ORACLE

Oracle Moat Analytics and Moat Pro Service Descriptions

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GLOSSARY

“Analyzed Impressions” means each occurrence of a digital advertisement being displayed (regardless of on screen or off screen) on a website, mobile device or connected devices (e.g., streaming television).

“Audio Impressions” means audio-format advertisements fetched from the advertiser or its agency's server.

“Authorized User” means an individual authorized by You to access the hosted service, regardless of whether the individual is actively accessing the hosted service at any given time.

“Content Page Views” means an instance of an internet user visiting a particular page on a website.

“Display Impressions” means static-format advertisements fetched from the advertiser or its agency's server.

“Impression” means an advertisement fetched from the advertiser or its agency’s server.

“Target” or **“Targeting”** means the display of a media impression, advertisement, web page or other content to a unique user of a web browser or device (including mobile device).

“Tile” means an icon in the Moat Analytics Platform user interface that will link to page.

“Video Impressions” means video-format advertisements fetched from the advertiser or its agency's server.

“Viewable Impressions” means impressions that are determined to be viewable representing an instance of a digital ad exposure as reported by a Moat integration.

“Your Client” means the client identified in Your order.

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Oracle may update these Service Specifications during Your Services Period. Oracle updates to the Service Specifications will not materially reduce the level of performance, functionality, security or availability of the services during the Service Period of Your order.

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ORACLE BOT FILTRATION

This Service provides information on bot/invalid traffic (IVT). It provides You or Your Client(s) a list of IP addresses/User-Agent/Location combinations with a risk score (reflecting the likelihood that the platform or website user is actually a bot/IVT) for each combination, to be used by You or Your Client(s) for taking an action against this traffic. Your Content is not used to deliver this Service.

Oracle Bot Filtration – Each

Applicable Part # B93992

Description of Services: This Service will deliver to You or Your Client(s) a file containing a list of IP address/User-Agent/location combinations associated with a risk score indicating the likelihood that the platform/website user is a bot/IVT. The list is created by Oracle's Moat bot detection methodologies based on Media Rating Council IVT definitions and is intended for You to match the IP address, User-Agent, and location of the user of Your platform or website to the IP address/User-Agent/location and associated risk score in the Oracle-provided list in order for You or Your Client(s) to make decisions on any incoming traffic into Your platform or website.

Delivery: A file will be delivered daily, via an Oracle approved secure file transfer protocol (SFTP).

Usage Limit(s):

- This Service may only be used for You or Your Client(s) internal business operations.
- The file may not be shared or sent to Your Client(s) or any third party.
- This Service may not be used by You or Your Client(s) to create derivative works.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

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ORACLE MOAT ANALYTICS METERED COMMIT

These Services are measurement platforms that shows marketers, platforms, and publishers how individuals pay attention to and interact with digital ads and content across desktop, mobile web, and mobile app environments and digital streaming services. Oracle uses statistical sampling techniques to provide these Services.

Oracle Moat Analytics Display – 1000 Analyzed Impressions

Applicable Part # B93983

Description of Services: This Service allows You or Your Client to access standard metrics for Display Impressions which include attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the non-standard delivery (which may be viewed in the Program Documentation at http://docs.oracle.com/en/cloud/saas/data-cloud/moat).

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Oracle Moat Analytics Display Premium – 1000 Analyzed Impressions

Applicable Part # B93984

Description of Services: This Service allows You or Your Client to access standard metrics for Display Impressions which include attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Display Impressions, and to view Impression-level data for all or part of You or Your Client's ad inventory in a daily report.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

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Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Oracle Moat Analytics Video – 1000 Analyzed Impressions

Applicable Part # B93985

Description of Services: This Service allows You or Your Client to access standard metrics for Video Impressions which include attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Video Impressions and Audio Impressions.

Delivery: Standard delivery of this Service is through Your user interface, or API delivery to You.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

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Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Oracle Moat Analytics Video Premium – 1000 Analyzed Impressions

Applicable Part # B93986

Description of Services: This Service allows You or Your Client to access standard metrics for Video Impressions which include attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Video Impressions and Audio Impressions, and to view Impression-level data for all or part of You or Your Client's ad inventory in a daily report.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

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Oracle Moat Analytics Content – 1000 Analyzed Pageviews

Applicable Part # B95278

Description of Services: This Service allows You or Your Client to access standard metrics for Content Pageviews which include attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Content Page Views on branded and editorial content.

