise manipulate identifiers to disguise the origin of any Customer Content transmitted through the Hudl Streaming Service;
 - 3.2.5. upload, post, email, transmit, or otherwise make available any Customer Content that Customer does not have a right to make available under any law or under contractual or fiduciary relationships (such as inside information, proprietary and confidential information learned or disclosed as part of employment relationships or under nondisclosure agreements);
 - 3.2.6. upload, post, email, transmit, or otherwise make available any Customer Content that infringes any patent, trademark, trade secret, copyright, or other proprietary rights ("**Rights**") of any party;
 - 3.2.7. upload, post, email, transmit, or otherwise make available any material that contains software viruses, or any other computer code, files or programs designed to interrupt, destroy, or limit the functionality of any computer software or hardware or telecommunications equipment;
 - 3.2.8. interfere with or disrupt the Hudl Streaming Service or servers or networks connected to the Hudl Streaming Service or disobey any requirements, procedures, policies, or regulations of networks connected to the Hudl Streaming Service;
 - 3.2.9. intentionally or unintentionally violate any applicable local, state, national, or international law, including, but not limited to, regulations promulgated by the U.S. Securities and Exchange Commission, any rules of any national or other securities exchange, including, the New York Stock Exchange, the American Stock Exchange, or the NASDAQ, and any regulations having the force of law; or
 - 3.2.10. provide material support or resources (or to conceal or disguise the nature, location, source, or ownership of material support or resources) to any organization(s) designated by the United States government as a foreign terrorist organization pursuant to section 219 of the Immigration and Nationality Act.
- 3.3. Customer acknowledges that Hudl may or may not pre-screen Customer Content, but that Hudl and its designees shall have the right (but not the obligation) in their sole discretion to pre-screen, refuse, or move any Customer Content that is available via the Hudl Streaming Service. Without limiting the foregoing, Hudl and its designees shall have the right to remove any Customer Content that Hudl believes, in its sole discretion, violates this Streaming Addendum, the MSA, the AUP, Applicable Law, any Order, or is otherwise objectionable.
 - 3.4. Customer agrees that it must evaluate, and bear all risks associated with the use of any Customer Content, including any reliance on the accuracy, completeness, or usefulness of such Customer Content. In this regard, Customer acknowledges that it may not rely on any Customer Content created by Hudl or submitted to Hudl, including information in Hudl forums, competitions, and in all other parts of the Hudl Streaming Service.
 - 3.5. Customer acknowledges, consents, and agrees that Hudl may access, preserve, and disclose Customer's account information and Customer Content if required to do so by applicable law or in a good faith belief that such access, preservation, or disclosure is reasonably necessary to: (a) comply with legal process; (b) enforce this Streaming Addendum, the MSA, the AUP, or an applicable Order; (c) respond to claims that any Customer Content violates the rights of third parties; (d) respond to Customer's request for customer service or technical support; or (e) protect the rights, property, or personal safety of Hudl or its Affiliates and either of their users or customers, and the public.
 - 3.6. Customer understands that the technical processing and transmission of the Hudl Streaming Service, including Customer's Content, may involve (a) transmissions over various networks and (b) changes to conform and adapt to technical requirements of connection networks or devices.
 - 3.7. Customer understands that the Hudl Streaming Service and software embodied within the Hudl Streaming Service may include security components that permits digital materials to be protected, and that use of these materials is subject to usage rules set by Hudl and/or content providers who provide content to the Hudl Streaming Service. Customer shall not attempt to override or circumvent any of the usage rules embedded into the Hudl Streaming Service. Any unauthorized reproduction, publication, further distribution, or public exhibition of the materials provided on the Hudl Streaming Service, in whole or in part, is strictly prohibited.
 - 3.8. Except for information provided by Authorized Users of Customer in the course of managing streaming services on behalf of Customer ("**Customer User Information**"), Customer acknowledges and agrees that information provided by and usage and activity of users, including any individual streaming subscribers and viewers, of the Hudl Streaming Service is not Customer Data, as applicable, under the Agreement. Subject to Applicable Law and the Hudl Privacy Policy and except for Customer User Information, Hudl will exercise all rights of ownership over information provided by users, including individual streaming subscribers and viewers, of the Hudl Streaming Service and their usage, regardless of which Platform they use to access the site ("**Hudl Streaming Service User Information**"). Customer agrees that an Authorized User of Customer that purchases streaming access on the Hudl Streaming Service is doing so in their individual and personal capacity and not on behalf of the Customer, and that any related information of such individuals is not Customer Data. Other than for Customer User Information, in the event that any Hudl Streaming Service User Information is provided or created by an Authorized User of Customer and may be considered to be Customer Data, as applicable, under the Agreement for any reason, Customer grants Hudl and its Affiliates the non-exclusive, worldwide, sublicensable (through multiple tiers), non-transferable (except pursuant to Section 14.3 of the MSA), royalty-free, fully paid up, perpetual and irrevocable right and license to use such information,

