



كراسة مواصفات المنصة الرقمية لقنوات تلفزيون الكويت ومحطاتها الإذاعية

Digital Platform for Kuwait TV Channels and Radio Stations RFQ

Definitions

- Steering committee: consist of both parties (Ministry and the winner) with equal rights. Each party represent 50% of the committee regardless of the number of the members per party.

Article A – Prerequisites for Vendor Selection:

- Should have at least 3 Governmental / Private Broadcast Clients and demonstrate an End-to-End solution with the infrastructure and Video Website, Mobile Apps, and Smart TV / Connected Apps (LG, Samsung, Android TV, etc.) in the GCC Region.
- Should have been ~~actively~~ serving a Governmental Broadcast client-/ Private Broadcast Clients (End to End Solution) successfully within the last 5 years If the project is completed (not active) within the last 3 years bidder must provide a completion certificate.
- Should have an example of a streamed 4K Tier-1 Live Event.
- Should have a working example of a hybrid deployment model (On-Premise / Off-premise). Upon project closing / completion the OTT system must be fully deployed on premise and ready to be operated by ministry staff provided that ministry will provide the needed subscription (CDN, etc.) to operate.
- Should have 2 Downlinking Facilities capable of delivering Full HD Channels from Different Locations with automatic redundancy and Failover.
- Should be capable of providing a full End-to-End solution.
- Should have experience in successfully streaming events with 1.5M+ concurrent users.
- Should have an ongoing experience in Managing the day-to-day content operations for a Governmental / Private Broadcast Client (Active Contract).
- Should demonstrate a working experience which includes a Carrier Billing / SDP Integrated Subscription / Pay per View Platform.

- Should demonstrate a working experience on a Content Aggregation / Revenue Share Module that is able to aggregate content from different publishers and impose a Viewership based revenue share model.
- Should have a subtitling Platform (Capability to upload subtitles and edit them).
- Ability to create voice driven Apps (Siri, Homepod, etc...) with a working example.
- Adheres with Data Sovereignty Laws and Best Practices of ISD Requirements (Provide Security Audit Workflow and Security Reports for the past year).
- This is a turnkey project, therefore bidder is requested to include in his proposal all items needed to put OTT platform in production state.
- The bidder shall also have the responsibility to supply and install the equipment necessary to meet the requirements as well as to provide all labor and materials, whether described in full, necessary to reproduce complete and operational systems, in accordance with the intent of this document.
- The bidder shall ensure being aware of the operational requirements under which the systems and associated facilities are to be installed and operated.
- The Bidder shall install the system, in a way so that in the events of failure it will be possible for a technician to locate and certify easily the faulty equipment.
- To assist in this respect, the bidder shall ensure that enough connector access points and switching are available to enable faulty equipment to be located.

Article B – Vendor Reference

In the Compliance column, select the following for the Proposal:

A) (FC) for Fully Compliant.

B) (PC) for Partially Compliant.

C) (NC) for Not Compliant.

End to End Solution Requirements (Share URL for Live App):

#	Component	Compliance	URL / QR Code
1	Analytics		
2	Encoding		
3	Video Infrastructure / OVP		
4	Player with PIP		
5	Wireframing, Design, Branding, UX		
6	Video Website		
7	Mobile / Tablet Apps		
8	LG Web OS App		
9	Samsung Tizen App		
10	Android TV App		
11	4K Stream		
12	Content Aggregation Module		
13	Carrier Billing Module with SDP Integration		

Client that you are providing Operational Support & Content Services to:

#	Client Name	Contact	Number
1			
2			
3			
4			
5			

6			
7			
8			
9			
10			

Governmental Client References (End to End Service):

#	Client Name	Contact	Number
1			
2			
3			
4			
5			

List of Awards:

#	Award Name	Year	URL / QR Code
1			
2			
3			
4			
5			

Article C – KTV Digital Platform Vision:

The aim of the Ministry of Information and Media in Kuwait is to have a Platform that rivals the regional OTTs in the GCC Region and the ME Region, where the Platform must have the following features:

1. OTT platform that runs on different Platforms, such as PC, Native Mobiles, Tablets, Smart TV different Operating Systems, Casting, and Voice Driven apps.
2. The Platform must be user friendly, and support the Arabic Language (mother-Tongue language in Kuwait), and English.

