

## **ON24 Product and Service Descriptions**

All capitalized terms used herein take their meaning from the Terms.

### **PRODUCTS**

#### **ON24 Webcast Elite Subscription**

- Create and deliver Webinars live, on-demand, simulative (pre-recorded but simulates Live), or sim-2-Live (pre-recorded presentation with automated rollover to live audio) to a global audience that can view and engage without downloads or plugins.
- Up to 8 live presenters can connect via webcam, PC-mic, or dial-in.
- When a live Webinar ends, it is automatically converted to on-demand. The on-demand Webinar maintains all interactivity capabilities and is available for audience access, via the same URL as the original live Webinar, during the applicable Subscription Term.
- Registration pages with branding opportunities, layout options including multi Webinar registration and configurable form fields. Extended registration options including links to external registration pages, uploading and managing registrants.
- Configure and customize confirmation and follow-up emails.
- Webinar audience consoles offer multiple branding opportunities including backgrounds, logos, images and more. Engagement and Conversion Tools offer further audience console customization including slides, audio-video media player, Q&A, call to action (live and post-live), speaker bio, resource list, survey, test, poll, url, request demo, book a meeting and others. Easily copy or save a Webinar as a template.
- Includes access to ON24 Intelligence which provides users with analytics dashboards, audience engagement and Webinar performance data. Analytics include:
  - Webinar engagement score;
  - Registration, attendance, interactivity data; and
  - Audience engagement tracking including poll responses, questions asked, survey responses, resources downloaded, buying signals captured through conversion tools and time watched.

#### **Account Setup and Support**

- Setup of Master Account and Platform Logins.
- Setup of additionally purchased Platform Workspaces or Logins.
- Access to on demand training library and knowledge center.
- Access to 24/7 regional technical support.
- Customer Success Manager assigned to Master Account.

#### **Platform Workspace**

- A Workspace is a sub-account configured under the current account structure and allows assigned logins to collaborate and create Webinars and Engagement Hubs and Target experience pages (if enabled).
- A Workspace provides its own analytics and dashboards. Reporting rolls up to the master account.
- A group of users in a workspace can be managed using permissions on each Platform Login.
- Workspaces can be designated within region or outside of region (EMEA, APAC, LATAM, NA).
- Additional Workspaces are required for additional regional and department access.

### **Platform Login**

- A Platform Login is specific to an individual and cannot be shared.
- Platform Logins are provisioned in any workspace under the account structure.
- A Platform Login can be assigned various permissions so that user has access to necessary content and features.
- One Platform Login in a Master Account may be designated as administrative with related privileges for the workspace and its users, including specific capabilities only available to administrators.

### **ON24 Breakouts**

- Enables audiences to launch Breakout Rooms from within a Webinar (desktop only)
- A “Breakout Room” is a virtual room that facilitates two-way audio/video communications between Attendees
- Limit of 10 Breakout Rooms per Webinar
- Up to 60 minutes Breakout Room duration
- Maximum number of participants per Breakout Room as specified in Agreement
- Use is limited to a single Platform Workspace
- The Service Specific Supplemental Terms, located at <https://www.ON24.com/service-specific-terms>, shall also apply

### **Broadcast Video Module**

- Expands the Account capabilities to include the Live Broadcast Video (HD) Presentation type, supporting Client-provided media encoding and transmission.

### **Advanced Reporting and Analytics**

- Includes access to custom and advanced reporting features at the Account level including:
  - Prospect Engagement Profile (PEP): Global view of each audience members' lifetime engagement with Webinars and content hosted in the Account. Track content journeys and send recommended content generated by the ON24 platform from within the Account. \*With ON24 Connect, PEP url can be integrated into other business systems and full PEP can be embedded in contact instances in Salesforce.com;
  - Account Engagement Profile: Cumulative report on all engagement with Webinars and content hosted on the Account from individuals within the same account;
  - Account Engagement Report: Details every account that has engaged with Webinars and content on the Account. Review total number of engagement minutes, total number of unique leads and the average score for all leads across all content viewed. Drill down even further by seeing which content pieces leads from the account are viewing and how they are getting to that content.
  - Aggregate Poll Response Report: Includes an aggregate view of all poll results across Webinars and videos;
  - Funnel Analytics: Audience engagement of tagged content by funnel stage;
  - Track hits to ON24 Webcast Elite registration and lobby pages, including carousel, two-column and one-column layouts, using one or more of the following tracking applications: Google Analytics, Google Tag Manager, LinkedIn, HubSpot, Adobe DTM, Eloqua, and more; and
  - Custom Lead Report: Filter by date range, event ID, audience type, custom labels and more.

