Service Level Support – SAM TV

"**Severity Level**" means one of the four categories listed below which describes the seriousness of a defect:

Priority Matrix	Description / Examples	Response (Acknowledgment) Time	Resolution Time
P0 - Critical	**Priority 0 (P0) or CRITICAL DEFECT** means all or a core functionality of the Services is unusable, causing immediate and significant business impact. Examples of Critical Defects include but are not limited to: • Platform unavailable for all users • Unable to generate any proposals	Less than two (2) business hours	Twenty four (24) business hours
P1 – Very High	**Priority 1 (P1) or MAJOR DEFECT** means a significant, but not immediately critical, part of the Services is unusable, creating some business impact. Problems include but are not limited to: • Critical modules within the platform not loading (i.e. pricing, unable to generate any posts, etc.)	Less than four (4) business hours.	Twenty four (24) business hours

| P2 - High | **Priority 2 (P2) or MINOR DEFECT** means disruption of a single element of the Services that does not affect the use of the Services and has minimal impact upon business operations. It is a localized or isolated operational nuisance that includes incorrect operation of minor functionality.

Examples of Minor Defects include, but are not limited to:

• Data is missing or incorrect in a single proposal Strategic target is not populated
• Email is not generated or generated in error | Less than twenty four (24) business hours (1-business day) | Ten (10) business days |
| P3 - Normal | **Priority 3 (P3) or NO IMPACT (Non-Service Affecting Defect)** means non-urgent or cosmetic problem, causing inconvenience only. A workaround is available and any defects will be corrected in the next future release.

Examples of Non-Service Affecting Defects include but are not limited to:

• Small data inconsistencies
• Cosmetic / UI issues
• Questions on how to use the tool / interpret data | Less than seventy two (72) business hours (2-business days) | Thirty (30) business days |

NOTE: For clarity, Bell Media may re-classify the priority level of an issue to correct a misclassified priority level (e.g., misclassification resulting from the incorrect use of the application and/or a training issue).