3. The Platform contains the three media's, TV Channels stream, Radio Stations broadcast, and the Video on-demand (VoD).
4. The VoD is categorized by different Categories, and can detect the user preference.
5. The VoD is having multiple features that make an easy interaction for the users.
6. The Content management system (CMS) must be user friendly for the employees of the Ministry of Information and Media, where in the future those employees will run the Platform 100%.
7. The Platform design must be friendly and modern which is following the trends.
8. The Platform must have features to protect the Copyrights of the Media Streaming and VoD in different categories (Example: Geo-Blocking).
9. The Platform must have an ingestion system, and the ability to accept the different type of Multimedia for using.
10. The Platform must have an Analytic Dashboard that provide reports in different aspects to asses and assist the Media and Broadcast strategy for the Ministry.
11. The Platform must have an integration with the different social media platforms to share the content, stream, VoD, etc...
12. The Platform supports the billing for the subscriptions in different gateways such as K-Net, Credit Cards (Visa, MasterCard), Global payment system (Ex: PayPal), Mobile Carriers, Google pay and any new ways of payment authorized in Kuwait.
13. The Platform must support Local and global advertisements.
14. The Platform must have account management system, and can support large concurrent users in the same time in different periods of time, and it supports features to protect user privilege.
15. The Platform must sustain almost 100% operatable streaming, with back-up for the TV channels and Radio stations.
16. The Platform support different features for the users in-case of offline viewing.
17. The Platform support Scheduling VoD programs on it.

18.The Platform have an EPG feature (Electronic Program Guide).

19.The platform can create new live channels for the TV Channels for different purposes that can be deployed in the Satellite channels.

20.The Platform can schedule on YouTube platform for the live events.

21.The Solution must support that the Content can be distributed in different regions in the World (CDN – Content Distribution Network).

22.The OTT have website with SSL Support, and it have different website security measures.

23.The Data Sovereignty of the Platform must be protected regardless of the Deployment type (Cloud, on-Premise, or Hybrid).

24.The solution must have a log system for recording the event of the users/admin action within the Platform.

25.The Platform support the Parental Guidance Control for the minor viewers.

26.The solution must have an API support with a secure authentication for any database fields in CMS solution.

27. get the approval from لجنة الرقابة و المشاهدة في تلفزيون الكويت about purchasing any media content .

28.The solution must have UIX (User Experience) and features equivalent to the top OTT apps for iOS and android for mobiles, tablets, TVs.

29.In the Subscription, as some OTT platforms provide a premium subscription which is free from the advertisements, so the Media OTT does have it.

Where the Ministry of Information and Media runs multiple TV channel and Radio Station which are:

1) Kuwait TV Channels (9 Channels)

The numbers of the Channels/Stations above can be increased or decreased according to the need of the ministry.

Article D – Digital Platform Functionality Features:

In the Compliance column, select the following for the Proposal:

A) (FC) for Fully Compliant, where the solution is complying with the specified feature.

B) (PC) for Partially Compliant, where the solution is partially complying with the specified feature with mention the difference.

C) (NC) for Not Compliant).

Also, for reference in the following features that will be mentioning the KTV Channels and Radio stations staff that works on the program planning, advertisement and stream strategists as: us/we, and as example "our system", and "our content".