including any Intellectual Property Rights in such information, for any and all purposes to the same extent as if Hudl were the owner of such information, which right and license shall survive the termination of this Agreement. **"Personal Information"**, for purposes of this Streaming Addendum, means information (a) about an identified or identifiable individual including where there is a serious possibility that an individual could be identified through the use of the information or alone or in combination with other information, (b) that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual, household, or device, and (c) as defined under Applicable Law.

4. Interstate Nature of Communications.

- 4.1. When Customer registers for the Hudl Streaming Service, Customer acknowledges that in using the Hudl Streaming Service to send electronic communications (including, but not limited to, email, search queries, uploading photos and files to the Hudl media manager, and other internet activities), Customer will be causing communications to be sent through Hudl's computer networks, portions of which are located across the United States and abroad.
- 4.2. Communications that seem to be intrastate in nature can result in the transmission of interstate communications regardless of where Customer is physically located at the time of transmission. Accordingly, by agreeing to this Streaming Addendum, Customer acknowledges that use of the Hudl Streaming Service results in interstate data transmissions.

5. Special Admonitions for International Use. Recognizing the global nature of the Internet, Customer agrees to comply with all local rules regarding online conduct and acceptable Customer Content. Specifically, Customer agrees to comply with all applicable laws regarding the transmission of technical data exported from the United States or the country in which Customer resides.

6. Customer Content Submitted or Made Available for Inclusion on the Hudl Streaming Service. As a Hudl Streaming Service user, Customer may submit Customer Content to the Hudl Streaming Service ("**Content Submissions**"). However, the following terms and conditions apply to Content Submissions:

- 6.1. Hudl does not claim ownership of any Content Submissions that Customer makes available for inclusion on the Hudl Streaming Service.
- 6.2. Customer shall be solely responsible for any Content Submissions and the consequences of posting or publishing them. In connection with any Content Submissions, Customer affirms, represents, and/or warrants that: Customer owns or has the necessary licenses, rights, consents, and permissions to use and authorize (and Customer hereby authorizes and grants a license to) Hudl and its Affiliates and media partners to use all patent, trademark, trade secret, copyright, or other proprietary rights in and to any and all Content Submissions to enable inclusion and use of the Content Submissions in the manner contemplated by Hudl pursuant to this Streaming Addendum, the MSA, any Supplemental Addenda, and any content sharing agreement between Hudl and one of its media partners.
- 6.3. In connection with any Content Submissions, Customer further agrees that it will not submit material that is copyrighted, protected by trade secret, or otherwise subject to third party proprietary rights, including privacy and publicity rights, unless Customer is the owner of such rights or have permission from their rightful owner to post the material and to grant Hudl and its media partners all the license rights granted herein.
- 6.4. Hudl does not endorse any Content Submissions, or any opinion, recommendation, or advice expressed therein, and Hudl expressly disclaims all liability in connection with such Content Submissions. Hudl does not permit copyright-infringing activities and infringement of intellectual property rights on the Hudl Streaming Service, and, with proper notification, Hudl will remove all Content Submissions that infringe on another's intellectual property rights. Hudl reserves the right to remove all Content Submissions without prior notice.

7. No Resale of Hudl Streaming Service. Customer agrees not to reproduce, duplicate, copy, sell, trade, resell, or exploit for any commercial purposes any portion of the Hudl Streaming Service (including Customer's Hudl Streaming Service profile), use of the Hudl Streaming Service, or access to the Hudl Streaming Service. Customer may not share or resell its Hudl Streaming Service license(s).

8. General Practices Regarding Use and Storage. Customer acknowledges that Hudl may establish general practices and limits concerning use of the Hudl Streaming Service, including, the maximum number of days that streamed or uploaded Customer Content will be retained by the Hudl Streaming Service. Hudl has no responsibility or liability for the deletion or failure to store any Customer Content maintained or transmitted by the Hudl Streaming Service outside of the stated limits. Customer acknowledges that Hudl reserves the right to log off accounts that are inactive for an extended period. Customer further acknowledges that Hudl reserves the right to modify these general practices and limits from time to time.

