TERMS AND CONDITIONS OF HYPERBOOST SERVICE

OUR KPIs (unique listeners and downloads)
Unique listeners and downloads are the key metrics for evaluating
podcast performance. They are KPIs introduced by the IAB in 2017 (v2.0), updated
in 2022 (v2.1) and endorsed by major players in the international
podcasting scene.

DOWNLOADS: total number of views lasting 60 seconds or more.

SINGLE LISTENER: A single user (real listener) that generates at least one download
in 24 hours. This data is parameterized by a combination
of IP address and user agent (streaming platform, browser, etc.).
If a Single Listener listens to multiple episodes of the same podcast, in the same 24
hours, it generates multiple downloads.
Data that meets the IAB guidelines is always and only calculated at the host level
(Megaphone, Libsyn, Spreaker, etc.) and/or through specific tracking platforms
(Chartable, Podtrac, etc.). Listening platforms (Spotify, Apple Podcast, Google
Podcast, etc.), to date, cannot calculate such KPIs.

CAMPAIGN FORMATS
Hyperboost+ develops seeding on 100% brand-safe sites through native advertising and
specific widgets for podcast formats
All the formats used are published through an ad-server with "embeds" on the web pages of
collaborating publishers. For this reason, Hyperboost+ campaign results are very often
reported by hosting platforms as listeners from browsers (mainly Chrome and
Mozilla).
Other types of formats can be agreed with the client, depending on the
defined campaign.

WHITE LIST OF WEBSITES
The list of brand safe sites can be targeted and defined based on the interests
of the audience, according to the subdivision proposed by the IAB.
Although interests often influence the age of the chosen audience, it is not possible
to specifically target the campaign to predetermined age groups.

GEOLOCATION AND TERRITORIES
Hyperboost+ promotes successful campaigns in Italy, Spain, France, Germany, the
United Kingdom, Portugal, the United States, Mexico and Latin America. The percentage of

Hypercast Studio

geolocated listeners is usually 85-90%.
The Hyperboost+ team is constantly testing new territories.

ACCESS
In order for the Hyperboost+ campaign to be configured correctly, the client must provide the access data for the hosting of their podcast. If this is not possible for privacy reasons, the customer must follow the instructions of the Hyperboost+ team for the installation of tracking prefixes.

HOSTING AND STREAMING COMPATIBILITY
Hyperboost+ is compatible with the vast majority of hosting platforms:
Megaphone, Spreaker, Libsyn, Art19, Podbean, Omny Studio, Buzzsprout and others.
Spotify for Podcasters (formerly Anchor) is not currently supported.
It is also not recommended to use listening platforms (such as Apple Podcast or Ivoox) as hosting platforms to distribute the podcast.
There are currently no particular issues with major streaming (listening) platforms:
Hyperboost+ works with podcasts on
Spotify, Apple Podcasts, Google Podcasts, Ivoox, Deezer, iHeartRadio and others.

MINIMUM NUMBER AND SUGGESTED PACKAGES
The minimum number of listeners to activate a Hyperboost+ campaign is 10,000.
Suggested bundles are:
Mid Tier Booster - 2,000 per episode (at least 5 episodes)
High Tier Booster - 10,000 per episode
High Tier Booster - 20,000 per episode

REPORTS
Downloads and unique listeners can be queried on IAB v2.0/v2.1 compliant hosting platforms .
Tracking platforms also provide these metrics. In addition, it is possible to view information about the geographical location of the listeners, biographical information (age, gender) and much more.
The Hyperboost+ team publishes regular reports at a frequency agreed with the client.

CONFIDENTIALITY
For purposes of the Agreement, "Confidential Information" shall mean all data and information, whether confidential or otherwise, disclosed during the term
of the Agreement by one party ("Disclosing Party") to the other party ("Receiving Party"), as well as information that the Receiving Party knows or should know and that the Disclosing Party considers confidential, including, among others:

1. business plans, strategies, know-how, marketing plans, suppliers, sources of materials,
   finances, business relationships, personal information of a party's end user,

pricing, technology, employees, trade secrets and other non-public
or proprietary information, whether written, oral, recorded or in any other medium or
format

2. the material terms of the Agreement and/or any associated PO;
3. any information marked or designated by the Disclosing Party as
confidential.
The Receiving Party undertakes to keep all Confidential Information secure and
confidential
and, unless authorized in writing by the Disclosing Party, will not use such
Confidential Information for any purpose other than expressly set out in the
Agreement or disclose any Confidential Information to
any person, company or entity, except its employees and
professional advisers:

- who need to know such information in order for the Receiving Party to
  perform its obligations under this Agreement; AND
- who have signed a confidentiality agreement with the Receiving Party with terms
  at least as restrictive as those provided herein.
- any information marked or designated by the Disclosing Party as
  confidential.
  The Receiving Party undertakes to keep all Confidential Information secure and
  confidential
  and, unless authorized in writing by the Disclosing Party, will not use said
  Confidential Information for any other purpose than is
  expressly established in the Contract nor will it disclose any Confidential
  Information to
  no person, company or entity, except its employees and
  professional advisers:
- who need to know such information in order for the Receiving Party to
  perform its obligations under this Agreement; AND
- who have signed a confidentiality agreement with the Receiving Party with terms
  at least as restrictive as those provided herein.