#	System Feature	Description	Compliance
1	Up to 3PB / Month Bandwidth	Up to 3 PB / Month Outgoing Bandwidth	
2	DDOS Protection (CDN / Server Level)	DDOS Protection on Both CDN, Website, and Servers Level	
3	Geo-blocking of Stream URL	Streaming URL geo-blocking (CDN Level), Platform Level, Player Level	
4	Multiple CDN Algorithm	Platform should switch between multiple CDNs based on user latency and fastest response	
5	Player Logging	Log time to first frame from different users from different locations (With Reporting)	
6	Automatic Content Ingestion	Capture Channel Feed, EPG Connect (Realtime update), Automatic Content Recording / Ingestion	
7	Automatic Commercial Removal/ Detection	Once the content is ingested from Linear Feed platform should automatically identify commercial breaks (Artificial Intelligence) and remove them and leave clean content. This feature needs to use AI to detect and remove commercials with frame accuracy without preinserted ad placements / markers	
8	Commercial Report	All Content should have a report on the commercial break times, start time, duration, end time, number of breaks, etc... automatically	
9	Web based Video Editing Platform	Platform should allow us to edit videos from the browser (Frame Accurate) with the ability to edit up to 100 simultaneous videos with less than 5 mins render time for one hour video.	
10	Subtitling Platform	Should be able to add subtitle files, and edit subtitles from the platform (with Subtitling Interface), Multilingual. In addition to the ability of uploading subtitle files (vtt/srt) we should have an interface of creating the subtitle files on the platform with an interface to create timestamped subtitles in multi languages and saving them	
11	Push Video to Facebook	Should be able to Push Videos from the platform to Facebook and get back all video analytics, viewership details, likes, shares, comments, virality, engagement etc... back on the platform and get a	

		report with viewership source breakdown (fb/ twitter/YouTube/ etc...)	
12	Push Video to Twitter	Should be able to Push Videos from the platform to Twitter and get back all video analytics, viewership details, likes, Retweets, virality, engagement etc... back on the platform and get a report with viewership source breakdown (fb/ twitter/ YouTube / etc...)	
13	Push Videos to Instagram	We should be able to Push Videos from the platform to Instagram and get back all video analytics, viewership details, likes, shares, comments, virality, engagement etc... back on the platform and get a report with viewership source breakdown (fb/ twitter/ YouTube / etc...)	
14	Push Videos to YouTube	We should be able to Push Videos from the platform to YouTube to specific Channels or Playlists and get back all video analytics, viewership details, likes, shares, comments, virality, engagement etc... back on the platform and get a report with viewership source breakdown (fb/ twitter/YouTube/ etc...) should also be able to set the publishing settings of the video	
15	Share Video to Facebook / Twitter	Should be able to share videos to Facebook / Twitter with backlinks to our website and track how many backlinks, retweets, likes, shares, comments, etc... those videos got with a report on the platform.	
16	Video Chaptering	Should be able to split / segment the same video into different chapters (without modifying the .mp4 file) from the platform and generate a playlist (with custom design) on all the chapters of that video and embed it	
17	Multilingual Meta Data	Full Video Meta Data interface in several languages	
18	Content Aggregation	Adding content to the platform from 3rd parties (without physically downloading the content)	
19	Content Distribution	Ability to distribute content from our platform to 3rd party partners, websites, blogs, etc.... all distributed content should be monetized from our end and we should be able to track indirect viewership on that content including Realtime traffic analysis.	
20	Digital Rights	Should be able to control specific digital rights on specific content automatically from the platform. System should connect to our Media Asset Management and understand different digital rights on different content and based on that display specific messages on the player or allow / block this content for specific people with a message on the player.	