9. Termination.

- 9.1. In addition to its rights under the MSA, Customer agrees that Hudl may, under certain circumstances and without prior notice, immediately terminate Customer's Hudl Streaming Service account and access to the Hudl Streaming Service. Cause for such termination shall include (a) requests by law enforcement or other government agencies, (b) discontinuance or material modification to the Hudl Streaming Service (or any part thereof), (c) unexpected technical or security issues or problems, and/or (d) engagement by Customer in fraudulent or illegal activities.
- 9.2. Termination of Customer's Hudl Streaming Service account may include (a) removal of access to all offerings within the Hudl Streaming Service, (b) deletion of passwords and all related information, files and Customer Content associated with or inside Customer's account (or any part thereof), and (c) barring of further use of the Hudl Streaming Service. Further, Customer

agrees that all terminations for cause shall be made in Hudl's sole discretion and that Hudl shall not be liable to Customer or any third party for any termination of Customer's account, any associated email address, or access to the service.

10. **Dealings with Advertisers.** Customer's correspondence or business dealings with, or participation in promotions of, advertisers found on or through the Hudl Streaming Service, including payment and delivery of related goods and services, and any other terms, conditions, warranties, or representations associated with such dealings, are solely between Customer and such advertiser. Customer agrees that Hudl shall not be responsible or liable for any loss or damage of any sort incurred as the result of any such dealings or as the result of the presence of such advertisers on the Hudl Streaming Service.
11. **Links.** The Hudl Streaming Service may provide, or third parties may provide, links to other World Wide Web sites or resources, either for advertisement purposes or for the distribution of software and/or services. Because Hudl has no control over such sites and resources, Customer acknowledges and agrees that Hudl is not responsible for the availability of such external sites or resources and does not endorse and is not responsible or liable for any content, advertising, products, or other materials on or available from such sites or resources. Customer further acknowledges and agrees that Hudl shall not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any such content, goods, or services available on or through any such site or resource.
12. **Hudl's Proprietary Rights.**
 - 12.1. Customer acknowledges and agrees that the Hudl Streaming Service and any necessary software used in connection with the Hudl Streaming Service ("**Hudl Streaming Software**") contain proprietary and confidential information that is protected by applicable intellectual property and other laws. Customer further acknowledges and agrees that content contained in sponsor advertisements or information presented by Customer through the Hudl Streaming Service or by advertisers is protected by copyrights, trademarks, service marks, patents, or other proprietary rights and laws. Except as expressly authorized by Hudl or advertisers, Customer agrees not to modify, rent, lease, loan, sell, distribute, or create derivative works based on the Hudl Streaming Service or the Hudl Streaming Software, in whole or in part. Except for the express limited rights set forth herein, no right, title, or interest in the Hudl Streaming Service or any Hudl intellectual property is granted to Customer.
 - 12.2. Hudl and its Affiliates may use Feedback for any purpose without further approval or acknowledgement, and Customer hereby irrevocably assigns to Hudl all rights in such Feedback throughout the universe in perpetuity.
