



PSLT - Adobe Primetime Concurrency Monitoring (2020v1) For MVPD or Online Service Provider Customers

1. **Additional License.** Customer may use the Primetime Concurrency Monitoring On-demand service in conjunction with its own Branded Sites or those Content Programmer Branded Sites whose Content Users use Customer log-in credentials for purposes of authenticating access to certain Content. Each Content Programmer must be provisioned in the On-demand Service, prior to being able to use the Customer instance of the On-demand Service.
2. **Prohibited Use.** Customer may not use the On-demand Service to damage, disable, overburden, or impair any Adobe server or network(s) connected to any Adobe server, or interfere with any other party's reasonable use of the On-demand Service, including Content Programmers.
3. **Additional Privacy Terms.**
 - 3.1 **Notice.** Customer is responsible for ensuring that Customer Branded Site(s) provide sufficient notice to the Content User to identify the collection and use of information in connection with this On-demand Service, as may be required by law
 - 3.2 **No Prohibited Data.** Customer must ensure that no Prohibited Data is transmitted, provided, passed, or otherwise made available to Adobe in connection with this On-demand Service.
4. **Additional Definitions.**
 - 4.1 **"Ad(s)"** means a graphic or multi-media file served in adjacent to or otherwise in connection with Content, including, without limitation, overlays, companion banners, pre-roll/mid-roll/post-roll, video and display.
 - 4.2 **"Branded Site"** means an individually branded distribution channel (including mobile or connected device applications) through which Content is distributed.
 - 4.3 **"Content"** means content that is packaged and delivered or uploaded to a Video Player for distribution on or through the Video Player.
 - 4.4 **"Content Programmer"** means third-party content provider who has licensed the On-demand Service from Adobe and who distributes content to Content Users via websites, mobile application, connected TV devices or similar electronic delivery methods.
 - 4.5 **"Content User"** means a user of the Internet that consumes Ads or Content via the Video Player by initiating playback of Ads or Content via the Video Player.
 - 4.6 **"Prohibited Data"** means data which would allow Adobe to directly identify a specific natural person (rather than their device), such as telephone number, email address, precise real-time GPS location, government-issued identification number, name, or postal address.
 - 4.7 **"Subscriber"** means a Content User who has initiated playback on a Video Player to view Content or Ads in a given calendar month.
 - 4.8 **"Video Player"** means Content and Ad player, used for playback on Branded Sites, regardless of whether such Content and Ads players are intended for desktop operating systems or other device operating systems.