21	Import Videos from YouTube	Should be able to Import Videos from YouTube along with all the views and meta data	
22	Import Playlists from YouTube	Should be able to Import full Playlists from YouTube along with all the details and meta data	
23	Import Channel(s) from YouTube	Should be able to import a full channel from YouTube along with all its meta data, views, videos, tags, etc....	
24	Push Show to YouTube	Should be able to Push a Full Show from the platform to YouTube (With all its Episodes, Metadata, Views, Seasons, etc....) and add it to a new playlist along with the playlist data.	
25	Import Videos from Dropbox	Should be able to import videos from Dropbox directly through the platform by authorizing Dropbox account and automatically the platform would get all the videos as they are added.	
26	Import Videos from Local Environment	The Platform should be able to connect to a local disk and automatically upload videos as they are available	
27	Record from Live Feed	Should be able to record videos directly from our live Feed (One Click to start/ stop/ split recording) and videos should be ingested into our video on demand library.	
28	Record from n-DVR	Should be able to record videos from a historical (1 Day) feed directly through the platform, platform should allow us to go back few days (up to 7) choose start time / end time and upon clicking it should clip that video from the historical feed and add it to our library.	
29	Upload videos manually	Should be able to drag and drop videos on the platform (mov, avi, flv, mp4, mkv, wmv, m4v, etc....) and upload up to 50 videos with one click	
30	Raw Files Support	The Platform should support mkv raw files and automatically convert them into mp4 format	
31	Video Merging	Should be able to merge 2 videos together (while choosing order) directly on the platform to get a 3rd video which is the combination of the 2 videos.	
32	Video Cropping / Watermarking/ Inverse Cropping / etc....	Should be able to crop videos, inverse crop, add pictures, add sound, add watermark, etc... directly from the platform.	
33	Local AD Server	Platform should have a local AD Server for creating Ads on Channels, Categories, Shows, Seasons, Videos, Tags, etc.... with Targeting (Companion, Pre-roll, Mid-roll, Post-roll, Overlay, Companion, Static Ads) and a full reporting interface on possible reach, actual reach, CTR, clicks, Gender, Age, Social Status, Interests, etc...	
34	3rd Party AD Server	Platform should connect to 3rd party ad servers like DFP, Revive, or Facebook Live Rail (However ad management should happen inside the platform	

		and the 3rd party ad tags should be inserted inside the platform dashboard)	
35	LOCAL Ads by Demography	Should be able to target ads using the local ad server by demographics (Age, Social Status, Gender, Interests, etc....) using the dashboard. For example, we can use the local ad server to target Males 18-24 Single Interested in sports and the platform should know where they are watching and target them with ADs.	
36	SSAI Compatibility	Server-Side AD Insertion	
37	Real time Analytics	In Addition to Google Analytics, the platform should have a local analytics solution that allows us to track Viewership in Realtime on our dashboard (Realtime Chart), Track what content is viral today, what different genders, age groups, social status, interests are watching and all that in real time. For example, we should be able to know what is the percentage of females to males watching drama content on our platform now or what is the percentage of 18-24 vs 25-32 watching KTV on our platform, etc... and this should be available on our dashboard not on google analytics... this should be a local analytics solution.	
38	Gender, Age Group, Interests, Social Status Analytics	Should have full Realtime dashboard analytics on Gender, Age Groups, Social Status, Interests. For example, should be able to track what sports fans are watching now.	
39	Speech to Text (Speech Recognition)	Platform should have a full speech to text recognition in Arabic with support for different Dialects (GCC, Levant, Egyptian etc....)	
40	Automatic Subtitling	Based on the ASR Engine the platform should automatically generate a subtitle file for every media asset (Accuracy should not be below 80% for Arabic dialects)	
41	Machine Translation	Based on the SRT File the platform should be able to translate the speech of every video and display subtitles in different languages	
42	On the FLY ASR	We should be able to see live on the fly translation of our live streams based on Realtime ASR of what's being said and machine translation into different languages (CC)	
43	Topic Analysis / Extraction	We should be able to have a full topic analysis based on NLP or some Deep Learning algorithm to understand the topics / tags/ of every content and automatically have them stored in the platform. And we should have analytics reporting based on specific topics, for example what is happening to the female audience once the topic sports are being discussed, etc...	

