Adobe Developer Additional Terms

Last updated December 21, 2017. Replaces all prior versions (including prior versions of the Developer Terms & Conditions of Use) in their entirety.

These additional terms govern your use of Adobe Software Developer Kits and Adobe AIR SDK (collectively “SDKs”) and Application Programming Interfaces and Adobe AIR API (collectively “APIs”) for Adobe Creative Cloud Software and Services which supplement and are incorporated into the Adobe.com Terms of Use (collectively the “Terms”) located at http://www.adobe.com/legal/terms.html. Capitalized terms not defined here have the same meaning as defined in the Terms.

Your agreement to these terms supersedes any prior agreements between you and Adobe with regard to Adobe SDKs or APIs for Adobe Creative Cloud Software and Services. These terms do not govern use of Adobe SDKs or APIs for Adobe Marketing Cloud products or services.

1. Developer Credentials.

1.1. Adobe ID. You must create an Adobe ID and online developer account profile with required account information in order to obtain and use an SDK or API Key. You must keep your account profile up-to-date with current account information, including current contact information, at all times. You are responsible for all activity that occurs via your account. You must notify Adobe Customer Support immediately if you become aware of any unauthorized use of your account. You may not (a) share your account information (except with an authorized account administrator) or (b) use another person’s account.

1.2. API Key. If the relevant API requires an API Key to access the Software or Services, you must obtain a separate API Key for each Developer Software. Until your Developer Software is approved by us for distribution, the API Key may only be used for internal development and testing of Developer Software, and may not be used in connection with any Developer Software made available to third parties. Details on the approval process will be set forth on the Adobe developer portal (located at adobe.io) or otherwise communicated to you by us.

1.3. API Usage Data. We may collect aggregate usage data for any Developer Software using an SDK or API. This information is associated with your Adobe account and allows us to maintain security, monitor performance, and improve quality and features.

2. Licenses.

2.1. Proprietary Rights. The items contained in the Products are our and our supplier’s intellectual property and are protected by law, including United States copyright and patent law, international treaty provisions and applicable laws of the country in which they are being used. You will ensure that all copies of the SDKs or APIs, or any component of the SDKs or APIs, reproduced for any reason by you, contain the same copyright notices, and other proprietary notices, as appropriate, which appear on or in the master items as provided by us. We and our suppliers retain title and ownership of the items in the Products, the media on which it is recorded and all subsequent copies, regardless of the form or media in or on which the original and other copies may exist. Except as stated in these terms, we do not grant you any rights to patents, copyrights, trade secrets, trademarks or any other rights in respect to the items in the Products.

2.2. Licenses granted by you to Adobe. You grant us a worldwide, nonexclusive license to use, reproduce, and otherwise test your Developer Software for approval for distribution. You grant us a worldwide, nonexclusive license to use your name, logos or other marks and descriptive materials, and to publicly refer to you or your Developer Software to advertise and promote the Software and Services and your Developer Software.

2.3. License Granted to You by Adobe.
2.3.1. Internal Development. Subject to these terms and the Additional Terms, we grant you a nonexclusive, nontransferable, revocable license to use and reproduce the SDK and API Key for the internal development and testing of your Developer Software.

2.3.2. Distribution. Subject to these terms and the Additional Terms, including the approval rights set forth in section 4, we grant you a nonexclusive, nontransferable, revocable license to use, reproduce and distribute the SDK and API Key solely in and with your approved Developer Software.

2.3.3. Sample Code. You may use, modify or integrate all or portions of any Sample Code we provide with the SDK (whether or not labeled "sample code" in the folders and files included with the SDK) with your Developer Software. Subject to the approval rights set forth in section 3, you may distribute the Sample Code and any modifications thereof as part of your Developer Software in object code form only. You agree to retain and reproduce in full any Adobe copyright, disclaimers, or other proprietary notices (as they appear in the Sample Code) in all copies, modifications, or integrations of the Sample Code that you are permitted to make under this agreement. Any modified or integrated portion of any Sample Code provided by us remains subject to these terms.

2.3.4. Content Files. Content Files are included as examples only. Unless stated in separate license files included with the Content Files (e.g., Readme files), you may not use, modify, reproduce or distribute any of the Content Files.

2.4. Modifications to SDK or API. We may modify, update, or discontinue any SDK or API (including any of their portions or features) at any time without notice or liability to you or anyone else.

