



WPP Open Open Action Definitions

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Open Actions are the applicable unit of charge for usage across all WPP Open Products. Open Actions are consumed when a User or an Agent performs actions in WPP Open.

1. General Open Action Provision

- 1.1. Open Actions are pooled at the Customer's account level and may be used across any WPP Open Product by any Authorised User with appropriate access permissions.
- 1.2. All character counts, time measurements, and usage metrics shall be calculated using WPP's standard measurement protocols and systems.
- 1.3. Partial usage that does not reach the minimum threshold for a complete Open Action shall accumulate and roll over at the account level until sufficient usage triggers Open Action consumption.
- 1.4. WPP's measurement and tracking systems shall be deemed conclusive for billing and usage calculation purposes, absent manifest error.
- 1.5. In the case that a customer has engaged with WPP to deliver value-add services through its Open Product subscription, WPP Users may also consume Open Actions from a customers pool.
- 1.6. Users are prohibited from uploading, inputting, or processing documents, files, or text content exceeding one million (1,000,000) text characters per individual upload. WPP reserves the right to implement additional technical limitations on file sizes or processing capacity as necessary to maintain platform performance and security.

2. Open Action Types

Open Action Type	Unit Definition	Open Actions per Unit
Text Generation	25,000 characters	1
Image Generation	1 image	1
Video Generation	1 second of video	1
Text-To Speech Interconversion	1 minute of audio processing	1
Final Asset Export	1 asset export	15
Agent Task Execution	1 discrete task performance	1

3. Open Action Definitions

Open Action Type

Text Generation	<p>Definition: One (1) Open Action equals twenty-five thousand (25,000) characters of text generated by any Large Language Model (LLM) or artificial intelligence text generation system within any module or feature of the WPP Open platform.</p> <p>Scope & Limitations: All spaces, punctuation marks, special characters, and formatting elements are included in the character count Only LLM-generated output text is counted; user input text is excluded from consumption calculations Unused character allocations accumulate and pool at the account level Multiple smaller text generations totaling 25,000 characters collectively consume one (1) Open Action: Generated text includes all output formats including but not limited to plain text, formatted text, code, and structured data</p>
Image Generation	<p>Definition:</p>

One (1) Open Action equals the generation of one (1) complete image by any artificial intelligence image generation model within the WPP Open platform. This includes making edits or enhancements to previously generated images that results in a new image generation.

Scope and Limitations:

No restrictions on image dimensions, resolution, quality settings, or file format

Includes all image types: photographs, illustrations, graphics, charts, and composite images (not an exhaustive list)

Each discrete image output consumes one (1) Open Action regardless of generation time or computational complexity

Failed or incomplete generation attempts that do not produce a usable image output do not consume Open Actions

Video Generation **Definition:**

One (1) Open Action equals one (1) second of video content generated by any AI model within the WPP Open platform.

Scope & Limitations:

No limitations on video quality, resolution, frame rate, or output format

Audio tracks included within video output do not result in additional Open Action consumption

Partial seconds accumulate at the account level until reaching one (1) second increments

Text-To Speech **Definition:**

Interconversion One (1) Open Action equals either: (a) conversion of text input to generate sixty (60) seconds of speech/audio output, OR (b) conversion of sixty (60) seconds of speech/audio input to text output, utilizing any LLM or AI model within the WPP Open platform.

Scope & Limitations:

No restrictions on language, dialect, accent, voice characteristics, or audio quality settings

Partial minutes accumulate at the account level until reaching sixty (60) second increments

Includes all audio formats and quality levels

Processing time and computational complexity do not affect Open Action consumption

Final Asset Export **Definition:**

Fifteen (15) Open Actions are consumed for each individual asset exported from the WPP Open platform.

Export Operations Include (but not limited to):

Downloads to local systems or external storage

Exports to media centers for activation or distribution

Any other form of asset extraction or external access provision

Each export operation of the same asset constitutes a separate Open Action consumption

Agent Task **Definition:**

Execution

One (1) Open Action is consumed each time an AI agent performs, executes, or completes one (1) discrete task, operation, or function.

Scope & Limitations:

If agent task execution triggers additional Open Action-consuming activities (e.g., data retrieval followed by text generation), Open Actions are consumed both for the agent task performance AND for each applicable underlying action according to their respective measurement criteria

Complex tasks involving multiple sub-operations may result in multiple Open Action consumption events

Task complexity or execution time does not affect the base consumption of one (1) Open Action per discrete task