Delivery: Standard delivery of this Service is through Your user interface orAPI delivery to You.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Oracle Moat Analytics Professional – 1000 Analyzed Impressions

Applicable Part # B93988

Description of Services: This Service provides You or Your Client with Oracle Moat Analytics Display – 1000 Analyzed Impressions and Oracle Moat Analytics Video – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, or API delivery to You.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the

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proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Oracle Moat Analytics Display & Video Premium – 1000 Analyzed Impressions

Applicable Part # B93989

Description of Services: This Service provides You or Your Client with Oracle Moat Analytics Display Premium – 1000 Analyzed Impressions and Oracle Moat Analytics Video Premium – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

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Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Oracle Moat Analytics Enterprise – 1000 Analyzed Impressions

Applicable Part # B93990

Description of Services: This Service provides You or Your Client with Oracle Moat Analytics Display Premium – 1000 Analyzed Impressions and Oracle Moat Analytics Video Premium – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each). This Service enables You or Your Client to contextualize Your Moat Analytics metrics at the site level with the ability to add advertiser, line item, creative, site, placement, creative size, browser and device type, and demographic data through a third-party partnership. This Service helps You or Your Client understand the breakdown of Your audiences by age and gender, while simultaneously seeing viewability, exposure time metrics, interaction metrics and more.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Oracle Moat Analytics Pre-Bid Optimization – 1000 Analyzed Impressions

Applicable Part # B93991

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Product Description: This Service allows You or Your Client to optimize Your real-time bidding, select metrics to influence bid optimization, and select ad Targeting parameters to parse Your data in bid optimization and decision-making.

Delivery: This Service can be delivered in several ways:

- Firing third-party pixels server-side upon pre-defined event triggers, as identified in the Program Documentation, in real-time
- A file delivered daily, via an Oracle approved secure file transfer protocol (SFTP).
- Server-side API queries

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Oracle Moat Analytics Display
- Oracle Moat Analytics Display Premium
- Oracle Moat Analytics Video
- Oracle Moat Analytics Video Premium
- Oracle Moat Analytics Content
- Oracle Moat Analytics Professional
- Oracle Moat Analytics Display & Video Premium
- Oracle Moat Analytics Enterprise

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

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EXHIBIT A

Pre-Integrated Third Party Partners

List of Oracle's pre-integrated third party partners ("Third Party Partners"):

- Datorama
- Origami Logic
- Domo
- Nugit
- Singular

Oracle may update this list of Third Party Partners at any time. In addition, such Third Party Partners shall be considered "Third Party Services" pursuant to Your agreement with Oracle.

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APPENDIX: RETIRED OFFERINGS

Moat Analytics – Display – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You will have access to standard metrics for Display Impressions.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Moat Analytics – Display – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Display Impressions.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

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Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Moat Analytics – Video – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Video Impressions and Audio Impressions.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Moat Analytics – Video – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Video Impressions and Audio Impressions.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.

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- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Moat Analytics – Content – 1M Analyzed Pageviews

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Content Page Views on branded and editorial content.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly pageviews (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Moat Analytics – Content – 1000 Analyzed Pageviews

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Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Content Page Views on branded and editorial content.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You and Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard No sampling – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Display Impressions, Video Impressions and Audio Impressions.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You and Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

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Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Content No sampling – 1M Analyzed Pageviews

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Content Page Views on branded and editorial content.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly pageviews (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics – Display – Log Level Data Files Only – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Display Impressions.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
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Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

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Moat Analytics – Display – Log Level Data Files Only – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Display Impressions.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Moat Analytics – Video – Log Level Data Files Only – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Video Impressions and Audio Impressions.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

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- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Moat Analytics – Video – Log Level Data Files Only – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Video Impressions and Audio Impressions.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

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Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Moat Analytics – Content – Log Level Data Files Only – 1M Analyzed Pageviews

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Content Page Views on branded and editorial content.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

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Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly pageviews (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics – Content – Log Level Data Files Only – 1000 Analyzed Pageviews

Description of Services: This Service allows You or Your Client to access attention and viewability metrics, insights on invalid traffic, and key measures for Your ads or sites. You or Your Client will have access to standard metrics for Content Page Views on branded and editorial content.