## **ON24 Connect**

- ON24 Connect is required to integrate program and content performance and audience engagement and buying signal data from Webinars, Engagement Hubs and Target experience pages into CRM, Marketing Automation, LMS or other business systems.
- Provides access to the Account's ON24-hosted data, enabling business application integration, workflow automation, and various other custom integrations.
- Includes access to ON24 Prospect Engagement Profile (PEP) to be showcased in integrated business systems. PEPs can be embedded in contact instances in Salesforce.com. PEP offers a global view of each audience members lifetime engagement with Webinars and content hosted on the ON24 platform. Track content journeys and send recommended content generated from the ON24 platform.

## **ON24 Engagement Hub**

- Manage and publish libraries of upcoming and on-demand Webinars, as well as multimedia digital content assets (PDF, ebook, whitepaper, video, webpage, image, infographic).
- Media manager tool gives users a place to manage all of their content across Engagement Hub(s). Includes content upload, publish, search, sorting and filtering capabilities.
- Engagement Hub can be published as a standalone web page or can be embedded into external websites for extended audience exposure.
- Search engine optimization is enabled for both embedded and stand-alone Engagement Hubs.
- Enable ratings and comments across each Webinar or piece of content hosted in the Engagement Hub.
- Content insights which include metrics such as average viewing time, unique visitors, audience comments and top accounts are brought directly into the Engagement Hub builder to aid in choosing the right content for your audience.
- Access to ON24 Intelligence provides an analytics dashboard and data including a view into the performance of the hub, individual pieces of content and audience engagement.
- Publish up to 3 Live Webinars which are scheduled to be run on the same day.
- Maximum of up to 2,500 concurrent attendees.

## **ON24 Target**

- Build and publish personalized content experience pages leveraging all content types including upcoming and on-demand Webinars as well as multimedia digital content assets (PDF, ebook, whitepaper, video, webpage, image, infographic).
- Engagement and Conversion Tools enable audience interactivity including book meeting, request demo, contact us and business card.
- Enable ratings and comments across each Webinar or piece of content hosted on a Target experience page.
- Content insights which include metrics such as average viewing time, unique visitors, audience comments and top accounts are brought directly into the page builder to aid users in choosing the right content for each page they build.
- Access to ON24 Intelligence provides an analytics dashboard and data, including a view into the performance of content experience pages and audience engagement.
- Publish up to 3 Live Webinars which are scheduled to be run on the same day in the Engagement Hub or a single experience.
- Maximum of 2,500 concurrent attendees.

Includes:

- 1 ON24 Engagement Hub;
- 2 Platform Logins; and
- 100 content items for Engagement Hub.

### **Video Conferencing Unit (VCU) Module**

- Expands the Webinar video presentation experience by allowing the connection of multiple concurrent VCU connections.
- Can be ordered to permit 3 or 8 concurrent VCU connections.

### **Single-Sign-On SAML Implementation**

- Setup and implementation of SAML Single Sign-On to single authentication source using IP or SP initiated page flow.
- Applies to all ON24 products within the Account setup.

### **Single Sign-On (SSO) SAML Subscription**

- Permits the usage of SAML Single Sign-On.
- Requires Single Sign-On SAML Implementation.
- Applies to all ON24 products within the Account setup.

### **Custom Reporting Module**

- Must be tied to existing Platform Logins or Platform Login purchased separately for this purpose.
- Report development costs are quoted separately.

