



## **Terms and Conditions of BusinessTV Interviews.**

In the agreement detailed below we are known as BusinessTV and you are known as the Client. The terms We, Our & BusinessTV are used interchangeably and the terms You & Client are used interchangeably.

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1. BusinessTV and the Client agree to work together with a firm commitment to record a Video Interview online via Zoom or MS Teams, or In Person at Client's Location, to cover the topic as agreed between BusinessTV and the Client during the course of their previous communications which may have taken place via email and telephone.

2. BusinessTV agrees to produce and deliver the Interview to its subscriber base as detailed below,

2.1 Formulation of Interview questions with interviewee to arrive to set of questions designed to make for an interesting and informative Interview for the viewer while also presenting the participating firm as a leader within this field.

2.2 Interview to include BusinessTV introduction citing the credentials of both the interviewee and the firm.

2.3 Additional content placed beneath the Interview which may include media such as, but not limited to, images, links, downloads or brochures.

2.4 Interviewee profile placed beneath the Interview complete with photo, biography and direct contact details as desired.

2.5 Custom enquiry form allowing for the capture of business enquiries. This form may include custom fields of entry as desired. Completed forms are sent directly to participating company.

2.6 Option to place Client's own image or video advertisement before, during or after Client's Interview.

2.7 Interview made available to Client for embedding in their website.

2.8 Interview placed as Featured item occupying premium position at the top of BusinessTV and appears as latest content on BusinessTV and within all relevant topic and industry sections.

2.9 Interview promoted on BusinessTV latest news section.

2.10 Interview promoted across BusinessTV using premium advertising positions.

2.11 Interview delivered via email to BusinessTV's subscriber base as a stand alone presentation.

2.12 Short 'teaser' clips of the finished Interview supplied to client for use on their social media.

2.13 12 months Content Partner Account allowing Client to submit their firm's own video content to BusinessTV. \*

2.14 Content Partner Accounts are for 12 months and begin on the same day as Client's premium interview is published. After 12 months Client will have the opportunity to renew at the rate set at the time of renewal.

3. BusinessTV will undertake editing work on the recorded Interview where necessary and send to the Client a final version of the Interview for approval.

3.1 The Client must approve the final version within 10 working days or advise BusinessTV within 10 working days if they are not satisfied with the final version.

3.2 BusinessTV may not publish the Interview until it has received approval by the Client. Approval may be given via email or telephone.

4. If the Client is not satisfied with the final version of the Interview then they may request BusinessTV re-records the Interview or re-edits the Interview or undertakes any other actions that may offer a remedy.

4.1 In the unlikely event that re-recording or re-editing the Interview does not produce a satisfactory second Interview then BusinessTV agrees to work with the Client until a satisfactory Interview is produced.

5. Once this Order Form has been submitted BusinessTV will raise an invoice which must be paid in full by the Client within 30 days of the date this Order Form is submitted.

6. The recorded Interview and its associated content remains the property of the Client. For the purpose of producing and delivering the Interview the Client grants BusinessTV a worldwide exclusive license to use the Interview in any context that we decide is inline with the purposes and values of BusinessTV.

7. At anytime the Client may request that BusinessTV un-publish the Interview and its associated content. BusinessTV will un-publish the Interview and its associated content within five working days from receiving the request which maybe given via email or telephone.

8. A request to un-publish the Interview does not release the Client of its obligation to make full payment to BusinessTV irrespective of when the request to un-publish the Interview is made.

9. Any failure on behalf of the Client resulting in BusinessTV being unable to record or publish the Interview does not release the Client from its obligation to make full payment to BusinessTV for the Interview position once the Order Form has been submitted.

10. BusinessTV employs all reasonable endeavors to ensure it has a robust technical infrastructure but does not guarantee website up-time nor offer financial compensation for website down-time as this maybe beyond our control.

\*Content submitted to BusinessTV must provide the user community with information or perspectives that could be considered useful or valuable independently of the services of the authoring company. For the avoidance of doubt content submitted must not be a mere advertisement of services in which the content solely refers to the merits of the company itself.

The Client agrees that the content it submits to appear on BusinessTV must meet BusinessTV's editorial guidelines, (as described above), and the Client agrees that BusinessTV reserves the right to refuse to publish content that, in our judgment, does not meet these guidelines.

If content submitted by the Client does not meet our guidelines we will notify the Client within a period of three working days. Where possible BusinessTV will explain why content has been refused but this is at our discretion.