2.5. Non-Public APIs. You may not publicly show or disclose any APIs that are not publicly documented at the time you are given access to them. The use of such non-public APIs may be subject to additional obligations of confidentiality.

2.6. Availability. Pages describing the SDKs and APIs are accessible worldwide but this does not mean all features are available in your country, or that your Developer Software is legal in any particular jurisdiction. We may block access to certain features in certain countries. It is your responsibility to make sure your Developer Software is legal where you use them or make them available to others. Features are not available in all languages.

2.7. Third-Party Terms. The SDK or API may contain third-party software (such as free or open source software) and may be subject to additional terms and conditions typically found in a separate license agreement or a "ReadMe" file located near such materials or in the "Third Party Software Notices and/or Additional Terms and Conditions" found at http://www.adobe.com/go/thirdparty (collectively, "Third-Party License Terms"). Such Third-Party License Terms may require you to pass through notices to your end users. The Third-Party License Terms shall control in the event of a conflict between the terms in this Agreement and such Third-Party License Terms.

3. Distribution of Developer Software.

3.1. Approval by Adobe. We reserve the right to restrict distribution of any Developer Software (including access to Software or Services by Developer Software) unless approved by us, in our sole discretion. We also reserve the right to require re-approval for any changes to Developer Software (including bug fixes, updates, upgrades, revisions, and new releases). Details on the approval process will be set forth on adobe.io. We may withdraw approval for any Developer Software at any time for any reason, including for failure to comply with future versions of these terms or Additional Terms. If approval for your Developer Software is withdrawn, you must cease distribution of it and cease accessing the Software or Services through it within 10 days of notice.

3.2. Distribution Channels. We reserve the right to require distribution of Developer Add-ons through Adobe Exchange. We reserve the right to restrict distribution of Developer Applications approved by us through
Adobe Exchange or through channels approved by us.

3.3. Compliance with Future Terms. Developer Software must remain compliant with future versions of these terms.

4. Requirements and Restrictions.

4.1. No Modifications, Reverse Engineering. Except as expressly permitted in these terms, you may not (a) modify, port, adapt or translate any portion of any SDK or (b) reverse engineer, decompile, disassemble or otherwise attempt to discover the source code or any portion of any SDK or API. If the laws of your jurisdiction give you the right to decompile an SDK to obtain information necessary to render the licensed portions of the SDK interoperable with other software, you may do so only after you first request such information from us. We may, in our discretion, either provide such information to you or impose reasonable conditions, including a reasonable fee, on such use of the source code to ensure that our and our suppliers' proprietary rights in the SDK source code are protected.

4.2. No Interference with Software or Services. Except as permitted by the APIs, you may not create Developer Software that (a) removes any “About” or “Info” screens or pages in any Software or Service, or (b) interferes with the functionality and/or appearance of any Software or Service or any component thereof.

4.3. No Localization of the Software or Services. You may not use the SDKs to develop software that would allow for the Localization of the Software or Services. “Localization” means a modification to the default language of the installed Software or Services, including, but not limited to, the Software or Services’ user interface.

4.4. No Unbundling. The SDKs may include various applications, utilities and components, may support multiple platforms and languages or may be provided to you on multiple media or in multiple copies. Nonetheless, the SDKs are designed and provided to you as a single product to be used as a single product on computers and platforms as permitted herein. You are not required to use all component parts of an SDK, but you may not unbundle or repackage the component parts of an SDK for distribution, transfer, resale or use on different computers.

4.5. Malware. You will not take any action that exposes any part of the Software or Service to any malicious or harmful code, viruses, Trojan Horses, worms, time bombs, cancelbots or other malware intended to cause destruction or disruption.

4.6. Illegal Software. You may not use the Products to create Developer Software which violates any law, statute, ordinance, regulation or rights (including any laws, regulations or rights respecting intellectual property, computer spyware, privacy, export control, unfair competition, antidiscrimination or false advertising) when used in the manner in which it is intended or marketed.

4.7. Review. You acknowledge and agree that we may review your Developer Software for compliance with these terms and Additional Terms, including identifying security issues that could affect Adobe or its users.

4.8. Open Source Software. You will not merge, integrate, or use an SDK or API, or any portion, with any software that is subject to license terms that require any Adobe intellectual property to be licensed to or otherwise shared with any third party (for example only, GPL license terms).