FAQ
Are Downloads and Unique Listeners the same in the Hyperboost+ campaign?
If the podcast contains only one episode, then Downloads and Unique Listeners
will tend to be the same value. If the podcast contains more than one episode, the
Downloads value will be greater than the Unique Listens value.
For Downloads, the sum of individual episodes is always equal to the total value
reported at the hosting level. In the calculation of the Unique Audiences, on the other hand,
there is a deduplication of the data: any "duplicate" is automatically discarded
by the platform through an algorithm; the sum of the AUs obtained from the individual
episodes, therefore, it may not be equal to the total value reported at the accommodation
level.

Hypercast Studio

Sede Sociale	**Sede Roma**	**Sede Milano**	**Sede Madrid**
Viale Beata Vergine del Carmelo, 22 00144 Roma (Rm) Italy	Via delle Paglia, 33a 00153 Roma (Rm) Italy	Via Watt, 27- 20143 Milano (Mi) Italy	C. de Víctor Hugo, 1, 3º Izquierda, 28004 Madrid, España

Is the creative content of the media campaign enough?
It is good that the media campaign is always accompanied by social activities and promotion by the client. This can help the development of organic ratings.

Why is the data from streaming platforms not considered?
Streaming platforms do not publish the KPIs mentioned in the previous point: each platform returns a data set to the user, which currently does not meet the IAB guidelines. Therefore, metrics that measure a podcast's performance are only evaluated at the hosting or tracking level.

Can I track the performance of influencers who participate in the podcast campaign with Hyperboost+?
Hyperboost+ may provide a specific smartlink that allows you to track all the clicks you receive from influencers.

Is there a listener profile at the end of the campaign?
Using AI technology, it is possible to build a realistic profile of the average listener: age, interests, spending power, type of work they do, and much more. All the data complies with the parameters required by the international GDPR regulations.

A good Hyperboost+ campaign of guaranteed listeners also means a good LTR (Listen Through Rate)?
The Listen Through Rate is the figure that explains how much listeners "consume" a podcast. It usually returns the percentage of listeners at each moment of the podcast. Hyperboost+ guarantees downloads and unique listeners generated from the first 60 seconds of listening. A good LTR figure, and therefore a good consumption of the podcast, depends on how much the listeners really enjoy the content of the podcast.

Do so many guaranteed listeners also correspond to so many likes and follows?
There is no direct ratio. It is true that an increase in listeners can produce effects such as an increase in likes and followers, but it is not automatic or correlated.
Again, the appreciation of the content by the audience is crucial.

Does a good Hyperboost+ campaign also mean a good ranking in charts?
Research by the Hyperboost+ team has shown that one of the possible consequences of a campaign can be a higher ranking.
However, it must be stressed that this is by no means guaranteed by Hyperboost+.

Is my CPL fixed during the campaign?
No, the actual CPL (cost per listener) varies based on the number of organic listeners the campaign manages to produce. The higher the number of organic listeners, the lower the final CPL will be.

Hypercast Studio

Sede Sociale	**Sede Roma**	**Sede Milano**	**Sede Madrid**
Viale Beata Vergine del Carmelo, 22 00144 Roma (Rm) Italy	Via delle Paglia, 33a 00153 Roma (Rm) Italy	Via Watt, 27- 20143 Milano (Mi) Italy	C. de Víctor Hugo, 1, 3º Izquierda, 28004 Madrid, España

How can I use the video in my podcast?
At this time, video podcasts can only be hosted on Spotify for Podcasters
(formerly Anchor). Hyperboost+ is not supported on this platform.

Does it work better with clients with many podcasts or with few published podcasts?
The number of podcasts published is not relevant to the campaign. Hyperboost+
generates one campaign per podcast, regardless of the number of podcasts the client
wants to boost at the same time.
A client with several podcasts (or episodes of a podcast) already published, may
have an already established fan base: this helps in generating organic unique listeners and
downloads.

How many episodes should I promote per Hyperboost+ campaign?
The Hyperboost+ campaign can also run in a single episode. But targeting
multiple episodes at once increases the likelihood of developing
organic downloads and unique listeners, thereby lowering your actual CPL.

Is Hyper boost+ useful for capturing leads beyond listeners?
The goal of Hyperboost+ is to increase podcast listeners, not
to guarantee lead capture. However, more listeners can mean more traffic and
more leads for the brand that chooses an HB+ campaign.

Is it a programmatic platform? Is it self-service?
Hyperboost+ is a technology that exploits programmatic seeding. It is not a self service.