Delivery: Standard delivery of this Service is through an API delivery to you or SFTP.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

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Moat Analytics Standard – Display and Video – 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions and Moat Analytics – Video – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard – Display and Video – 1M Viewable Impressions

Description of Services: This Service provides You or Your Client with Moat Display and Video services, based on Viewable Impressions.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's Internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code

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or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard – Display and Video – 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions and Moat Analytics – Video – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard – Display and Video – 1000 Viewable Impressions

Description of Services: This Service provides You or Your Client with Moat Display and Video services, based on Viewable Impressions.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's Internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for

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testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Impression Level Data Add-On – 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics Standard – Display and Video – 1M Analyzed Impressions and Impression Level Data Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Impression Level Data Add-On – 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics Standard – Display and Video – 1000 Analyzed Impressions and Impression Level Data Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

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Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Content with Impression Level Data Add-On – 1M Analyzed Pageviews

Description of Services: This Service provides You or Your Client with Moat Analytics Content – 1M Analyzed Pageviews and Impression Level Data Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Content with Impression Level Data Add-On – 1000 Analyzed Pageviews

Description of Services: This Service provides You or Your Client with Moat Analytics Content – 1000 Analyzed Pageviews and Impression Level Data Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Blocking Analytics Add-On – 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions and Blocking Analytics Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code

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or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Blocking Analytics Add-On – 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions and Blocking Analytics Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Blocking Analytics Add-On and Embedded Analytics Add-On – 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Blocking Analytics Add-On – 1M Analyzed Impressions and Embedded Analytics Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.

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- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Blocking Analytics Add-On and Embedded Analytics Add-On – 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Blocking Analytics Add-On – 1000 Analyzed Impressions and Embedded Analytics Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

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Moat Analytics Standard with Blocking Analytics Add-On and Contextual Analytics Add-On – 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Blocking Analytics Add-On – 1M Analyzed Impressions and Contextual Analytics Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Blocking Analytics Add-On and Contextual Analytics Add-On– 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Blocking Analytics Add-On – 1000 Analyzed Impressions and Contextual Analytics Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code

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or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Blocking Analytics Add-On and DMP Cut Add-On – 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Blocking Analytics Add-On – 1M Analyzed Impressions and DMP Cut Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Blocking Analytics Add-On and DMP Cut Add-On – 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Blocking Analytics Add-On – 1000 Analyzed Impressions and DMP Cut Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

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Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Data Enhancement Add-On (Advertiser) – 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions and Data Enhancements Add-On (Advertiser) – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Data Enhancement Add-On (Advertiser) – 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions and Data Enhancements Add-On (Advertiser) – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Data Enhancement Add-On (Publisher) - 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions and Data Enhancements Add-On (Publisher) – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the

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proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Data Enhancement Add-On (Publisher) - 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions and Data Enhancements Add-On (Publisher) – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Impression-Level Data Add-On and Blocking Analytics Add-On - 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Impression Level Data Add-On – 1M Analyzed Impressions and Blocking Analytics Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

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Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Impression-Level Data Add-On and Blocking Analytics Add-On - 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Impression Level Data Add-On – 1000 Analyzed Impressions and Blocking Analytics Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Third Party Pixel Fire Add-On and Embedded Analytics Add-On - 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Third Party Pixel Fire Add-On – 1M Analyzed Impressions and Embedded Analytics Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Third Party Pixel Fire Add-On and Embedded Analytics Add-On – 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Third Party Pixel Fire Add-On – 1000 Analyzed Impressions and Embedded Analytics Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.