4.9. Usage Limits. We may limit the number or type of calls accepted by or to an API if we believe that the number of calls may negatively impact the API, the Software, or the Service.

4.10. No sublicensing. You may not sublicense an API for use by a third party. You may not (a) rent, lease, lend or grant other rights in the SDK or API, including rights on a membership or subscription basis, or (b) provide use of the SDK or API in a computer service business, third party outsourcing facility or service, service bureau arrangement, network, or time sharing basis.
4.11. Creating software to function similar to the API. You may not create Developer Software that does not add significant functionality or features beyond those provided by the API.

4.12. End User Data. If you collect personally identifiable information of or from anyone through your Developer Software, you will: (a) comply with all applicable privacy laws and regulations, (b) post a privacy notice that you make easily accessible to users from within your Developer Software in which you clearly and accurately describe your practices for collecting, using, and sharing end user personally identifiable information with Adobe and third parties, and (c) respect your end-users privacy and honor and adhere to your privacy notice commitments.

4.13. Non-Blocking of Adobe Development. We are currently developing or may develop technologies or products that have or may have design or functionality similar to your Developer Software. Nothing in this agreement limits our right to continue our development, maintenance, or distribution of such technologies or products. You agree not to assert any patent owned by you covering your Developer Software against us, our subsidiaries or affiliates, or their customers, agents, or contractors for the manufacture, use, import, licensing, offer for sale, or sale of any Products.

4.14. End User Support. You are responsible for providing support to end users of your Developer Software.

5. Additional Restrictions for Adobe InDesign SDK and API

5.1. Sample Code in the InDesign SDK and API may be compiled with a unique plug-in ID. If you distribute modified or merged versions of the Sample Code, you agree to replace any unique plug-in ID included in any Sample Code with a unique plug-in ID specific to you. Instructions for requesting a unique plug-in ID may be found on our website.

5.2. The APIs contained in the InDesign Server SDK for the World Ready Composer are designed to be used for the purpose of internal development of software designed to function with Adobe InDesign Server. Internal development of software designed to function with Adobe InDesign and/or Adobe InCopy using the World Ready Composer APIs is not supported by Adobe.

5.3. If you use the InDesign SDK to develop Developer Software that renders, extends, or otherwise uses our proprietary .folio and .indd file formats (the "File Formats") for viewing on mobile devices (including, without limitation, your use of native InDesign overlay and interactive features), such use is permitted so long as the File Formats are only distributed with an Approved Content Viewer. For the purposes of this section, "Approved Content Viewer” means our Adobe branded and deployed content viewer or your commercially branded and deployed version of the Adobe content viewer. You are not permitted to use the InDesign SDK for the purpose of developing and/or distributing Developer Software that can read or convert the File Formats for the purpose of viewing on mobile devices; provided, however, that this restriction does not apply to other digital file formats such as JPG, PNG, EPS, PS, EPUB, HTML, PDF, IDML, XML, FLA, and SWF. You may develop Developer Software using the InDesign SDK to view and distribute such content by any means and on any device, so long as such development and distribution is in a manner consistent with these Terms and only when it does not include the File Formats.

6. Additional Restrictions for Adobe Stock SDK and API

6.1. Caching. You will not cache or store any Works or other data obtained via the APIs other than for reasonable periods and no longer than as necessary to operate the Developer Software. Upon termination of this agreement or request by Adobe, you will immediately remove any and all versions of the Works.

6.2. Comparison. You will not use the APIs to demonstrate a comparison between Adobe Stock and its competitors in relation to pricing or any other aspect, or to otherwise promote the goods or services of any Adobe Stock competitor.
6.3. Disclaimer. You must place the following disclaimer on your API Client: "This product uses the Adobe Stock API, but is not certified, endorsed or sponsored by Adobe. [Your Name] is not affiliated with or related to Adobe."

6.4. Display of Works. Works are our and our contributors’ property and are protected by intellectual property laws, including laws related to copyrights, trademark and other similar rights. You must ensure that Works cannot be copied, distributed, altered or displayed (other than as permitted in this agreement). You must ensure that the contributors’ names are visible on or adjacent to each Work displayed in your Developer Software and in the following format: "Author Name / Adobe Stock". You must not state or imply that any Work is created or owned by you. You will not place or allow third parties to place advertisements or other materials that obscure or alter the Works or attribution to the Works. You will not place or allow third parties to place materials near or next to the Works if the material contains or displays adult content, promotes illegal activities or the sale of tobacco, or is otherwise defamatory, illegal, obscene or indecent, including but not limited to pornography, escort services, or adult entertainment clubs or similar venues.