44	Topic AD Targeting (Local AD Server)	we should be able to target ads using the local ad server by topics, for example every time the word Kuwait Opera House is mentioned we would like to run a midroll AD for KFH with a companion ad (MPU/Leaderboard) for KTV	
45	Newsletter and Mailing Module	Ability to Create Rich Media / Newsletters with simple content drag & drop, schedule them, send them to select users, automate sending based on user preference (Users of a specific show will receive an email once a new episode is released, etc....) with delivery reports, and in-depth analytics. This should be integrated inside the video platform.	
46	Casting	Video player should include casting feature to Chromecast, Apple TV, Samsung TV, and other supported devices	
47	Resume Watching	Platform should remember where users reached while watching content and resume content from same position they left, this should also work across different devices	
48	Next Episode Suggestion	During the last 45 seconds of any episode being shown the platform should automatically display a banner with the next episode where users can click and continue watching and users can also browse other episodes from within the current player	
49	Facebook Live (from Dashboard)	Push Channel Live Stream to Facebook with reports and analytics aggregation	
50	YouTube Live (from Dashboard)	Push Channel Live Stream to YouTube with reports and analytics aggregation	
51	Responsive Website	Responsive Website that connects through APIs to the Video Platform allowing people to watch our content (Multilingual) content should be 100% managed through the video Platform CMS	
52	Picture in Picture	Player Should Support Picture in Picture and run natively on the PC while browsing the internet	
53	iOS Mobile Native Application	Native IOS application for mobiles and tablets	
54	IOS TV Application	Apple TV Application	
55	Apple Watch Application	Apple Watch Application with automatic notifications and second-hand interactions	
56	Humax Application	Application for Humax OTT box	
57	Chromecast		
58	Samsung Smart TV	Tizen Application for Samsung Smart TV with deployment on Samsung Hub and preferential Ranking	
59	Mobile Video Ingest Solution	Mobile Application to be downloaded by our reporters with an external mic and selfie stick allowing them to stream events live to our Platform or record videos and upload them to VOD, application should have a video editing solution inside it (frame accurate) and ability to add filters,	

		emojis, text, should also capture reporter location, etc... Should Support Live Streams and VOD with the ability to work offline and publish later	
60	Events Integration	should be able to create events from the video platform and create reporters for these events that are able to connect through the mobile app (using their credentials) and upload content to those specific events.	
61	3D Video Support	Player should support 3D Videos	
62	Multiple Views	Platform should support an unlimited number of simultaneous viewers that could exceed 1.5M active viewers sometimes	
63	Cloud Linear Playout	Platform should include a cloud playout service that allows us to dynamically launch linear channels with 3 overlay levels in 4K Quality. Module should also include graphics, marquees, tickers, PIP functionality, and live ingest capability from an RTMP / HLS source	
64	Video Production	Should have a module that allows us to create video content from the Platform. Different templates should be made available and upon choosing a video template the footage can be chosen, watermarks, logos, transition effects, graphics, audio, etc.... and we can generate a video in Square, Vertical, or horizontal format to share it on social media platforms (Story or Video post)	
65	Player Attribution and Product Placements	Should be able to trigger in player events and markers such as adding product links, attributions, etc.	
66	NLP Topic Extraction	Platform should automatically extract topics from the ASR Engine allowing for smarter tagging and meta data creation.	
67	Audio Live Streaming with Watermarking	The Multimedia is embedded with Watermarking.	
68	Audio Editor	Audio Editing Tool to edit audio files	
69	Push to Soundcloud	Push audio files to SoundCloud	
70	Import from Soundcloud	Import audio tracks from SoundCloud	
71	Dynamic Content Replacement	Capability to replace Social Live Stream Content automatically based on EPG and Digital Rights Management	
72	Live Stream from Video	Capability to send a social media live stream from a video	
73	YouTube Scheduler	Schedule Live Streams to YouTube (Start / stop stream automatically based on predefined schedule)	
74	FB Scheduler	Schedule Live Streams to Facebook (Start / stop stream automatically based on predefined schedule)	