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- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Impression Level Data Add-On and Contextual Analytics Add-On - 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Impression Level Data Add-On – 1M Analyzed Impressions and Contextual Analytics Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Impression Level Data Add-On and Contextual Analytics Add-On - 1000 Analyzed Impressions

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Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Impression Level Data Add-On – 1000 Analyzed Impressions and Contextual Analytics Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

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Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Moat Analytics Standard with Impression Level Data Add-On, Blocking Analytics Add-On, and Contextual Analytics Add-On - 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Impression Level Data Add-On – 1M Analyzed Impressions, Blocking Analytics Add-On – 1M Analyzed Impressions and Contextual Analytics Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
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Moat Analytics Standard with Impression Level Data Add-On, Blocking Analytics Add-On, and Contextual Analytics Add-On - 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Impression Level Data Add-On – 1000 Analyzed Impressions, Blocking Analytics Add-On – 1000 Analyzed Impressions and Contextual Analytics Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
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Moat Analytics Standard with Impression Level Data Add-On, Blocking Analytics Add-On, Third Party Pixel Fire Add-On, Data Enhancements (Advertiser) Add-On, Embedded Analytics Add-On, Contextual Analytics Add-On and DMP Cut Add-On - 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Impression Level Data Add-On – 1M Analyzed Impressions, Blocking Analytics Add-On – 1M Analyzed Impressions, Third Party Pixel Fire Add-On – 1M Analyzed Impressions, Data Enhancements Add-On (Advertiser) – 1M Analyzed Impressions, Embedded Analytics Add-On – 1M Analyzed Impressions, Contextual Analytics Add-On – 1M Analyzed Impressions and DMP Cut Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

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Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

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- This Service is only available for Oracle-integrated ad servers.
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Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Moat Analytics Standard with Impression Level Data Add-On, Blocking Analytics Add-On, Third Party Pixel Fire Add-On, Data Enhancements (Advertiser) Add-On, Embedded Analytics Add-On, Contextual Analytics Add-On and DMP Cut Add-On - 1000 Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Impression Level Data Add-On – 1000 Analyzed Impressions, Blocking Analytics Add-On – 1000 Analyzed Impressions, Third Party Pixel Fire Add-On – 1000 Analyzed Impressions, Data Enhancements Add-On (Advertiser) – 1000 Analyzed Impressions, Embedded Analytics Add-On – 1000 Analyzed Impressions, Contextual Analytics Add-On – 1000 Analyzed Impressions and DMP Cut Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
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Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Moat Analytics Standard with Impression Level Data Add-On, Blocking Analytics Add-On, Third Party Pixel Fire Add-On, Data Enhancements (Publisher) Add-On, Embedded Analytics Add-On, Contextual Analytics Add-On and DMP Cut Add-On - 1M Analyzed Impressions

Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1M Analyzed Impressions, Moat Analytics – Video – 1M Analyzed Impressions, Impression Level Data Add-On – 1M Analyzed Impressions, Blocking Analytics Add-On – 1M Analyzed Impressions, Third Party Pixel Fire Add-On – 1M Analyzed Impressions, Data Enhancements Add-On (Publisher) – 1M Analyzed Impressions, Embedded Analytics Add-On – 1M Analyzed Impressions, Contextual Analytics Add-On – 1M Analyzed Impressions, and DMP Cut Add-On – 1M Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- You or Your Client are limited to the quantities, metrics and pricing as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Standard with Impression Level Data Add-On, Blocking Analytics Add-On, Third Party Pixel Fire Add-On, Data Enhancements (Publisher) Add-On, Embedded Analytics Add-On, Contextual Analytics Add-On and DMP Cut Add-On - 1000 Analyzed Impressions

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Description of Services: This Service provides You or Your Client with Moat Analytics – Display – 1000 Analyzed Impressions, Moat Analytics – Video – 1000 Analyzed Impressions, Impression Level Data Add-On – 1000 Analyzed Impressions, Blocking Analytics Add-On – 1000 Analyzed Impressions, Third Party Pixel Fire Add-On – 1000 Analyzed Impressions, Data Enhancements Add-On (Publisher) – 1000 Analyzed Impressions, Embedded Analytics Add-On – 1000 Analyzed Impressions, Contextual Analytics Add-On – 1000 Analyzed Impressions, and DMP Cut Add-On – 1000 Analyzed Impressions, as each service is described herein (including any Pre-Requisites, Usage Limits, and policies applicable to each).