### **ON24 Engagement Hub to Target Upgrade**

- Option for Account that has ON24 Webcast Elite and ON24 Engagement Hub to add ON24 Target into Subscription.
- Build and publish personalized content experience pages leveraging all content types including upcoming and on-demand Webinars as well as multimedia digital content assets (PDF, ebook, whitepaper, video, webpage, image, infographic).
- Engagement and Conversion Tools enable audience interactivity including book meeting, request demo, contact us and business card.
- Content insights which include metrics such as average viewing time, unique visitors, audience comments and top accounts are brought directly into the page builder to aid users in choosing the right content for each page they build.
- Access to ON24 Intelligence provides an analytics dashboard and data including a view into the performance of content experience pages and audience engagement.
- Publish up to 3 Live Webinars which are scheduled to be run on the same day in the Engagement Hub, or a single experience.
- Maximum of 2,500 concurrent attendees.

### **Engagement Hub Live Day**

- Client may schedule the following Services to be run on a specific day:
  - Publish 4 or more Live Webinars
  - Increase of allowable Attendees
- Engagement Hub Live Days with over 2,500 attendees, or over 5 concurrent Webinars. These must be pre-scheduled and pre-approved by ON24.

### **Engagement Hub Live Day Support**

- ON24 representative will meet with Client 72 hours prior to the scheduled Engagement Hub Live Day to review setup and expected attendee count. ON24 representative will be available as a point of contact during the Engagement Hub Live Day.

### **Automated Live Captioning**

- All live Webinars will include automated speech-to-text captured live captions to enable accessibility for audiences. Automated live captioning supports the following languages: English, Spanish, French, Italian, German, Dutch, Portuguese. Applies to one Platform Workspace.

\*Only applicable to ON24 Webcast Elite Subscriptions

### **Automated OD Captioning**

- All on-demand Webinars and live Webinars that are converted to on-demand will include auto-captured speech to text, editable captioning files to enable accessibility for audiences. Automated captioning currently supports 10 languages. Applies to one Platform Workspace.

\*Only applicable to ON24 Webcast Elite Subscriptions

### **Automated OD Caption Translation (Per workspace/per language)**

- Translate existing automated Webinar captions into select languages (60 languages supported). Price noted per Language and Platform Workspace. Requires Automated Closed Captioning License.

\*Only applicable to ON24 Webcast Elite Subscriptions

## **SERVICES**

### **Standard Webcast Elite Training**

- Two-part training program including:
  - Access to one hour of self-paced training focused on building and presenting a live webinar
  - Upon completion of the self-paced training, access to regularly scheduled office hour webinars for questions and follow-up (optional)

### **Premium Webcast Elite Training**

- Two-part training program including:
  - Access to one hour of self-paced training focusing on building and presenting a live Webinar.
  - Upon completion of the self-paced training, a private training session (up to 2-hours) for the contracted users for questions and follow-up.

### **Webinar Speaker Training & Dry Run**

- Up to 1.5 hours of service provided for a single Webinar ID prior to live date/time
- ON24 Representative provides:
  - Provide presenter orientation with the ON24 presentation tool
  - Guidance and testing of presenter connection types against ON24 connection standards
  - Guidance and testing of ON24 presenter tool screen share application
  - Escalation to ON24's technical support teams for assistance with troubleshooting
  - Assistance while presenter team executes a dry run of Webinar

### **Express Webinar Monitoring**

- Up to 2.5 hours of service provided for a single live Webinar ID on the live date/time
  - 30 minutes prior to live Webinar start time ON24 representative will provide pre-call services
  - 120 minutes of live Webinar monitoring services
- ON24 representative is able to:
  - Provide pre-call services including presenter orientation to the Presentation Manager tool
  - Guidance and testing of presenter connection types prior to Webinar start time
  - Escalation to ON24's technical support teams for assistance with troubleshooting
  - Monitor ON24 presenter Q&A tool to assist attendees with any technical issues
  - Monitor ON24 presenter tool team chat to assist presenters with any technical issues, questions, or concerns they may have during live Webinar
  - Monitoring of the attendee console for stream quality