75	Twitter Scheduler	Schedule Live Streams to Twitter (Start / stop stream automatically based on predefined schedule)	
76	Notifications Engine	Module to create and send unlimited push notifications and to control notifications by Platform / App / User Groups (With the ability to schedule automatic Notifications) Should Support Browser Notifications, also the notifications should Include Demographic Targeting as Well.	
77	Offline Viewing	Users can download videos to app repository and watch them offline (downloaded videos should not be reachable except through the apps)	
78	iMessage Integration	Integration with Apples iMessage app for easier sharing	
79	Stream Aggregation	Automatically aggregate live / VoD content to 3rd parties with or without the player with full control on enabling / disabling the content from the dashboard.	
80	CMS	CMS Module to add / edit content with the ability to automatically embed videos, photo galleries, etc....	
81	MCN Rev Share Module	Distribute Players on 3rd Party Sites + Automatic Revenue Share for Advertising Spend	
82	3rd Party Billing	Carrier Billing (Integration with Local / Regional Operators) + Credit Card Billing integration with Different Payment Gateways	
83	Billing CRM	Billing Module to manage customers, payments, renewals, conversion, etc.	
84	Unlimited Transcoding Hours	Unlimited Hours of Transcoding (4 - 5 ABR profiles for Live / VOD)	
85	3rd Part Security Audit	3rd Party Security Audit regularly auditing on the Platform.	
86	24-Hour Support	24-hour phone support + WhatsApp + Live-Chat	
87	DVR Ingest	DVR to VOD Ingest with the capability to select time slots preview them and clip them from DVR to VOD Library instantly	
88	Social Streaming	Pushing Live Stream to Facebook, Periscope, and YouTube.	
89	Vision Component	Module to create augmented reality experiences from the Platform with analytics (should be able to upload different dimension images and link them to live streams / VoD content and upon scanning it with the mobile camera the videos should play on top of the images) Should also include the statistics on the number of scans etc.	
90	Dynamic DFP Inventory Creation	Platform should automatically create DFP Inventory SLOTS and dynamically add them to our dfp account. Upon creation of a new show, video, etc. The Platform should create that DFP Inventory item within google DFP.	

91	1-1 Redundancy for Live Streaming	Every Channel should have a 1-1 redundancy in case the primary channel fails platform should automatically switch to the redundant stream	
92	1-1 Redundancy for Recording	a 1-1 Backup Redundancy module should be available and record all channel content according to our EPG in case the primary channel fails the Live to VOD ingest should be replaced by the redundant video	
93	SSL Certificates and SSL Playback	All Sites should have SSL Certificates + videos / live streams should play through https	
94	Hosting	Primary / Redundant Hosting Should be provided by the vendor (Site / dB / API Hosting) with DDOS protection	
95	2-Factor Authentication	Password / OTP or Password / OTP / IP Lockdown	
96	Tracking logs	Tracking User / Admin Behavior in the Dashboard (Full Overview with tailored privileges on what each user is doing on the platform with the ability to create user groups and control access rights)	
97	Dynamic EPG Integration	should be able to dynamically integrate with any 3rd party EPG from the dashboard by adding an xml/rss feed or uploading any excel sheet and dynamically mapping the EPG fields to the platform scheduling fields	
98	Ability to Change platform workflow	Vendor should be able to change platform backend workflow, fields, modules, etc.... based on our requirement	
99	Change / Control Loading Icon on Player	should be able to set custom loaders / loading icons on all players	
100	GCC Relay Upload	Relay Servers should be provided by the Vendor in the GCC for faster content uploads	
101	Desktop Uploader	Offline Desktop uploader to be installed locally on PCs and allowing platform users to upload content (Runs in Offline Mode)	
102	Content Migration from Existing Platform	Migrating existing content existing platform to new platform along with content meta data, Video Hierarchy, etc.	
103	Transcoding Existing Content	Re-Transcoding existing content into 4-5 ABR profiles	
104	Redundancy Storage	Up to 240 TB Storage with redundancy	
105	Mid-Tier Cache Efficiency	Mid-Tier Cache on CDN with 99.9% Cache Efficiency	
106	Platform should support streaming and PD Delivery	Progressive Download Delivery should be supported for older STB Devices	
107	Video Watermarks	Video Watermarks (With transparent Background) should be supported in the Video Editor	
108	Content Aggregation platform for 3rd Parties	Allowing to aggregate content from / to 3rd Party Publishers or Content Owners and track viewership from their Remote Destination or Serve Ads to Remote Destinations	