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- This Service may only be used for You or Your Client's internal business operations.
- This Service is only available for Oracle-integrated ad servers.
- If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.

Pre-Requisite(s): Your completion of Oracle's account review process, as defined in the Program Documentation, including successful installation of any code or technology provided by Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Data-Cut Standard Add-On – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to filter Your ad or site data through one parameter (each a "**Cut**") in addition to what is offered in Moat Analytics.

- Types of cuts available for the Data-Cut Standard Add-On:
  - Inventory Cut - Displays Your site's ad inventory in detail, as configured by You.
  - Referrer Cut - Detects and displays the origin of site traffic by referrer category and referrers.
  - Hourly Cut – Displays the hour of the day of an Impression.
  - Domain Cut – Detects and displays the site domain and sub domain(s) of an Impression.
  - Geography Cut – Displays Moat Analytics metrics by geography.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

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Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Data-Cut Standard Add-On – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to filter Your ad or site data through one parameter (each a "**Cut**") in addition to what is offered in Moat Analytics.

- Types of cuts available for the Data-Cut Standard Add-On:
    - Inventory Cut - Displays Your site's ad inventory in detail, as configured by You.
    - Referrer Cut - Detects and displays the origin of site traffic by referrer category and referrers.
    - Hourly Cut – Displays the hour of the day of an Impression.
    - Domain Cut – Detects and displays the site domain and sub domain(s) of an Impression.
    - Geography Cut – Displays Moat Analytics metrics by geography.

Delivery: Standard delivery of this Service is through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

DMP Cut Add-On – 1M Analyzed Impressions

Product Description: This Service allows You or Your Client to view Your Moat Analytics data combined with Your DMP data.

- DMP providers available for DMP Cut:
    - Bombora
    - Krux (Salesforce)
    - Oracle BlueKai Audience Data Management Services

Delivery: You can view Your Moat Analytics data combined with Your DMP data in a Tile in Your user interface, on Your DMP through a pre-approved method, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

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- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

- You must have a DMP instance with Bombora, Krux or Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

DMP Cut Add-On – 1000 Analyzed Impressions

Product Description: This Service allows You or Your Client to view Your Moat Analytics data combined with Your DMP data.

- DMP providers available for DMP Cut:
  - Bombora
  - Krux (Salesforce)
  - Oracle BlueKai Audience Data Management Services

Delivery: You or Your Client can view Your Moat Analytics data combined with Your DMP data in a Tile in Your user interface, on Your DMP through a pre-approved method, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

- You must have a DMP instance with Bombora, Krux or Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Contextual Analytics Add-On – 1M Analyzed Impressions

Description of Services: This Service provides page-level viewability and attention metrics sorted into contextual segments to provide insight into the suitability and relevancy of ad placements.

Delivery: You or Your Client can view this Service through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

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- It is Your responsibility to verify that a site or platform is compatible with the Services. Oracle takes no responsibility in the event that a site or platform is not compatible or becomes incompatible during the Services Period.
- These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

Pre-Requisite(s): A valid purchase of at least one of the following Services:
  - Moat Analytics – Display
  - Moat Analytics – Video
  - Moat Analytics – Content
  - Moat Analytics Standard No sampling
  - Moat Analytics Content No sampling
  - Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Contextual Analytics Add-On – 1000 Analyzed Impressions

Description of Services: This Service provides page-level viewability and attention metrics sorted into contextual segments to provide insight into the suitability and relevancy of ad placements.

Delivery: You or Your Client can view this Service through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):
- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- It is Your responsibility to verify that a site or platform is compatible with the Services. Oracle takes no responsibility in the event that a site or platform is not compatible or becomes incompatible during the Services Period.

Pre-Requisite(s): A valid purchase of at least one of the following Services:
  - Moat Analytics – Display
  - Moat Analytics – Video
  - Moat Analytics – Content
  - Moat Analytics Standard No sampling
  - Moat Analytics Content No sampling
  - Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Blocking Analytics Add-On – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to prevent Your ads from being displayed on certain sites and provides You or Your Client with displayed versus non-displayed metrics.