 - 12.3. Hudl grants Customer a personal, limited, nontransferable, nonsublicensable and nonexclusive right and license to use the object code of its Hudl Streaming Service that is Software ("**Hudl Streaming Software**"), during the subscription term set forth in Customer's Order, on a single computer for Customer's own internal use only; provided that Customer does not (and does not allow any third party to) copy, modify, create a derivative work from, reverse engineer, reverse assemble, or otherwise attempt to discover any source code, sell, assign, sublicense, grant a security interest in, or otherwise transfer any right in the Hudl Streaming Software. Customer agrees not to modify the Hudl Streaming Software in any manner or form, nor to use modified versions of the Hudl Streaming Software, including for the purpose of obtaining unauthorized access to the Hudl Streaming Service. Customer agrees not to access the Hudl Streaming Service by any means other than through the interface that is provided by Hudl for use in accessing the Hudl Streaming Service.
13. **Disclaimer of Warranties. CUSTOMER'S USE OF THE HUDL STREAMING SERVICE IS AT CUSTOMER'S SOLE RISK. THE HUDL STREAMING SERVICE IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS. TO THE EXTENT PERMITTED UNDER APPLICABLE LAW, HUDL AND ITS SUBSIDIARIES, AFFILIATES, OFFICERS, EMPLOYEES, AGENTS, PARTNERS, AND LICENSORS EXPRESSLY DISCLAIM ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. HUDL AND ITS SUBSIDIARIES, AFFILIATES, OFFICERS, EMPLOYEES, AGENTS, PARTNERS, AND LICENSORS MAKE NO WARRANTY THAT (A) THE HUDL STREAMING SERVICE WILL MEET CUSTOMER'S REQUIREMENTS; (B) THE HUDL STREAMING SERVICE WILL BE UNINTERRUPTED, TIMELY, SECURE, OR ERROR-FREE; (C) THE RESULTS THAT MAY BE OBTAINED FROM THE USE OF THE HUDL STREAMING SERVICE WILL BE ACCURATE OR RELIABLE; (D) THE QUALITY OF ANY PRODUCTS, SERVICES, INFORMATION, OR OTHER MATERIAL PURCHASED OR OBTAINED BY CUSTOMER THROUGH THE HUDL STREAMING SERVICE WILL MEET CUSTOMER'S EXPECTATIONS; AND (E) ANY ERRORS IN THE HUDL STREAMING SOFTWARE WILL BE CORRECTED. ANY MATERIAL DOWNLOADED OR OTHERWISE OBTAINED THROUGH THE USE OF THE HUDL STREAMING SERVICE IS ACCESSED AT CUSTOMER'S OWN DISCRETION AND RISK, AND CUSTOMER WILL BE SOLELY RESPONSIBLE FOR ANY DAMAGE TO CUSTOMER'S COMPUTER SYSTEM OR LOSS OF DATA THAT RESULTS FROM THE DOWNLOAD OF ANY SUCH MATERIAL. NO ADVICE OR INFORMATION, WHETHER ORAL OR WRITTEN, OBTAINED BY CUSTOMER FROM HUDL OR THROUGH OR FROM THE HUDL STREAMING SERVICE SHALL CREATE ANY WARRANTY NOT EXPRESSLY STATED IN THIS STREAMING ADDENDUM. A SMALL PERCENTAGE OF USERS MAY EXPERIENCE EPILEPTIC SEIZURES WHEN EXPOSED TO CERTAIN LIGHT PATTERNS OR BACKGROUNDS ON A COMPUTER SCREEN OR WHILE USING THE HUDL STREAMING SERVICE. CERTAIN CONDITIONS MAY INDUCE PREVIOUSLY UNDETECTED EPILEPTIC SYMPTOMS EVEN IN USERS WHO HAVE NO HISTORY OF PRIOR SEIZURES OR EPILEPSY. IF YOU, OR ANYONE IN YOUR FAMILY, HAVE AN EPILEPTIC CONDITION, CONSULT YOUR PHYSICIAN PRIOR TO USING THE HUDL STREAMING SERVICE. IMMEDIATELY DISCONTINUE USE OF THE HUDL STREAMING SERVICE AND CONSULT YOUR PHYSICIAN IF YOU EXPERIENCE ANY OF THE FOLLOWING SYMPTOMS WHILE USING THE HUDL STREAMING SERVICE: DIZZINESS, ALTERED VISION, EYE OR MUSCLE TWITCHES, LOSS OF AWARENESS, DISORIENTATION, ANY INVOLUNTARY MOVEMENT, OR CONVULSIONS.**
14. **LIMITATION OF LIABILITY. UNLESS AND TO THE EXTENT PROHIBITED BY APPLICABLE LAW, HUDL AND ITS SUBSIDIARIES, AFFILIATES, OFFICERS, EMPLOYEES, AGENTS, PARTNERS, AND LICENSORS SHALL NOT BE LIABLE TO CUSTOMER FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR EXEMPLARY DAMAGES, INCLUDING, BUT NOT LIMITED TO,**

DAMAGES FOR LOSS OF PROFITS, GOODWILL, USE, DATA, OR OTHER INTANGIBLE LOSSES (EVEN IF HUDL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES), RESULTING FROM: (A) THE USE OR THE INABILITY TO USE THE HUDL STREAMING SERVICE; (B) THE COST OF PROCUREMENT OF SUBSTITUTE GOODS AND SERVICES RESULTING FROM ANY GOODS, DATA, INFORMATION, OR SERVICES PURCHASED OR OBTAINED, OR MESSAGES RECEIVED OR TRANSACTIONS ENTERED INTO THROUGH OR FROM THE HUDL STREAMING SERVICE; (C) UNAUTHORIZED ACCESS TO OR ALTERATION OF CUSTOMER'S TRANSMISSIONS OR DATA; (D) STATEMENTS OR CONDUCT OF ANY THIRD PARTY ON THE HUDL STREAMING SERVICE; OR (E) ANY OTHER MATTER RELATING TO THE HUDL STREAMING SERVICE.

