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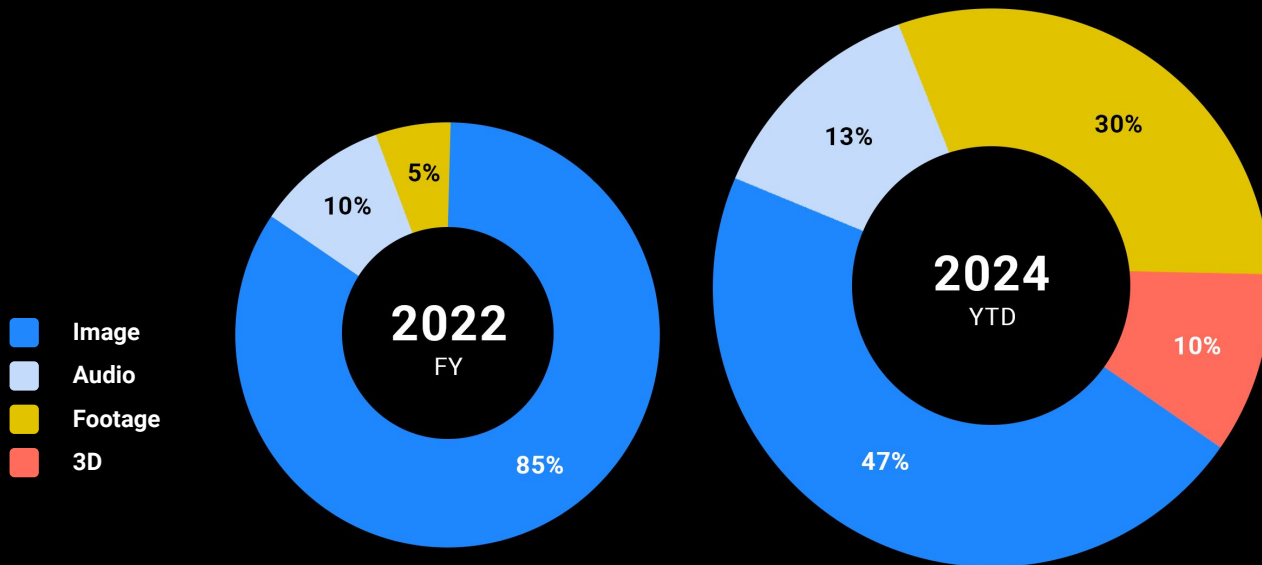
# Data Business Update

August 6, 2024



# Data demand continues to broaden among content types as use cases expand and models become multi-modal

GenAI Training Data Deals - Recognized revenue by asset type



# GenAI Partnership Engagement Models

	Licensing	Licensing + Equity Participation	Revenue Share
<b>Primary Company Type</b>	VC Backed - Tech Hyperscalers Public - Tech	VC Backed - Tech	VC Backed - Tech Hyperscalers
<b># of Customers</b>	20	2	2
<b>Accounting Treatment</b>	Revenue is recognized up-front or during the contract period, based on cadence of asset delivery and other contractual provisions	Equity consideration is fair valued at the time of booking. Revenue recognition, using the combined cash and equity value, follows the Licensing model	Net revenue share will be recognized upon asset delivery to the end-user
<b>Lifetime Deal Value (\$M)</b>	\$238	\$48	\$0
<b>Statements of Work</b>	68	2	2
<b>Average SoW Size (\$M)</b>	\$4	\$24	\$0