Delivery: This Service is provided through an Oracle blocking-enabled tag. You or Your Client can view the results through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

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Usage Limit(s): The usage limits, Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics Standard No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Blocking Analytics Add-On – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to prevent Your ads from being displayed on certain sites and provides You or Your Client with displayed versus non-displayed metrics.

Delivery: This Service is provided through an Oracle blocking-enabled tag. You or Your Client can view the results through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics Standard No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Third-Party Pixel Fire Add-On – 1M Analyzed Impressions

Description of Services: This Service tracks Impression-level activity for all or part of You or Your Client's ad inventory using a third-party pixel. Oracle fires the third-party pixel whenever a pre-defined event occurs (as determined by You or Your Client). This Service allows activity data to be sent in real time while providing flexibility for user data aggregation and segmentation. Oracle is not responsible for any third-party pixel used with this Service.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- Any third-party pixel used with this Service may only retrieve data for analytics and may not be used to identify or re-identify an individual, to collect or share Personal Data (as defined in the Privacy Policy), or for Targeting.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling

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- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Third-Party Pixel Fire Add-On – 1000 Analyzed Impressions

Description of Services: This Service tracks Impression-level activity for all or part of You or Your Client's ad inventory using a third-party pixel. Oracle fires the third-party pixel whenever a pre-defined event occurs (as determined by You or Your Client). This Service allows activity data to be sent in real time while providing flexibility for user data aggregation and segmentation. Oracle is not responsible for any third-party pixel used with this Service.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- Any third-party pixel used with this Service may only retrieve data for analytics and may not be used to identify or re-identify an individual, to collect or share Personal Data (as defined in the Privacy Policy), or for Targeting.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Impression-Level Data Add-On – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to view Impression-level data for all or part of You or Your Client's ad inventory in a daily report.

Delivery: A file will be delivered daily, via an Oracle approved secure file transfer protocol (SFTP).

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Impression-Level Data Add-On – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to view Impression-level data for all or part of You or Your Client's ad inventory in a daily report.

Delivery: A file will be delivered daily, via an Oracle approved secure file transfer protocol (SFTP).

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Embedded Analytics Add-On – 1M Analyzed Impressions

Description of Services: This Service allows You or Your Client to display the standard Moat Analytics metrics and additional ad measurements metrics as agreed to between You and Oracle in Your order.

Delivery:

- Via one of the delivery methods included in the Non-Standard Delivery Add-On; or
- When using the Third-Party Pixel Data Add-On, data is sent to You when Your pre-defined events, as identified in the Program Documentation, are triggered.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video
- An active subscription to the Non-Standard Delivery Add-On.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

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Embedded Analytics Add-On – 1000 Analyzed Impressions

Description of Services: This Service allows You or Your Client to display the standard Moat Analytics metrics and additional ad measurements metrics as agreed to between You and Oracle in Your order.

Delivery:

- Via one of the delivery methods included in the Non-Standard Delivery Add-On; or
- When using the Third-Party Pixel Data Add-On, data is sent to You when Your pre-defined events, as identified in the Program Documentation, are triggered.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video
- An active subscription to the Non-Standard Delivery Add-On.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Non-Standard Cut Add-On – 1M Analyzed Impressions

Description of Services: This Service is a modification of the configuration of the Data Cut Standard Add-On and allows You or Your Client to filter Your advertising and content data through one custom parameter (each a "**Non-Standard Cut**") in addition to what is offered in Moat Analytics. The details, content, and analysis comprising each Non-Standard Cut Add-On will be described in Your order.

Delivery: This Service can be accessed through Your user interface or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- The quantity of Non-Standard Cuts as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Non-Standard Cut Add-On – 1000 Analyzed Impressions

Description of Services: This Service is a modification of the configuration of the Data Cut Standard Add-On and allows You or Your Client to filter Your advertising and content data through one custom parameter (each a "**Non-Standard Cut**") in addition to what is offered in Moat Analytics. The details, content, and analysis comprising each Non-Standard Cut Add-On will be described in Your order.

Delivery: This Service can be accessed through Your user interface or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- The quantity of Non-Standard Cuts as set forth in Your order. These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Custom Metric Add-On – 1M Analyzed Impressions

Description of Services: This Service consists of a modified configuration of one (1) of Your viewability metrics. The details, content, and analysis comprising this Service will be described in Your order.