### **Premium Webinar Management**

- Up to 6 hours of service provided for a single Webinar ID

ON24 representative may provide:

- Webinar kick-off call and check in call (30 minutes each)
- Webinar setup and configuration using features available in customer account on the ON24 platform
- Standard registration page setup including branded graphic uploads, descriptive text, and standard registration field configuration
- Lobby page setup includes branded graphic uploads, descriptive text, standard help page link, standard test your system link
- Audience console setup includes branded graphic uploads, choice of background color, and engagement tool configuration as available in customer account
- Webinar email(s) setup and activation
- ON24 presenter tool configuration
- Scheduling of Webinar speaker training and dry run prior to live Webinar date/time (up to 1.5 hours)
- Scheduling of live Webinar monitoring (up to 120 minutes)
- Provide guidance and testing of presenter connection types prior to Webinar start time
- Provide escalation to ON24's technical support teams for assistance with troubleshooting

### **High Profile Webcast Management**

- Up to 12 hours of service provided for a single Webinar ID

ON24 representative may provide:

- Project kick-off call and weekly check in calls
- Webinar-specific project plan with deliverable timelines
- High profile review process for Webinar
- Webinar setup using ON24 Platform
- Standard registration page setup: includes branded graphic, descriptive text, and standard registration fields
- Lobby page setup includes branded graphic uploads, descriptive text, standard help page link, standard test your system link
- Audience console setup includes branded graphic uploads, choice of background color, and engagement tool configuration as available in customer account
- Webinar email(s) setup and activation
- Scheduling of webinar speaker training and dry run prior to live Webinar date/time (up to 1.5 hours)
- Scheduling of live Webinar monitoring (up to 120 minutes)
- Provide guidance and testing of presenter connection types prior to Webinar start time
- Provide escalation to ON24's technical support teams for assistance with troubleshooting

### **ON24 Engagement Hub Management**

ON24 Engagement Hub Management services requires an ON24 Engagement Hub or ON24 Target subscription. Services include:

- Product overview and training;
- Consultation and strategic planning session;
- Assistance with setup and launch of Engagement Hub; and

- Ongoing performance analysis and recommendations.

### **ON24 Target Management**

ON24 Target Management services requires an ON24 Target subscription. Services include:

- Product overview and training;
- Consultation and strategic planning;
- Assistance with setup and launch of Target content experience page; and
- Ongoing performance analysis and recommendations.

### **Automated OD Caption Quality Assurance**

- Provides an ON24 expert to review and edit Webinar captioning files created through Automated OD Captioning license. Available for English Caption files only with 72-hour SLA.

\*Only applicable to ON24 Webcast Elite Subscription

### **Signal Operations Service for Webcast Elite**

Encoding for ON24 Webcast Elite Webinars that use third party audio or video services like VYVX, Satellite, etc. The service includes

- Monitoring and operating the Webinar, the pre-Webinar work prior to the connection during the Webinar-day, the scheduling and the tear-down of the encoders, routers, and backup devices;
- Posting the Webinar for the on-demand archive (if required); and
- Applies to Webinars up to 90 minutes long.

### **Webinar Transcript & Closed Captions**

- Provides English language transcript and a .vtt file for timed closed captions for a single Webinar (on-demand and simulative Webinars only).
- Provides support for Webinars with durations of up to 90-minutes.

### **Live Webinar Closed Captioning**

- English language live closed captioning service for a single Webinar (live or sim2live Webinars only) which provides support for Webinars with duration of up to 90-minutes.

### **Production and Additional Pricing**

<b>Service</b>	<b>Fee</b>
Rush Fees: Service Requests with less than 48 hours notice	USD 200.00
Rush Fees: Service Requests with less than 24 hours notice	USD 250.00
Engineering Services (per hour)	USD 250.00
Production Services (per hour)	USD 200.00
Professional Services (per hour)	USD 200.00
Creative Services (per hour)	USD 200.00
Audio Editing	USD 400.00
Audio Recording	USD 750.00
Video Editing	USD 800.00