



Indicue Inc.

CALM Act / SB 576 Loudness Certification

This is to certify that:

1. Commercial advertisements and promotional announcements whose audio is hosted, transcoded, re-encoded, or otherwise processed by Indicue's ad serving and server-side ad insertion ("SSAI") systems are handled in accordance with the audio loudness control practices described in ATSC A/85, *Techniques for Establishing and Maintaining Audio Loudness for Digital Television*, at the point those processed assets are delivered by Indicue to downstream distributors, publishers, or streaming services.
2. For such processed audio, Indicue applies ITU-R BS.1770-based loudness measurement and normalizes output to an integrated target of -24 LKFS (LUFS), with true-peak control limited to -2 dBFS, using software and processing components that are deployed, operated, and maintained in a commercially reasonable manner.
3. This certification is intended to support customers' compliance programs under the federal CALM framework for television distributors and California SB 576 requirements applicable to streaming advertisements.
4. Audio delivered on a pure pass-through basis, where Indicue does not host, transcode, re-encode, or otherwise modify the asset, is outside the scope of this certification's normalization commitment; such assets may be measured for monitoring purposes but are not altered by Indicue.

By: John Marchesini

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