



**FREQUENTLY ASKED QUESTIONS
ABOUT THE IAB/4A'S STANDARD ADDENDUM
FOR DIGITAL VIDEO ADVERTISING IN TV LONG FORM VIDEO**

What is the IAB/4A's Standard Addendum for Digital Video Advertising in TV Long Form Video?

The IAB/4A's Standard Addendum for Digital Video Advertising in TV Long Form Video ("**LFV Addendum**") has been developed by a Joint Working Group of the IAB/4A's to serve as a template for the terms governing advertising in TV Long Form Video.

The LFV Addendum addresses *only* advertising in TV Long Form Video. "**TV Long Form Video**" is defined as professionally-produced video content that is eight (8) minutes or longer in duration, and distributed either via TV and digital platforms, or as a digital original via digital platforms only.

The LFV Addendum applies to advertising in TV Long Form Video that is typically purchased in unified TV buys, and in the upfront and scatter markets. The LFV Addendum specifically addresses the measurement of demo-guaranteed campaigns, and the terms that would apply to unified linear TV and digital platform buys. The LFV Addendum may not be a good fit for your transaction if your campaigns are not demo guaranteed, and if you only buy or sell in the scatter markets.

Why is the LFV Addendum needed?

Currently, each company that buys or sells ad inventory in TV Long Form Video at the TV upfronts has its own set of terms and conditions, each addressing a slightly different list of subjects differently. The IAB and 4A's believe that having a common starting point to negotiate transactions for advertising in TV Long Form Video will markedly reduce the delay and expense inherent in preparing multiple, custom agreements. Reducing transaction costs is likely to enhance the efficiency, growth and competitiveness of the market for advertising in TV Long Form Video.

How does the LFV Addendum work?

The LFV Addendum is intended for use by the parties in a transaction as a *starting point* to address the technical and business issues specific to advertising in TV Long Form

Video. Once negotiated by the parties and incorporated into an IO for advertising in TV Long Form Video, the LFV Addendum governs, supplements and amends the standard advertising terms between the parties.

The template LFV Addendum was drafted to amend the IAB/AAAA Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0 (“**Standard Terms & Conditions v.3.0**”). If your standard terms with the other party are different from the Standard Terms & Conditions v.3.0, then you will need to modify the cross-references accordingly.

What if there are provisions in the LFV Addendum with which my company does not agree?

It is expected that individual companies will negotiate variations to the terms presented in the LFV Addendum. As noted above, the LFV Addendum is offered as a starting point for negotiation.

Note that some provisions of the LFV Addendum require negotiation between the parties. See Sections 5.b. (Media Company Delivery Plan) and 6.a. (Cancellation and Termination) of the LFV Addendum.

Who prepared the LFV Addendum? What was the process?

The LFV Addendum was prepared by a Joint Working Group of the IAB and 4A's, and included representatives of media companies and advertising companies focused on the buying and selling of TV Long Form Video. See list of company participants in the Joint Working Group [here](#).

The Joint Working Group met monthly to discuss provisions in detail. Over the course of the meetings, language was developed, negotiated and refined for each provision. Following each monthly meeting, a draft of the LFV Addendum was prepared by the IAB counsel and reviewed with the 4A's and the Joint Working Group.

How did the final version of the addendum come about?

A draft version of the addendum was released in January 2018 for a public comment review period. Feedback received was reviewed by the Joint Working Group in February. The final version of the LFV Addendum has been released as of March 2018.

What is the relationship of the LFV Addendum to the [current](#) Standard Terms & Conditions v.3.0?

The LFV Addendum is specific to TV Long Form Video, and is designed to supplement and amend the standard advertising terms between the parties, whether they are the Standard Terms & Conditions v.3.0 or other terms agreed between the parties.

As a practical matter, the cross-references in the LFV Addendum are to provisions in the Standard Terms & Conditions v.3.0. If your standard terms with the other party are different from the Standard Terms & Conditions v.3.0, then you will need to modify the cross-references accordingly.

Will the Standard Terms & Conditions v.3.0 be revised as well?

The current [Standard Terms & Conditions v.3.0](#) were adopted back in 2009. A process to determine whether and how the Standard Terms & Conditions v.3.0 should be revised is currently being explored by the 4A's and IAB. The LFV Addendum only addresses advertising in TV Long Form Video.

Whom do I contact to discuss Terms and Conditions going forward?

Members of the IAB should contact Eric John at eric@iab.org and (917) 282-6341.

Members of the 4A's should contact Louis Jones at ljones@aaaa.org and (212) 850-0740.

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