

Thank you for agreeing to use Storyful Limited (“Storyful”, “us” or “we”) to distribute your video(s) worldwide across the web, TV, and other platforms. This Agreement explains what permissions you give to us and what our role is. The full terms are set out below and you should read them carefully. This agreement consists of these terms and conditions and the New Asset Form (the “**Agreement**”).

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1. Who we are

Storyful Limited, trading as Storyful, is a limited company, registered in Ireland. Our registered office is at 8 Harcourt Street, Dublin 2, D02 AF58, Ireland. Our registered number is 478477. Our VAT number is IE 9743031J. To contact us please email curator@storyful.com or write to us at: 8 Harcourt Street, Dublin 2, D02 AF58, Ireland.

2. Our role in providing Monetisation Services

This section describes how we will try and get your videos used as widely as possible and earn as much revenue as they can.

We will manage the promotion, licensing, and monetisation of your video(s) set out in the New Asset Form (“**Videos**”). Where you have confirmed to us that you wish to list your entire YouTube (or other social media platform) channel with us, the term “Videos” will refer to all videos on your channel. You grant us the worldwide right to perform the “**Monetisation Services**” for the Videos, which means we can:

- distribute, publicise, promote, monetise, store, and license the Videos, collectively, in combination with other videos, or individually;
- sell and manage any and all online inventory sold alongside or in relation to the Videos, including on YouTube and/or similar platforms;
- distribute and license the Videos to others to assist us in promoting the Videos (this may include providing the Videos to others, at our sole discretion, free of charge to encourage awareness of the Videos);
- embed and link to versions of the Videos already available;

- display the Videos on our website, on our online portal accessible to our clients, and/or on any other system used by us, and use the Videos in our own promotional activities;
- store the Videos in our internal archive, including for later use by us and/or our clients;
- do anything connected with any of these uses to enable us to provide the Monetisation Services, such as copy the Videos, edit the Videos, and communicate the Videos to the public; and
- grant any or all of the above rights to third parties.

Where you have granted us exclusive rights, Storyful will be the exclusive provider of the services set out in this Agreement in relation to the Videos and the rights you grant to us in this Agreement are exclusive to Storyful.

In order for us to perform the Monetisation Services, you agree to complete any additional paperwork or to do anything else which we may reasonably require to enable us to perform the Monetisation Services, including, but not limited to, communicating with YouTube (or other social media platform) as instructed by us, clicking on verification links, signing or providing releases, and/or allowing us to 'claim' the Videos. In light of our experience and understanding of the market for the Videos and our clients' expected uses of the Videos, we are entitled to set whatever price and terms for use of the Videos we deem to be appropriate. We use our reasonable endeavours to monetise the Videos, but you acknowledge that we cannot guarantee any specific level, or any at all, Revenue.

3. How your videos may be used

This section explains how our partners and clients may use your Videos

Our clients include some of the world's biggest websites, TV and film companies, advertisers, brands, newspapers, and broadcasters. Your Videos could end up being used by any of them. Uses may include, but are not limited to:

- on websites
- in advertising
- as part of TV shows or films
- in compilations of videos, or in combination with other videos even if not published (for example, to train artificial intelligence systems in a manner that respects rights or privacy)
- in news broadcasts or as part of news stories
- at live events

- in public places

Once our clients decide to use a video, they may edit, alter or adapt, and otherwise create new material, based on your Videos.

4. Our rights to the videos

This section explains what rights you give us to use your Videos and the duration of those rights. It explains the effect of Storyful having “exclusive” or “non-exclusive” rights to your Videos.

A. Where you grant us exclusive rights:

This means that you are not able to do or to allow anyone else to do the things that you allow us to do in this Agreement. Where that is the case, you:

- warrant that the Videos have not been licensed or sold to anyone else in a way which would conflict with the rights you grant to us in this Agreement; and
- If you receive any enquiries for the commercial licensing, use, or exploitation of the Videos, you must refer those enquiries to us and you must not negotiate any agreement without our direct involvement. If you do, and you receive any revenue in relation to the Videos, you must share that with us as split in accordance with section 7 below.

B. Where you grant us non-exclusive rights, it means:

- That you can grant the rights you grant us in this Agreement to other organizations or people; and
- You warrant that the Videos have not been licensed or sold to anyone else in a way which would conflict with the rights you grant to us in this Agreement;

So we can perform the Monetisation Services, you grant us a worldwide, exclusive (where relevant), transferrable license to use, reproduce, transmit, store, publicly perform, broadcast, make available, communicate to the public, display, exhibit, distribute, index, comment on, edit, cut, modify, create derivative works based upon and otherwise exploit the Videos, in whole or in part, in and through whatever medium or technology we (or our clients, licensees and partners) use or may use in the future.