6.5. Your Developer Software must clearly and conspicuously display attribution to Adobe Stock in the following format "Powered by Adobe Stock" hyperlinked to http://stock.adobe.com and visible to End Users of your Developer Software.

6.6. Except as expressly authorized by us in a separate written agreement, you may not use the APIs to display or license content available from Adobe Stock that is not defined as a "Work" under this agreement (i.e., videos, 3D content, premium content, content designated as "editorial use only", and all other content not designated as "standard").

6.7. You may not sell or license Works, or allow Works to be downloaded from your Developer Software as a standalone file.

6.8. You may use the search APIs solely to display thumbnail or watermarked versions of Works through your Developer Software, and redirect your users to the Adobe Stock website for such users to purchase licenses to or download Works directly from Adobe Stock.

6.9. You may only derive revenue from your use of the APIs through your participation in an affiliate, referral, or similar partner program pursuant to a separate written agreement with us. You may not use the APIs for any other commercial purpose and, unless otherwise agreed to in writing by us, no fee shall be charged to users of your Developer Software.

6.10. You may use the licensing APIs solely to (a) license Works pursuant to your Adobe Stock customer agreement, or (b) enable your users who are logged-in to Adobe Stock through your Developer Software to license pre-paid Works pursuant to their customer agreements with us. All use of Works licensed through your API Client is governed by the applicable Adobe Stock customer agreement.

6.11. You may use the log-in APIs solely to enable your users to log-in to their Adobe Stock customer accounts through your Developer Software, provided that each user must give you express permission to access their Adobe Stock customer account through your Developer Software.

6.12. You may store the tokens that we provide you when an Adobe Stock customer authenticates your Developer Software to his or her Adobe Stock account.

6.13. You must immediately delete any Adobe Stock customer’s content or other information, including tokens, upon request by that customer or us, or when that customer closes his or her account with you.


7. Fees.

7.1. Fees Charged by Us. We reserve the right, at any time, to set prices or charge a fee to you or to end-users of your Developer Software (directly or through revenue sharing) for use of our SDKs or APIs or any of
their included discrete features, components or processing functions that may be integrated or enabled in, through or by your Developer Software. Applicable fees will be specified on our developer portal and/or on Adobe Exchange.

7.2. Taxes and Third-Party Fees. You must pay any applicable taxes, and any applicable third-party fee (including, for example telephone toll charges, mobile carrier fees, ISP charges, data plan charges, credit card fees, foreign exchange fees). We are not responsible for these fees. If any fees are charged to us, we may take steps to collect those fees from you. You are responsible for all related collection costs and expenses.

8. Trademarks.

8.1. License. Subject to these Terms (including the Adobe Branding Guidelines and the Adobe Trademark Usage Guidelines), we grant you and you accept a limited, nonexclusive, nontransferable, revocable license to use the Adobe Trademarks in your Developer Software, on your website, and in printed and electronic communications solely to indicate that your Developer Software provides a connection to or is compatible with the Software or Services and consistent with the Adobe Branding Guidelines and any other applicable guidelines or restrictions set forth on adobe.io. You agree that your use of the Adobe Trademarks in accordance with these Terms does not give you any other right, title, or interest in any Adobe Trademarks. You acknowledge Adobe's ownership of the Adobe Trademarks, recognize the value of the goodwill associated with the Adobe Trademarks, and acknowledge that such goodwill exclusively inures to the benefit of and belongs to Adobe. You agree not to use the Adobe Trademarks in any way that will disparage Adobe or the Software or Services, damage or interfere with Adobe's goodwill in the Adobe Trademarks, infringe Adobe's intellectual property, or make a false or misleading statement regarding your Developer Software. You agree to use the Adobe Trademarks only in connection with Developer Software that (a) complies with these Terms, (b) conforms to the quality standards set by Adobe, and (c) complies with all applicable laws for the jurisdiction in which the Developer Software is made or used. Upon request, you will notify us of all locations of your use of the Adobe Trademarks and provide us with representative samples of such use. Upon request, you will assist us in monitoring and maintaining the quality and form of use of the Adobe Trademarks. Upon notice, you must cease any use of the Adobe Trademarks that we determine, in our sole discretion, is contrary to the intent of this license grant. You are solely responsible for any costs associated with removing or modifying your use of the Adobe Trademarks.

