
GLOSSARY OF TECHNICAL TERMS

In this document, unless the context otherwise requires, the following technical terms shall have the meanings set out below. These terms and their meanings may not always correspond to standard industry meanings or usage of these terms.

“3D model”	a three-dimensional digital representation of an object, scene or character that can be created, rendered, edited or used in visual content production, simulation or interactive applications
“aesthetic evaluation model”	an algorithmic model used to assess the visual quality or aesthetic attributes of images, videos or other content based on predefined criteria, learned patterns or user preference signals
“AI”	artificial intelligence, referring to technologies that enable computer systems to perform tasks such as analysis, understanding, generation or decision support
“AI-generated content”	digital content generated, in whole or in part, using artificial intelligence technologies, including images, videos or other media created or modified by generative models
“annotation”	the process of labeling, classifying, segmenting or otherwise identifying attributes and information within data or content for organization, analysis, retrieval or model training purposes
“API”	application programming interface, a defined interface that allows different software systems to communicate with each other and exchange data or functionality
“API-based services”	services delivered through application programming interfaces, enabling customers’ software systems to access, integrate or use specified data, functions or content programmatically
“CG model”	a computer-generated digital model of an object, scene or character created for use in visual content production, rendering, animation, simulation or related applications
“content customization services”	services under which customized visual content and related deliverables are produced based on specific customer requirements, primarily including graphic design, video production and virtual production
“content matching”	the process of identifying and selecting content that best corresponds to user input, requirements or context based on attributes, metadata or semantic analysis
“content providers”	institutions or individuals that provide content to the Company and authorize the Company to license, distribute or otherwise commercialize such content through its platforms or service offerings
“content tagging” or “tagging”	the process of assigning descriptive labels or metadata to digital content, enabling classification, organization, search and retrieval
“copyright”	legal rights granted to creators or rights holders over original works, including the right to control the use, reproduction and distribution of such works
“digital asset management”	the process or system for storing, organizing, managing, retrieving and distributing digital files and content assets within an organization

GLOSSARY OF TECHNICAL TERMS

“expert annotation”	the process of annotating data or content by trained personnel or domain specialists based on defined standards, guidelines or subject-matter knowledge
“generative AI”	a category of artificial intelligence technologies capable of generating new content, such as text, images, audio or video, based on input data or prompts
“licensing”	the process by which a rights holder grants permission to another party to use protected content under agreed terms and conditions
“metadata”	structured information that describes, explains or otherwise enables the identification, retrieval, use or management of data or content
“multimodal”	relating to or involving multiple types of data or content formats, such as text, images, audio, video or 3D models
“proprietary content”	content owned or controlled by us and included in our content resources, as opposed to content contributed by third-party content providers
“rights-cleared content”	content for which the relevant rights have been obtained, verified or otherwise cleared such that it may be used, licensed, distributed or commercialized within the applicable authorized scope
“semantic analysis”	the process of analyzing the meaning, context, relationships or attributes of data, text or content to support classification, search, matching, understanding or other downstream applications
“semantic search”	a search approach that seeks to understand the meaning or context of user input to improve the relevance of search results, rather than relying solely on keywords
“structured multidimensional data”	data that has been organized into structured formats with multiple layers of descriptive attributes or metadata, enabling efficient storage, search, analysis and reuse across different applications
“traceability”	the ability to identify and verify the origin, rights status or usage history of content through records, metadata or related mechanisms