We can grant any part of this license to our clients, licensees and partners. And then they may be able to grant further licenses to their clients, licensees and partners. This license includes the right for us to grant any duration of license to our clients, licensees, and partners. The licenses we grant to our clients, licensees, and partners (and the licences they grant to their clients, licensees and partners) may last longer than the term of this Agreement. They may, for example, be perpetual licenses. Any such licenses, even after the termination of this Agreement, shall continue for the benefit of

our clients, licensees, partners, and others who have received the Videos from us or our clients, licensees, and partners.

This license applies to all media formats and channels now known or existing in the future, including, but not limited to, on websites, in apps, embedded in other media, in electronic publications, video on demand, cable, satellite and internet television networks and stations, on and through broadband, mobile and wireless platforms, products and services, on physical and digital media, and in theatrical release, and for any and all purposes including, but not limited to, entertainment, news, advertising, promotion, marketing, publicity, trade and commercial.

You also grant to us the right to conduct, and exercise control over, any proceedings relating to your Videos. However, we are not obligated to issue any proceedings relating to the Videos. You consent to any act carried out by us in performing the Monetisation Services and any entity or person authorised or licensed by us which would otherwise infringe your moral rights in the Videos anywhere in the world.

5. Your ownership and delivery of the videos

This section confirms that you own your Videos but requires, when applicable, that you refer people to us if they want to use your Videos.

You retain full rights in and ownership of the Videos, subject to the terms of this Agreement. You are entitled to use the Videos for your own personal, private use and as an example of the work you have created for promoting yourself and your work. This includes your own use on your own YouTube (or other social media platform) channel. If you receive any enquiries for the commercial licensing, use, or exploitation of the Videos, if you grant us exclusive rights, you must refer those enquiries to us, and you must not negotiate any agreement following such enquiries without our direct involvement.

If you wish us to carry out the Monetisation Services in relation to one or more of your other videos, you should contact us about that video. We will let you know if we agree to provide Monetisation Services for that video. If we ask, you must provide us with a master copy of all Videos (using an online file transfer service we specify).

6. Your responsibility for the videos and their content

This section clarifies that you are responsible for making sure that your Videos are free for us and our clients to use and that use of them will not be unlawful or infringe the rights of third parties.

You confirm and warrant to us that, other than as set out in this Agreement or otherwise communicated to us and agreed by us in writing, the Videos, and all rights in them:

- are owned by you and only you;
- are your own original work, not co-created or copied wholly or substantially from any other source;

- do not infringe or interfere with any rights of third parties, including, but not limited to, copyrights, moral rights, performers' rights, publicity or personality rights, data protection or privacy rights, trademarks and/or goodwill;
- are not defamatory of any person or entity;
- do not misuse any private or confidential information of any person or entity;
- comply and will continue to comply with all YouTube and other relevant third-party terms and conditions in effect from time to time; and
- will not render you or us in breach of any criminal or civil law or applicable regulation, including, but not limited to, improper obtaining, processing or disclosure of data, obscenity, incitement of violence or racial or religious hatred, contempt of court, surveillance, harassment or trespass.

You confirm and warrant to us that you will comply with all applicable laws, statutes, regulations, and codes, including, but not limited to, those relating to anti-bribery and anti-corruption, data privacy, taxation, advertising, and intellectual property rights.

Where the Videos contain material (e.g. music, lyrics, sound recordings, words, film, clips, images or performances) which you do not own the rights to, you confirm and warrant to us that you have obtained sufficient permissions, licences, and consents to enable you to grant the rights you are granting to us in this Agreement and that we are able to carry out the acts we are licensed by you to carry out and which are anticipated by this Agreement. If the Videos feature any identifiable persons, you confirm and warrant that you have obtained each applicable permission to enable you to grant the rights you are granting to us in this Agreement. Should we require, you shall provide all reasonable assistance in securing written proof of any of these permissions.

If you breach any of these confirmations and warranties, we reserve the right to cease providing the Monetisation Services in relation to the relevant Video.

YOU AGREE TO INDEMNIFY US IN FULL FOR ALL LOSSES, COMPENSATION, COSTS, EXPENSES AND FINANCIAL PAYOUTS INCURRED OR SUFFERED BY US AS A RESULT OF YOUR BREACH OF THESE CONFIRMATIONS AND WARRANTIES AND/OR ANY OF THE TERMS OF THIS AGREEMENT.

If we suffer any losses or incur any liabilities (e.g., we are required to pay compensation or to pay, or we incur, legal or other costs and expenses) as a result of your breach of the above confirmations and warranties, we may deduct them from any amounts otherwise payable by us to you under this Agreement or may otherwise require you to reimburse us for those losses and liabilities.