15. Special Admonition for Services Relating to Financial Matters. The Hudl Streaming Service is provided for informational purposes only, and no Customer Content published through the Hudl Streaming Service should be intended for trading or investing purposes. Hudl shall not be responsible or liable for the accuracy, usefulness, or availability of any information transmitted or made available via the Hudl Streaming Service and shall not be responsible or liable for any trading or investment decisions based on such information.

16. Third Party Terms of Service. By using any third-party integration provided by Hudl's software or services, Customer expressly agrees to abide by such third party's terms of service.

17. Streaming.

17.1. Hudl's Streaming Service provides unlimited viewership for those in countries permitted to access the service.

17.2. Unless specifically stated otherwise in the Order, Customer may stream an unlimited number of broadcasts, including concurrent streams (e.g., streaming volleyball and football simultaneously). Hudl reserves the right to review and restrict use that is deemed excessive or abusive of this policy. Notwithstanding the foregoing, the pricing available to Customer for the Hudl Streaming Service is based on the understanding that Customer will only stream Customer's Contemplated Events. "**Contemplated Events**" are those of the same type as the contracting Customer's purpose. For example, athletic events are the Contemplated Events for an athletic department.

17.3. Any attempt to share broadcasting services or software licenses with third parties will be considered a breach of contract and may be subject to penalties up to and including immediate and non-refundable termination of service.

17.4. An ongoing broadcast stream will be automatically stopped after twelve (12) hours.

17.5. All live events will automatically be archived after one (1) hour of the completion of the broadcast.

17.6. Subject to the Agreement, long-term storage may be included for all Hudl-originated broadcasts (i.e., a broadcast which was originally streamed through the Hudl Streaming Service) for as long as an active Hudl Streaming license is maintained. Historical uploads of streams which originated from non-Hudl services may be available for additional fees if Customer desires.

17.7. Customer will have thirty (30) days from the effective date of its termination of the Hudl Streaming Service to download any available archives through the vCloud CMS to its local storage. Once Customer has reached its applicable storage limits, Customer will not be able to stream archived broadcasts, and such archived broadcasts may be deleted at Hudl's sole discretion. Once deleted, broadcasts cannot be streamed or recovered. Customer may, however, download a video file of any broadcast through the vCloud CMS to keep for its own records before deletion.

17.8. In most cases, the Customer retains the rights to its own broadcast media. However, if a third party, such as a collegiate conference, state high school association, or 3rd party media outlet, holds the media rights, the Customer must comply with the rules and regulations set by the rights holder.

17.9. Production is the sole responsibility of the Customer. While Hudl provides a recommended list of equipment to ensure the highest-quality broadcast, the Customer may use its own equipment at its discretion. However, Hudl cannot guarantee optimal broadcast quality when using unsupported equipment.

17.10. Hudl is not responsible for the Customer's internet connection strength. While Hudl can guide the recommended coverage and bandwidth, it is solely the Customer's responsibility to maintain a network capable of supporting the Hudl Streaming Service.

17.11. Customer may upgrade its Hudl Streaming Service or add additional features at any time. Mid-term upgrades and additional features will be billed on a prorated basis for the first year.

18. Revenue Share Details.

18.1. **Paywall Revenue.** The Hudl Streaming Service offers discretionary Paywall controls, including pay-per-view, pay-per-download, and timeboxed streaming subscriptions (collectively, "**Paywalls**"). Revenue generated through Paywalls, minus applicable transaction processing fees—such as credit card processing fees, refunds, and taxes—is included in the gross revenue sharing calculations ("**Shared Revenue**").

18.1.1. If a third party owns the media rights to the streamed content, additional fees or alternative revenue arrangements may apply.

18.1.2. Hudl reserves the right to charge viewers an additional service fee in connection with any Paywalls at its sole discretion. These fees may be imposed to cover costs such as foreign currency exchange rates, content

distribution to international audiences, or additional infrastructure required for high-demand events. Such additional service fees do not constitute Shared Revenue.

