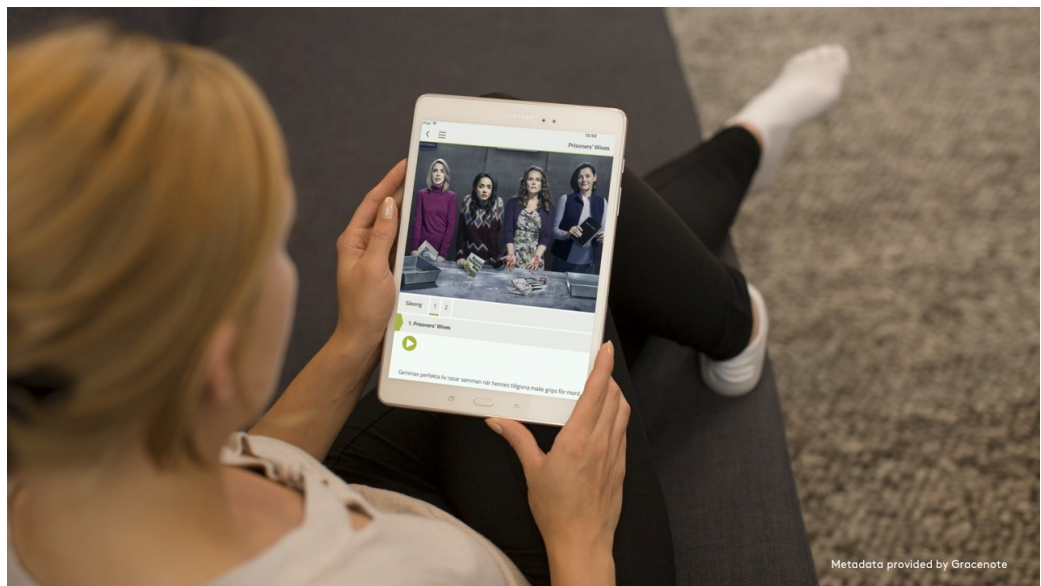


DIGITAL ADS IN AN OPERATOR'S TVE SERVICE



Revision A

Addendum Sweden: MMS Tracking



For the Broadcaster's need to, according to the contract, be able to capitalize on the stitched ads, a correct measurement to both MMS, with technical help from MMS Technology Partner, and the ad supplier that the Broadcaster uses for delivery of VAST to the Operator's DAI server is necessary.

For MMS tracking, measurement occurs during both content and ads on MMS-defined and required locations. This is facilitated through a client-side SDK or other methods as supplied by MMS and MMS Technology Partner.

While the ad server's measurements are based on industry standards (VAST and/or VMAP), MMS Technology Partner may require multiple well-defined arguments to be counted as valid. These are defined in the documentation provided by MMS Technology Partner¹.

The measurement of the linear channels and On Demand are largely similar, but there are a number of parameters that differ by nature between these two measurements, as detailed in the documentation.

IMPLEMENTATION GUIDE

Guide to implement MMS data collection is available on request. For latest implementation documentation please advise your MMS contact.

MMS FILM CODE

MMS Film Code is a unique advertisement identifier used through the Swedish video advertising industry. It will be provided for each ad by Broadcaster in a custom VAST extension field (VAST 2, 3) or the Universal Ad ID field (VAST 4).

Example—

```
<VAST>
<Ad>
<InLine>
<Creatives>
<Creative>
  <UniversalAdId idRegistry="mms.se">[MMSFILMCODE]</UniversalAdId>
```

VALIDATION

For a Broadcaster to be able to claim and capitalize on the ad measurement, MMS shall validate the Operator's reporting implementation. This shall take place before the Operator going live with an application and usually occurs by the Operator sharing with MMS and MMS Technology Partner the beta versions of the app and the web clients the Operator intends to go live with, and MMS can track the reporting by connecting the app to a proxy. The Operator will be provided with a validation protocol with the results whether or not the application has been approved or given points to resolve before being able to go live.

The Operator shall validate with MMS for major changes. Prior to validation, the Operator provides the Broadcaster and MMS beta versions of the apps so that validation can be done before they reach the end customers.

¹ For latest implementation documentation please advise your MMS contact.