7. Our payments to you

This section describes how we calculate what earnings you make from your Videos and how we will pay them to you.

In this section 7, the following words shall have the following meaning:

“Revenue” shall mean all revenues, income, payments, advances, fees, royalties and other financial benefits from the use of the Videos through the Monetisation Services, including Specific Sales to clients and advertising revenue from YouTube or other platforms, but not from Promotional Use.

“Promotional or Incidental Use” shall mean the use of the Videos in any Storyful promotional activities, including being used in video compilations, and/or where the use of a Video is incidental or where the effort involved in determining a per video fee is impossible or disproportionate to the revenue earned per video, in all instances as determined in our absolute discretion, acting reasonably.

“Specific Sale” shall mean single or related sales of the Videos where such sales involve an individual, a per client, or a per Video rate (e.g., where a client pays a single fee for use of your Video).

We are exclusively entitled to collect any and all Revenues arising from the use of the Videos carried out through the Monetisation Services.

Where your Agreement provides for a Revenue share, we shall pay you, once a month and within forty-five (45) days of collection, your agreed percentage of any Revenue collected by us and attributed by us, in our absolute discretion, to the Videos for the use of the Videos as a net amount after deduction of any applicable taxes or duties, bank or PayPal fees, and a reasonable administration fee (**“Revenue Share”**). Where we secure other business as a result of a pitch to a client that includes your video (but where we don’t directly sell your video), we will not pay you a Revenue share on that other business.

Notwithstanding the foregoing, your Revenue Share from Specific Sales shall be limited in all instances to a maximum of one thousand Euro (EUR €1,000) per Specific Sale.

We are not obliged to pay you any Revenue Share arising from any Promotional or Incidental Use of the Videos.

Where we have agreed to pay you an advance on your Revenue Share, your Videos must have earned sufficient Revenue for us to recoup that advance before you become entitled to, and before we pay you, any Revenue Share.

Where your Agreement provides that we pay you a one-off, upfront payment for your Videos (**“One-time Fee”**), we will pay you the One-time Fee within five (5) business days in Ireland of your acceptance of these terms. You acknowledge and agree that You will not be entitled to any further payments for our or our clients’ uses of the Video, regardless of the Revenue we collect.

It is a requirement of this Agreement that you have and maintain an active PayPal account in your name. We will only pay your Revenue Share or One-time Fee to the PayPal account in your name you provide to us when you submit your Videos. If you provide us with the wrong PayPal account details (e.g., if there is a mistake in the account details you provide) or if those details become inaccurate (e.g., if your PayPal account closes), we will not be able to pay you and, subject to the next paragraph, we

will be under no obligation to do so. We will be under no obligation to repay any monies we have paid out to any incorrect PayPal account details you provided to us.

If we discover a problem with your PayPal account, we will notify you and give you 30 days to fix the problem and respond. If we hear from you within those 30 days with working PayPal account details in your name, we will pay you any outstanding monies and continue to pay your new account. However, if you do not respond within the 30 days, we will be under no obligation to pay you the One-time Fee, any outstanding Revenue Share, or any further Revenue Share. After those 30 days, if you provide working PayPal account details, we will pay you any Revenue Share earned after you provide the working details but not the One-time Fee or any Revenue Share earned before then.

You agree that the part of the Revenue we do not pay to you represents our fee (commission) for carrying out the Monetisation Services. You also understand that if we do not collect any sums due to us (e.g., due to our client's non-payment or insolvency of the relevant platform or where we do not receive sufficient reporting from a platform so as to enable us to adequately assign revenue) then we will not owe you any Revenue Share until or unless it is eventually collected or resolved.

The above provisions also apply to any Revenue collected by us after we have ceased providing Monetisation Services which arises from arrangements concluded, or from uses licensed, prior to the date of termination of this Agreement, unless we terminate the Agreement because you are in breach of it.

We are entitled to deduct a reasonable sum from any Revenue where we incur costs in pursuing unauthorised use of your Videos. Any such deductions shall be limited to what is reasonable to cover our costs and you shall never incur any liability – we will deduct the reasonable costs prior to our calculation of your Revenue share.

If your Revenue Share is less than EUR€100, we will hold such Revenue Share on your behalf until the monthly payment date on which amounts due to you are, in aggregate, EUR€100 or more. Where your Revenue Share for any 24-month period does not exceed EUR€100, we may apply that Revenue Share as an administrative fee against our maintaining your account.

You accept that you are responsible for all taxes payable by you as a result of receiving any Revenue Share amounts. You also accept that we may be obliged by our local taxation authorities to make a deduction or withholding from any amounts payable to you.

8. Duration and termination of this Agreement

This section explains the duration of the Agreement and how you and/or we can terminate it.