8.2. Restrictions.

8.2.1. You may only use the Badges to market and promote your Developer Application. You may not use the Badges on or in the UI of your Developer Application.

8.2.2. You may only use the required Adobe Sign-in Buttons and Sign-in Template on or in the UI of your Developer Application to identify, initiate or facilitate log-in to the Services. You may not use Adobe Sign-in Buttons and Sign-in Template within or outside the UI of your Developer Application to identify discrete features, components or processing functions offered by the Services, or to market or promote your Developer Application.

8.2.3. You may only use the required Feature Icons on or in the UI of your Developer Application to identify discrete Service features, components or processing functions. You may not use Feature Icons within or outside the UI of your Developer Application as the means to initiate log-in to the Services, or to market or promote your Developer Application.

8.2.4. Naming and describing your Developer Software. You may not use the Creative Branding, the Adobe Trademarks or any Adobe product name, in whole, in part, or in any abbreviated form, in the name of your Developer Software, or register a website domain name or trademark that contains or is confusingly similar to any of the foregoing.

9. Termination & Removal
9.1. Termination by You. You may stop using the SDKs or APIs or accessing the Software or Services through your Developer Software at any time. Such termination does not relieve you of any obligation to pay any outstanding fees. Upon termination, you will stop distributing your Developer Software, stop using the SDKs and APIs, stop accessing the Software or Services through your Developer Software, and stop advertising compatibility with any Software or Service.

9.2. Termination by Us. We may terminate these terms or deny your requests to access the Software or Service or revoke your assigned API Key(s) for any reason. Termination by us for any reason will not make us liable to you or anyone else for: (a) any loss of use, data, goodwill, or profits, whether or not foreseeable; and (b) any special, incidental, indirect, consequential, or punitive damages whatsoever (even if we have been advised of the possibility of these damages), including those based on any theory of liability, including breach of contract or warranty, negligence or other tortious action. The limitation of liability in this section is in addition to the limitations of liability set forth in the Terms.

9.3. Survival. Upon expiration or termination of these terms, any perpetual licenses you have granted, your indemnification obligations, our warranty disclaimers or limitations of liabilities, and dispute resolution provisions stated in these terms will survive.


10.1. No Distribution or Modification of AIR Build Tools. You may install and use the AIR Build Tools and AIR Runtime Components solely for purpose of developing Developer Software. You may not modify or distribute the AIR Build Tools (except for files that are covered by third party licenses that allow you to do so) or the AIR Runtime Software in any manner.

10.2. AIR Object Code Redistributables. You may distribute AIR Object Code Redistributables only as incorporated automatically (i.e., incorporated solely as a byproduct of your use of the AIR Build Tools) into your Developer Software by using the AIR Object Code Redistributables in the /runtimes/air-captivate/mac, /runtimes/air-captivate/win, lib/aot/lib, /lib/android/lib/runtimeClasses.jar, and /runtimes/air/android/device/Runtime.apk folders, respectively.

10.3. Distribution of Modified AIR SDK Source Files. You may distribute materially modified AIR SDK Source Files in source code or object code format on a stand-alone basis or as bundled with other components useful to developers, provided that you (A) include a copyright notice reflecting copyright ownership in such modified files, and (B) do not use “mx,” “mxml,” “flex,” “flash,” “fl” or “adobe” in any new package or class names distributed with your modified AIR SDK Source Files.

10.4. No Unauthorized Use. You may not create or distribute any software, including any Developer Software that interoperates with individual AIR Runtime Components in a manner not documented by Adobe. You may not create or distribute any software, including any Developer Software that is designed to interoperate with an un-installed instance of the AIR Runtime Software. You may not create or distribute any Developer Software that runs without installation. You are not permitted to install or use the AIR Build Tools or other portions of the AIR SDK to develop software prohibited by this agreement.