Delivery: This Service configuration can be accessed through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Custom Metric Add-On – 1000 Analyzed Impressions

Description of Services: This Service consists of a modified configuration of one (1) of Your viewability metrics. The details, content, and analysis comprising this Service will be described in Your order.

Delivery: This Service configuration can be accessed through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Non-Standard Delivery Add-On – 1M Analyzed Impressions

Product Description: This Service delivers Moat Analytics metrics to You or a third party outside of the Moat Analytics user interface.

Delivery: This Service is available through various methods including but not limited to API access and FTP.

Usage Limit(s):

- You may use this Service only for You or Your Client's internal business operations.
- Moat Analytics metrics can only be delivered to pre-integrated third-party partners of Oracle. The list of these partners is attached hereto as Exhibit A.
- These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts).

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Non-Standard Delivery Add-On – 1000 Analyzed Impressions

Product Description: This Service delivers Moat Analytics metrics to You or a third party outside of the Moat Analytics user interface.

Delivery: This Service is available through various methods including but not limited to API access and FTP.

Usage Limit(s):

- You may use this Service only for You or Your Client's internal business operations.
- Moat Analytics metrics can only be delivered to pre-integrated third-party partners of Oracle. The list of these partners is attached hereto as Exhibit A.
- These Services are provided for a monthly fixed fee for the number of monthly impressions (as identified in the "Quantity" field) included in Your order.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Data Enhancements Add-On (Advertiser) – 1M Analyzed Impressions

Description of Services: This Service enables You or Your Client to contextualize Your Moat Analytics metrics at the campaign level with the ability to add advertiser, campaign, line item, creative, site, placement, creative size, browser and device type, and demographic data through a third-party partnership. This Service helps You or Your Client understand the breakdown of Your audiences by age and gender, while simultaneously seeing viewability, exposure time metrics, interaction metrics and more.

Delivery: This Service can be accessed through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- This Service can only be used with Nielsen's Digital Ad Ratings service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video
- Your purchase of Nielsen's Digital Ad Ratings service, or its successor(s).

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Data Enhancements Add-On (Advertiser) – 1000 Analyzed Impressions

Description of Services: This Service enables You or Your Client to contextualize Your Moat Analytics metrics at the campaign level with the ability to add advertiser, campaign, line item, creative, site, placement, creative size, browser and device type, and demographic data through a third-party partnership. This Service helps You or Your Client understand the breakdown of Your audiences by age and gender, while simultaneously seeing viewability, exposure time metrics, interaction metrics and more.

Delivery: This Service can be accessed through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- This Service can only be used with Nielsen's Digital Ad Ratings service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video
- Your purchase of Nielsen's Digital Ad Ratings service, or its successor(s).

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Data Enhancements Add-On (Publisher) – 1M Analyzed Impressions

Description of Services: This Service enables You or Your Client to contextualize Your Moat Analytics metrics at the site level with the ability to add advertiser, line item, creative, site, placement, creative size, browser and device type, and demographic data through a third-party partnership. This Service helps You or Your Client understand the breakdown of Your audiences by age and gender, while simultaneously seeing viewability, exposure time metrics, interaction metrics and more.

Delivery: This Service can be accessed through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Data Enhancements Add-On (Publisher) – 1000 Analyzed Impressions

Description of Services: This Service enables You or Your Client to contextualize Your Moat Analytics metrics at the site level with the ability to add advertiser, line item, creative, site, placement, creative size, browser and device type, and demographic data through a third-party partnership. This Service helps You or Your Client understand the breakdown of Your audiences by age and gender, while simultaneously seeing viewability, exposure time metrics, interaction metrics and more.

Delivery: This Service can be accessed through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Pre-Bid Optimization Add-On – 1M Analyzed Impressions

Product Description: This Service allows You or Your Client to optimize Your real-time bidding, select metrics to influence bid optimization, and select ad Targeting parameters to parse Your data in bid optimization and decision-making.