109	Content Recommendation Engine	AI / Machine learning recommendation engine that promotes different content to different users based on preference. Recommendation should be driven by artificial intelligence based on user preference	
110	Voice and Visual Search	Inclusion of Voice and Visual Search capabilities in the platform and apps	
111	Visual Radio	Live Video Streaming for our Radio Apps (Streaming from the Studio)	
112	Business Model Flexibility	Easy Switching between AVOD / TVOD / SVOD for content from the dashboard (We should be able to highlight content as premium SVOD For example and automatically have this content take the subscription flow)	
113	Integration with TPAY	Integration with TPAY Carrier Billing SDK	
114	Dynamic OVP Workflow	Should be able to edit the workflow of the OVP (Adding Meta Data, changing Features, adding features to the OVP Backend, etc. if needed for our customized workflow)	

Article E – Digital Platform Functionality Features:

1) The System:

#	Features	Description
1	Account	Web-based media and service administration console, included in base license fee. Manage multiple users and admin roles.
2	Additional Accounts	Additional accounts available for OTT enterprise, group level admin and service provider admins.
3	Content Upload	Quick upload tool, FTP, batch uploads, RSS feed import, custom ingestion solution available.
4	Linear Channels and Live Events	Publishing points set up for live or linear streaming and premium service packaging. PPV, Subscription, or packaged VOD services.
5	Content and Metadata Management Tools	Maximize content discovery with comprehensive metadata management and user-friendly content organization; multi-language meta data support. ADI Metadata support
6	Transcript Management	ingest and manage video programming transcripts to support closed captioning, subtitling and chapter marking
7	Content Organization	Create desired user experience with content libraries easily organized by category, channels, shows, seasons, episodes, movies and trailers.
8	Workflow Tools	Mass action, quick search, key action quick links.
9	Search	Custom filtering, parental control, Favorites, watched list.
10	Publishing Tools	Quick or scheduled publishing, media activation, dynamic playlist creation, RSS playlist.

11	Policy Management	Geographic restriction, Device restriction, Rights windows, tokens/keys, Domain Restriction
12	Preview and QC	Quality control through player and media preview features
13	Still Image Management	Auto-generated, upload or manually create media title thumbnails and images, including posters, sliders, channel/category branding
14	Multimedia Support	Upload and manage audio, pictures, and galleries, as well as video.
15	Reporting and Metrics	Content delivery and viewing stats, performance, media inventory, ad stats, user, engagement, e-commerce transitions, syndication metrics.
16	Content Syndication	YouTube, OTT-TV, RSS, Premium Syndication to service providers.
17	User Generated Content	UGC upload module, moderation, publishing, open/closed contents.
18	Social & Integration Tools	Membership, open or moderated comments, ratings, voting, sharing, posting, live chat
19	Recommendation	3rd Party or direct recommendation/personalization engine.
20	Video Functionality	Play, Pause, Stop, FF, RW, Full Screen, Volume, Autoplay
21	Second Screen	Player Controls
22	Age Search	The System must react to autocomplete the search component that provides suggestions as the user types a search query.

2) Storage & Multiscreen Packaging:

#	Features	Description
1	Included # of Titles	Secure packaging and storage of original media files and all transcoded formats and renditions for multiscreen delivery via CDN (including ABR and transmuting), monthly fee based on activated titles.
2	Additional Titles	Monthly fee based on # of activated media titles in account(s) at end of month. (Rate card provided for purchase order)

3) Media Players and UI:

#	Features	Description
1	Embedded Video Players	Built in Flash and HTML5 players; media item embedded player code; quick-launch (flash) player builder, multiple layouts (flash), custom configurations and associated services available.
2	Express VS	Launch and manage a widget-based video site, directly from system with no website development required. Customize templates, widgets, media organization, players and services, incl. registration, subscriptions, rentals, and social. Can be associated with existing site URL for seamless UX.
3	Chromecast	Quick-launch templates available. Custom templates available.
4	Fire TV	Quick-launch templates available. Custom templates available.
5	Smart TV (LG)	Custom app offered for LG Smart TV app store.
6	Smart TV (Samsung)	Custom app offered for Samsung smart TV app store (new or old versions)
7	Mobile/Tablet	Custom app for IOS and Android devices
8	OTT/Hybrid STB	Custom apps for OTT/Hybrid STBs with any browser.
9	Custom Website	Custom browser-based video portals to support large continent libraries and custom video services, accessible on web browsers, phones, tablets, and OTT STBs.

