



Broadcast Intelligence™

This Intelligence Module Schedule ("Schedule") forms part of the Master Services Agreement ("MSA") entered into between Apollo and the Customer. Capitalized terms not defined in this Schedule shall have the meanings assigned in the MSA.

Where included in the subscribed Services, the Module may generate valuation insights and commercial value indicators using Apollo's proprietary Analytical Frameworks

1. Purpose

Broadcast Intelligence™ provides the Customer with analytical insights into the visibility, utilization and commercial performance of sponsorship assets appearing in live and recorded broadcast coverage.

The Module is designed to help rights holders, clubs, leagues and event organizers understand how sponsorship assets perform across televised and streamed content, supporting sponsorship reporting, commercial optimization and rights management.

2. Module Description

Broadcast Intelligence™ captures and analyzes broadcast exposure using Apollo's proprietary Analytical Frameworks and approved measurement methodologies.

The Module transforms broadcast exposure into structured intelligence, enabling the Customer to evaluate sponsorship visibility, identify optimization opportunities and support commercial reporting.

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3. Scope of Services

Subject to the applicable Order Form, Apollo shall provide:

- Configuration of the Broadcast Intelligence™ Module.
- Broadcast asset mapping.
- Broadcast monitoring.
- Sponsorship exposure analysis.
- Visibility reporting.
- Exposure dashboards.
- Broadcast performance reporting.
- Executive reporting.
- Brand detection and identification
- Broadcast exposure measurement

4. Analytical Capabilities

Depending on the subscribed Services, Broadcast Intelligence™ may analyze:

- Sponsorship asset visibility.
- Broadcast exposure duration.
- Asset appearance frequency.
- On-screen prominence.
- Camera exposure trends.
- Broadcast inventory utilization.
- Exposure trends over time.
- Broadcast performance summaries.
- Executive exposure reporting
- Brand detection
- Screen time measurement
- Broadcast media value indicators
- Broadcast audience analysis

The specific analyses available depend upon the subscribed Services, available broadcast feeds and approved data sources.

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5. Customer Responsibilities

The Customer shall:

- provide resources regarding the sponsorship inventory to be monitored;
- provide access to broadcast schedules or relevant event information where reasonably required;
- confirm the sponsorship assets included within the analysis;
- cooperate during implementation; and
- review reporting outputs where requested.

Apollo shall not be responsible for incomplete analyses resulting from unavailable broadcast feeds or incomplete Customer Content.

6. Apollo Responsibilities

Apollo shall:

- configure the Module in accordance with the subscribed implementation scope;
- monitor approved broadcast content using available technologies and methodologies;
- apply Apollo's Analytical Frameworks to the collected data;
- provide onboarding assistance; and
- deliver subscribed analytical outputs identified in the applicable Order Form.

7. Intelligence Outputs

Depending upon the subscribed Services, Broadcast Intelligence™ may provide:

- Broadcast exposure dashboards.
- Sponsorship visibility reports.
- Exposure duration summaries.

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- Broadcast asset rankings.
- Visibility trend reports.
- Competition comparisons.
- Executive broadcast summaries.
- Sponsorship exposure statistics.
- Broadcast performance reports.

8. Customer Inputs

Successful implementation may require:

- sponsorship inventory;
- event schedules;
- competition calendars;
- broadcast information where available;
- sponsorship asset identification;
- reporting preferences; and
- additional information reasonably required to configure the Module.

Customer remains responsible for the completeness and accuracy of Customer Content.

9. Module-Specific Exclusions

Unless expressly included within the applicable Order Form, Broadcast Intelligence™ does not include:

- television production services;
- broadcast rights management;
- media buying;
- audience measurement services;
- television ratings procurement;
- sponsorship valuation;
- commercial negotiations;
- legal review;
- rights licensing; or
- bespoke consulting engagements.

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These services may be provided through separate Intelligence Modules or Professional Services engagements.

10. Optional Professional Services

Where separately purchased, Apollo may provide:

- custom broadcast reporting;
- tournament reporting packages;
- season performance reviews;
- comparative competition studies;
- executive presentations;
- bespoke dashboards;
- strategic consulting; and
- additional analytical services.

11. Module Acceptance

Broadcast Intelligence™ shall be deemed accepted upon the earliest of:

- (a) Customer's written acceptance;
- (b) productive operational use of the Module; or
- (c) fifteen (15) Business Days following implementation, provided the Customer has not identified a material non-conformity that substantially prevents the intended operational use of the Module.

Minor issues that do not materially affect the intended operation of the Module shall not delay acceptance.

12. Relationship to the Master Services Agreement

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This Schedule supplements the Master Services Agreement and applies exclusively to the Broadcast Intelligence™ Module.

Except as expressly provided herein, all rights, obligations and responsibilities of the Parties shall be governed by the MSA and the applicable Order Form.

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