



Amazon Advertising Terms and Conditions

Amazon Details of Media Investment and Conditions on Use

MEDIA INVESTMENT:

- Media inventory valued at US\$1,000,000 (valued at **Publisher** Target Rates or the agreed-upon market rates, as applicable).

DETAILS OF MEDIA INVESTMENT AMOUNTS:

\$1.0M broken out as follows:

Geo	Value Component	AV	Total AV by Geo
US	Twitch Media	\$50,000	\$250,000
US	Amazon STV	\$200,000	
CA	Twitch Media	\$50,000	\$50,000
UK	Twitch Media	\$50,000	\$140,000
UK	Amazon O&O	\$90,000	
DE	Twitch Media	\$50,000	\$140,000
DE	Amazon O&O	\$90,000	
IT	Twitch Media	\$50,000	\$140,000
IT	Amazon O&O	\$90,000	
ES	Twitch Media	\$50,000	\$140,000
ES	Amazon O&O	\$90,000	
FR	Twitch Media	\$50,000	\$140,000
FR	Amazon O&O	\$90,000	
Total		\$1,000,000	\$1,000,000

- Twitch Media
 - limited to max \$10K per month per locale
 - limited to EU5, US, and CA only, and to be split equally between these seven markets
- EU5 Amazon O&O inventory
 - For existing clients, the AV can only be used with paid media campaigns
 - For new clients, we will endeavour to use it with paid media campaigns
 - Paid media minimum is LC 30K UK/DE and LC 20K for FR/IT/ES
 - AV only available to be used on DSP O&O (and not during Prime Day, Prime Early Access Sale (PEAS), Black Friday Cyber Monday (BFCM) or Nov-Dec)
- \$200K in US Amazon STV inventory

QUALIFYING PERIOD:

During the calendar year 2024

ADDITIONAL TERMS AND CONDITIONS:

In EU5, provision of the Media Investment by Publisher will be subject to the Amazon Advertising Terms and Conditions, which are available here: https://m.media-amazon.com/images/G/02/ADX/erm/OnlineAdSales/V2/OAS_TCs_Amazon_Advertising_UK_DE_FR_IT_ES.pdf

In US and Canada, provision of the Media Investment by Publisher will be subject to the Amazon Advertising Agreement available here: <https://advertising.amazon.com/terms>