18.1.3. Paywalls are subject to the following restrictions and are required minimums unless Customer's applicable Order expressly provides otherwise.:

18.1.3.1. Live and archived broadcasts must be purchased on an individual basis for a minimum of \$5.00 USD per event.

18.1.3.2. Customers may offer their content under an annual All-Access Pass with a minimum price of \$50.00 USD per year, or a monthly subscription with a minimum price of \$10.00 USD per month.

18.1.3.3. "All-Access" passes include only an individual Customer's content.

18.2. **Customer-Sourced Advertising Revenue.** The Customer may generate revenue by sourcing and operationalizing its own advertisements using production tools or the Hudl Streaming Service. This may include, but is not limited to, video clip insertion and graphic overlays (collectively, "Customer-Sourced Advertising"). All revenue generated from Customer-Sourced Advertising belongs solely to the Customer, and Hudl does not claim any portion of this revenue.

18.3. **Hudl-Sourced Advertising Revenue.** Customer or Hudl may insert pre-roll, mid-roll, watermarks, or display advertisements inside the broadcast provided or hosted by Hudl (including advertisements Hudl provides, hosts, or generates using third parties) (collectively, "Hudl-Sourced Advertising"). Revenue generated from Hudl-Sourced Advertising belongs to Hudl and is not subject to any revenue sharing. For the sake of clarity, Customer has no right to any revenue generated from Hudl-Sourced Advertising.

19. Revenue Share Payment Details and Requirements.

19.1. Shared Revenue will be allocated between the Customer and Hudl based on the Customer Rev Share percentage specified in the Customer's applicable Order. Shared Revenue payable to the Customer ("**Shared Revenue Payouts**") may be distributed via check, ACH, or applied as a credit toward current or future invoices issued by Hudl for Product purchases. Regardless of the payment method, the Customer must submit a current, completed, and signed IRS Form W-9 before receiving any Shared Revenue Payout. Failure to provide a valid W-9 will make the Customer ineligible for revenue sharing, and no payouts will be issued.

19.2. If the Shared Revenue Payout will be made via ACH or check, Customer must provide its contact and payment information via Hudl's vendor portal. Subject to Section 19.6 of this Streaming Addendum, if Customer fails to provide accurate and current information in Hudl's vendor portal, Customer will receive its Shared Revenue Payout as a credit against current or future invoices issued to Customer by Hudl for the purchase of Products.

19.3. Shared Revenue allocations will be calculated quarterly in accordance with the following schedule: (a) Quarter 1 (January 1-March 31); (b) Quarter 2 (April 1 - June 30); (c) Quarter 3 (July 1 - September 30); and (d) Quarter 4 (October 1-December 31).

19.4. Shared Revenue Payouts will be issued within sixty (60) days following the end of each applicable quarter, unless the total payout is less than \$250. In such cases, Hudl will roll over the amount to the next quarter until the cumulative payout exceeds \$250. Notwithstanding this policy, Hudl will issue any outstanding Shared Revenue Payout within 60 days of the close of Quarter 2, regardless of the amount.

19.5. If either the Agreement or the Order that includes the Hudl Streaming Service is terminated, the Customer is entitled only to its percentage of Shared Revenue accrued prior to the effective date of termination. For clarity, the Customer has no right to any Shared Revenue accrued after the termination date. All revenue generated from streaming activities occurring after the termination date shall be retained in full by Hudl, and the Customer shall have no claim to such revenue. Shared Revenue Payouts for earnings accrued before termination will be issued according to the payment schedule outlined in this Streaming Addendum.

19.6. If Customer is eligible for a Shared Revenue Payout but fails to provide the necessary information to process payment—such as a valid IRS Form W-9, ACH details, or other required documentation—Hudl will make reasonable efforts to contact Customer using the contact information on file. If Customer does not take the necessary steps to allow payment by Hudl of its Shared Revenue Payout within twelve (12) months from the date the Shared Revenue was earned and Customer has no invoices to credit against during such period, Customer forfeits its right to the Shared Revenue Payout, and such Shared Revenue Payout will become the sole property of Hudl and Customer will have no further claim to such Shared Revenue Payout. Hudl reserves the right to extend the claim period at its sole discretion in extenuating circumstances.

20. **Refunds.** Viewer refunds will be issued at Hudl's discretion and in accordance with the Viewer Terms of Use. If a refund is granted—including refunds resulting from credit card disputes—the refunded amount will be deducted from the Shared Revenue.

Last Updated: June 1, 2026