10.5. AVC Codec Use. This product is licensed under the AVC patent portfolio license for the personal non-commercial use of a consumer to (a) encode video in compliance with the AVC standard ("AVC video") and/or (b) decode AVC video that was encoded by a consumer engaged in a personal non-commercial activity and/or was obtained from a video provider licensed to provide AVC video. No license is granted or shall be implied for any other use. Additional information may be obtained from MPEG LA, L.L.C. http://www.mpegla.com.

10.6. MP3 Codec Use. You may not access MP3 codecs within the runtime libraries other than through the published runtime APIs. Development, use or distribution of a Developer Application that operates on non-PC devices and that decodes MP3 data not contained within a SWF, FLV or other file format that contains more than MP3 data may require one or more third-party license(s).
11. Definitions.

11.1. “Adobe ID” means the unique username and password and profile information you use to create a developer account and to log-in and access the Service.

11.2. “Adobe Sign-in Buttons and Sign-in Template” means the distinctive button graphic, and separate sign-in screen interface template made available by Adobe and required for display in or on a user interface as the visual prompt to facilitate or initiate the Service log-in mechanism.

11.3. “Adobe Trademarks” means those Adobe trademarks, names, logos, and icons, and the Badges and Creative Branding provided for developer use, as shown and described in the Adobe Brand Guidelines and on adobe.io.

11.4. “AIR SDK” means the AIR Build Tools, AIR Object Code Redistributables, AIR Runtime Components, and AIR SDK Source Files and AIR Sample Code.

11.5. “AIR Build Tools” means build files compilers, runtime libraries (but not the complete Runtime Software) provided by the AIR SDK, including, for example, the contents of the bin, lib, and runtime directories, adl.exe, adl.bat and adt.jar.

11.6. “AIR Object Code Redistributables” means those files in object code format located in the /runtimes/air-captivate/mac, /runtimes/air-captivate/win, lib/aot/lib, /lib/android/lib/runtimeClasses.jar, and /runtimes/air/android/device/Runtime.apk folders, if included with the version of the SDK provided to you in connection with this agreement.

11.7. “AIR Runtime Components” means any of the individual files, libraries or executable code contained in the Runtime Software directory (e.g., the runtime folder) or the Runtime Software utilities included in the utilities directory or installer files. Adobe AIR.dll, runtime executables, template.exe and template.app are examples of Runtime Components.

11.8. “AIR Runtime Software” means the Adobe runtime software in object code format named “Adobe AIR” that is to be installed by end-users and all updates to such software made available by Adobe.

11.9. “AIR SDK Source Files” means source code files included in the directory “frameworks” that accompany this agreement.

11.10. “API” means the application programming interfaces, which are a set of routines, protocols, and tools that specify how software components interact. The APIs may be specified in header files, JAR files, the SDK Plug-In APIs as defined in the header files and demonstrated in plug-in example code and related information in object code format and/or as libraries that Adobe has included as part of the SDK to distribute unmodified with Developer Software that facilitate access to, and interoperate with, the Software and Services.

11.11. “API Key” means the API access credential assigned to your Developer Software and linked to your Adobe ID, which is used by Adobe to associate and authenticate your API activity and Developer Software.

11.12. “Badges” means any logos or trademarks made available by Adobe for marketing and promoting the availability and compatibility of your Developer Software with the Software or Services.

11.13. “Branding Guidelines” means any instructions or guidelines that may be published or provided to you by Adobe in connection with your use of the Adobe Trademarks or the Creative Branding.


11.15. “Developer Add-Ons” means any software applications, programs and other technology you develop to add features or functionality to the Software or Services.

11.16. “Developer Application” means any software applications, programs and other technologies you develop with or using an SDK and API to access, function or interoperate with the Software or Services.

11.18. “Feature Icons” means the varied iconography made available by Adobe and required for display in or on a user interface to uniquely identify certain discrete Software or Service features, components or processing functions.

11.19. “Products” means the SDKs, APIs, Software, Services, and Works.

11.20. “Sample Code” means object code and/or source code, excluding Content Files, that we include for you to incorporate into your Developer Software in accordance with these Terms.

11.21. “SDK” means Adobe software development kits and all associated materials, system files, Sample Code, tools, programs and utilities, plug-ins, Content Files, and related documentation.

11.22. “Works” means only the images designated as “standard” on the Adobe Stock website. “Work” specifically excludes videos, 3D content, premium content, content designated as “editorial use only,” and all other content not designated as “standard,”