This Agreement will last for a minimum term of one (1) year, unless it is terminated earlier as allowed by other terms of this Agreement, starting on the date you accept these terms. The Agreement will automatically renew for additional one (1) year periods, unless, at any time during the Agreement, we provide you with written notice

of termination. You may request the termination this Agreement at the end of the then current one-year period, subject to you providing us with at least thirty (30) days' written notice. We shall not unreasonably withhold our consent to such termination.

We may terminate this Agreement immediately for any or no reason.

On termination of this Agreement, we will cease to actively perform the Monetisation Services but, depending on the length of licenses we have previously granted, as explained in Section 4, the licenses we have granted may remain in force. We will not, therefore, be required to request that our clients, licensees and partners and others who have received the Videos from us cease their use of the Videos. You acknowledge that the Videos may remain in use by these clients, licensees, and partners, potentially in perpetuity, including, e.g., by being available on the Internet or included in broadcasts, and that such use will not be a breach by us and/or our clients of any of your rights.

9. What happens if we receive a complaint about a video

This section explains what we can do if someone complains about your Videos.

If anyone complains to us, starts any legal action against us, or makes a claim against us in relation to the Videos, we shall have the absolute right to act how we wish in response. You must provide us with any assistance and take such steps as we reasonably require to assist with such a response. We may, e.g., cease to perform the Monetisation Services and request that our clients stop using the Video. You may need to answer various questions about the Video or enable us to speak to individuals featured in the Video.

If we suffer any losses or incur any liabilities (e.g., we are required to pay or incur compensation, legal fees, or other costs and expenses) as a result of such a complaint, legal action, or claim, we reserve the right to, in addition to all other rights, to pursue such losses or liabilities or deduct them from any amounts otherwise payable by us to you under this Agreement.

10. Confidentiality

You understand and acknowledge that Storyful makes information available to you and all such information and communications shall be deemed to be "Confidential Information". For the purposes of this Agreement, "Confidential Information" includes, but is not limited to: all information about Storyful's organisation, affairs, plans, technology, proposals, the Monetisation Service, Revenue, any communication about your Revenue Share or One-time Fee, Revenue from Your Videos, any fees or commissions, any information about sales of your Videos, or any other information which either you or we ought reasonably to regard as confidential or which is marked 'confidential.' You understand that this Agreement creates a relationship of confidence and trust between you and Storyful with respect to Confidential Information. You shall keep all Confidential Information confidential during the term of this Agreement and for a period of 5 years thereafter.

11. Our liability

Nothing in this Agreement shall limit or exclude our liability to you:

- for death or personal injury caused by our negligence;
- for fraud or fraudulent misrepresentation; or
- for any other liability that may not, by law, be limited or excluded.

You waive all rights to recover consequential, incidental and/or punitive damages. Any liability we do have for losses you suffer that arise out of or in connection with this Agreement shall not exceed the lesser of the total of all amounts payable or paid by us to you under this Agreement at the date of the relevant claim or EUR€500.

We will not be liable or responsible for any failure to perform, or delay in performance of, any of our obligations under this Agreement that is caused by events outside our reasonable control.

12. General

This Agreement incorporates our Privacy Statement which explains how we process and access personal information, including your personal information. By signing this Agreement, you acknowledge and agree to our Privacy Statement's terms. Please review it [here](#)

You may not transfer or assign any or all of your rights or obligations under this Agreement.

All notices given by you to us must be given in writing to the address set out at the start of this Agreement. We may give notice to you at either the email or postal address you provide to us in the form you complete and return to us.

Each party shall promptly execute such documents and perform such acts as may reasonably be required for the purpose of giving full effect to this Agreement. Additionally, each party shall use all reasonable endeavours to ensure that any necessary third party execute any documents required to give full effect to this Agreement.

If we fail to enforce any of our rights, that does not result in a waiver of that right.

If any provision of this Agreement is found to be unenforceable, all other provisions shall remain unaffected.

These terms may not be varied except with our express written consent.

These terms and any document expressly referred to in them represent the entire agreement between you and us in relation to the subject matter of this Agreement. In the event of any inconsistencies or conflicts between translations of this Agreement and this English language version, the latter shall prevail.

Any answers to FAQs or summaries of this Agreement do not form part of this Agreement. In the event of any conflict or inconsistency between the provisions of this Agreement and those of any FAQs or summaries, the terms of this Agreement shall take precedence.

13. Law

This Agreement shall be governed by the laws of Ireland. You and we both agree that any legal proceedings brought by Storyful against you arising out of or in connection with this Agreement may only be brought in the courts of Ireland, unless you normally live in some jurisdiction other than Ireland, in which case they may be brought by us in that jurisdiction instead.

You and we both agree that any legal proceedings brought by you against us arising out of or in connection with this Agreement may be brought solely in the courts of Ireland.