Delivery: This Service can be delivered in several ways:

- Firing third-party pixels server-side upon pre-defined event triggers, as identified in the Program Documentation, in real-time
- A file delivered daily, via an Oracle approved secure file transfer protocol (SFTP).
- Server-side API queries

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

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Auto-Renewal: If Your order for this Service was dated before May 3, 2021, then Your Services will not auto-renew; if Your order for this Service was dated on or after May 3, 2021, then Your Services will auto-renew.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Pre-Bid Optimization Add-On – 1000 Analyzed Impressions

Product Description: This Service allows You or Your Client to optimize Your real-time bidding, select metrics to influence bid optimization, and select ad Targeting parameters to parse Your data in bid optimization and decision-making.

Delivery: This Service can be delivered in several ways:

- Firing third-party pixels server-side upon pre-defined event triggers, as identified in the Program Documentation, in real-time
- A file delivered daily, via an Oracle approved secure file transfer protocol (SFTP).
- Server-side API queries

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Auto-Renewal: If Your order for this Service was dated before May 3, 2021, then Your Services will not auto-renew; if Your order for this Service was dated on or after May 3, 2021, then Your Services will auto-renew.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Research Measurement Add-On – Report

Description of Services: This Service delivers Impression-level data for all or part of You or Your Client's ad inventory for Your research and development purposes.

Delivery: This Service can be accessed through Your user interface, API delivery to You, or through the Non-Standard Delivery Add-On.

Usage Limit(s): The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

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Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

Research & Insights Add-On - Each

Description of Services: This Service provides a custom report using data from Moat Analytics. The details, content, and analysis comprising this Service will be described in Your order (or equivalent).

Delivery: This Service will be detailed in a Your order signed by You and Oracle.

Usage Limit(s):

- The usage limits for Moat Analytics, Moat Analytics – No Sampling, or Moat Analytics Standard apply to this Service.
- The report provided to You as part of this Service will be solely based on data collected from Your instance of Moat Analytics.
- The number of reports as set forth in Your order (or equivalent) signed by You and Oracle.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Moat Analytics Platform Integration Service - Each

Description of Service: This Service will enable You or Your Client to access ad measurement in a non-integrated platform, which will be further described in Your order.

Delivery: Delivery of this Service will be detailed in Your order.

Pre-Requisite(s):

- You may use this Service only for You and Your Client's internal business operations.
- Each non-integrated platform must be approved by Oracle as described in Your order.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

SDK Provisioning Add-On - Each

Product Description: This Service is a one-time service whereby Oracle assists You or Your Client in the deployment of the Moat Analytics Software Development Kit (the "**SDK**") to facilitate integration of Moat measurement with mobile applications.

Oracle's Responsibility: Oracle will provide You with instructions and the following code or technology (the "**SDK Code**") as part of its assistance in the deployment of the SDK:

- Moat library and dependencies
- Ad tracker
- Ad tracker listener

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Oracle will advise You on best practices regarding placement of the SDK Code in Your mobile application(s).

Your Responsibility: You are responsible for (1) placing the SDK Code in Your mobile application(s) and (2) sending a test application to Oracle after integration of the SDK Code.

Usage Limit(s): You may use this Service only for You or Your Client's internal business operations.

Pre-Requisite(s): A valid purchase of at least one of the following Services:

- Moat Analytics – Display
- Moat Analytics – Video
- Moat Analytics – Content
- Moat Analytics Standard No sampling
- Moat Analytics Content No sampling
- Moat Analytics Standard – Display and Video

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content

Oracle Moat Pro – Authorized User

Applicable Part # B93993

Description of Service: This Service includes (a) an ad search tool, (b) competitive analysis, (c) ad activity reporting, and (d) limited technical support during initial setup and during the Services Period. This Service is an ad activity intelligence platform that allows You to visualize the direct and programmatic relationships between advertisers, publishers, networks, and programmatic execution platforms. Your Content is not used to deliver this Service.

Your User(s) will be provided with access to this Service.

Usage Limit(s):

- The number of Authorized Users as set forth in Your order.
- One geography per Authorized User.
- This Service may only be used for Your internal business operations.

Pre-requisite(s):

- Providing Oracle Your Authorized User(s) information.
- Your selection of a geography for each Authorized User.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at http://www.oracle.com/contracts) are applicable to Your Content.

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