



YouTube - Video Creation Basic

With YouTube Ads you can place advertising videos on YouTube. With the "Video Creation Basic" product, you commission RegioHelden GmbH (RegioHelden or the contractor) to create a simple advertising video that will be used for the YouTube Ads campaign you have booked.

Video creation Basic service description

1. Services included in the set-up fee:

- ★ Up to 30 seconds spot length (can be extended for an extra charge)
- ★ Slideshow animation according to YouTube Ads Best Practices
- ★ Creation based on the customer's images and videos
- ★ Text overlay
- ★ Music (GEMA-free)
- ★ Right to use the video for the implementation of the booked YouTube Ads campaign*
- ★ Telephone consultation/coordination
- ★ Consideration of change requests (max. 2 correction rounds)

* The client receives concurrently, against full payment of the agreed remuneration, a right of use to the contractual work results for the purpose of their intended use within the scope of the booked YouTube Ads campaign. Any further right of use is not the subject of this agreement. If the client intends to use the contractual work results beyond this, in particular for publication on or in other media, a separate agreement must be concluded with RegioHelden in this regard. Likewise, any form of editing or translation of the contractual work results is not granted with this right of use and requires the prior written consent of RegioHelden.

Deviations from the agreed cost framework will be invoiced after prior consultation and separate approval by the client.

Invoicing for the following cost types is carried out as listed:
- Set-up fee: one-off after completion of the campaign briefing
- Advertising costs: one-off for the entire campaign period from the start of the campaign

Custom obligations:

You are obliged to be available for briefing discussions and coordination at the beginning of the contract or, if applicable, in the course of the respective process, and to accept services that are ready for acceptance after notification of readiness for acceptance

If it has been agreed that the client will provide third-party works or other materials (photos, graphics, texts, etc., hereinafter also referred to as "components") as part of the performance of the contract, the client shall make these available to RegioHelden in good time in a standard, directly usable digital format. Any necessary conversion costs will be charged separately.

Agreed performance and delivery dates shall be extended by the period during which RegioHelden is prevented from providing the agreed service due to circumstances for which RegioHelden is not responsible. The same applies to the period during which RegioHelden is waiting for information or cooperation from the client.

Insofar as the client provides modules, such as preparatory work, documents, logos, images, texts or materials, they guarantee and assures with their provision - without the contractor having to check this - that the client is entitled to existing trademark, name, design, copyright and other property rights to the modules or parts thereof, or the client has the rights of use and exploitation necessary for the use of the components in the context of the creation of the work results and subsequent use of the created work results for the implementation of the advertising campaign and that with regard to the necessary rights of use and other rights there are neither agreements nor unilateral claims or demands by third parties or other circumstances which restrict the authority to dispose of these rights of use and rights. The client shall indemnify RegioHelden against all claims (together with reasonable legal defense costs) which third parties may assert against RegioHelden on account of the infringement of industrial property rights or the infringement of intellectual property rights.

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- Set-up fee: one-off after completion of the campaign briefing
- Advertising costs: one-off for the entire campaign period from the start of the campaign