

## **POLICY GOVERNING USE OF PBS CONTENT IN MEMBER STATION AND THIRD-PARTY PRODUCTS AND SERVICES**

By using PBS Content (including making it available on-demand and/or via live streaming) in Member and/or third-party owned, controlled, managed and/or developed digital products and services, including, without limitation, desktop websites, mobile websites, mobile and OTT applications, and successor technologies (collectively, “Products and Services”), Member agrees to the following policy (“Policy”). To the extent not in conflict with this Policy, the *Terms and Conditions for Use of PBS Content*, including without limitation the defined terms therein, are incorporated into this Policy by reference.

- 1.** Terms associated with Products and Services and discoverable by the search engine of any platform shall not contain references to PBS Content.
- 2.** Products and Services must use geographic blocking or similar technology every time a user opens a Product and/or Service, so that PBS Content is only accessible to the population in Member’s designated broadcast service area; provided, however, that nothing herein shall prevent Member from making PBS Content accessible through its Products and Services (subject to Member’s rights in and to the content therein) to its existing donors located outside of Member’s designated broadcast service area.
- 3.** Member shall not use PBS Content within a Product or Service to promote membership to users outside of Member’s designated broadcast service area.
- 4.** Names of and all references to Products and Services shall not include any references to PBS, Public Broadcasting Service, any other PBS word marks, or PBS logos, except to the extent that Member uses a PBS co-brand as its station identification pursuant to a license agreement with PBS.
- 5.** Member shall implement technology as requested by PBS to provide PBS with access to analytics reporting with respect to PBS Content in the Products and Services.
- 6.** Member shall implement technology as requested by PBS to include sponsorship messaging and funder acknowledgements within the PBS Content in the Products and Services. PBS will provide such assistance as is reasonably necessary for Member to implement such technology.
- 7.** Notwithstanding any other provision of this Policy, PBS, in consultation with Members, shall have the right to grant waivers of this Policy, or otherwise respond to market conditions in furtherance of public broadcasting’s mission.

*Adopted by the PBS Board of Directors March 26, 2019*