4) Content Delivery:

#	Features	Description
1	Multiscreen Encoding	Full support for multi-format, multi-bitrate transcoding and transmuxing for multi-screen delivery of files or live streaming. Upload/ingest once in any supported format; HD, adaptive bitrate and 3D support.
2	Multiscreen Playing	Sync devices to watch across distance or platforms.
3	Global CDN Services	Global content delivery network services provide superior video playback performance. Integration with Akamai, Level3, CloudFront.
4	Live Streaming	Support for Flash (RTMP), HLS, RTSP, 4K and other multiscreen live streaming formats.
5	Catch-Up TV	Recorded linear channel streams and EPG integrations allowing users to watch previously aired programming or start current program over.
6	VOD Delivery, Streaming	MP4 progressive download, mpeg2, HLS, RTMP(e), Smooth Streaming, RTSP, adaptive bitrate, multi-bitrate, download supported
7	Subtitling, Chapter Markers	Transcripts accepted to support closed captioning and chapter markers
8	Encryption	Standard stream encryption (RTMPE)
9	Security	Standard token-based user authentication

10	DRM	Smooth streaming encrypted delivery with PlayReady keys, including Silverlight players. Wide vine DRM, Play Ready DRM, Adobe Access DRM
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5) Commerce:

#	Features	Description
1	Subscriptions (SVOD)	Multiple subscription packages applied to individual videos and groupings.
2	Transitional (TVOD)	Rental price templates applied to individual videos and groupings.
3	Promotional Codes	Set up and manage promo codes to user for free or discounted services.
4	Syndication Models	Publish channels OTT service provider or social network syndication and manage multiple pricing models include SVOD, TVOD per sub, hrs.
5	Payment Gateway	Integrate authorize.net, PayPal or other merchant account services.
6	My Account Tools	Subscription management, rental history, user profile management.
7	Sub-Accounts	Master / Slave relationship to allow limited play or controlled content.
8	User Management	Review and manage registered users and subscribers.
9	User Authentication	Seamless multiscreen user experience, centralized account management.
10	Internal Ads and Banners	Limited-use video/display ad platform and promotional sliders/banners.
11	Targeting Advertising	Pre-roll, post roll video (mid roll supported by some players), banner ads (player and site), ad grouping, pre-integrated with DFP and others.
12	PCI Compliant	The technical and operational standards that businesses follow to secure and protect credit card data provided by cardholders and transmitted through card processing transactions

6) Special Features:

#	Features	Description
1	Ad Platform Integration	Custom integration of 3rd party ad platforms, explain.
2	Web Service Integration	Integration of outside social applications such as newsletters, Twitter, Facebook sign-on, etc.
3	System Integration	Custom network, OSS, CMS, billing system and payment gateway integration.
4	Integrations	YouTube Trailer integrations.
5	App Connection Speed (Troubleshooting)	The user can check connection speed on many devices within the app

7) the work of the project shall be done within premises of the ministry

Article F – Digital Platform Environments:

The Digital platform shall be operational on the following Environments:

- 1- Responsive Website for both Microsoft and MAC Environments.
- 2- Android Environment App for Mobiles and Tablets.
- 3- IOS Environment App for Mobiles and Tablets.
- 4- Samsung Tizen App.
- 5- Apple TV.
- 6- Android TV app.
- 7- LG Web OS App.
- 8- Chromecast / Apple Airplay Integration for all Apps.
- 9- The bidder must follow any decision from the steering committee about Any Digital platform Smart TV app for its Operating System.

All platforms and apps should be controlled from the same Dashboard with the ability to dynamically enable / disable features, components, and sections and have different teams controlling different platforms / apps.

Article G – Platform Operation, SLA & Support:

There will be staff that will run the Platform initially, and with training the Ministry's employees will be in the future filling for them running the platform completely.

While for the incidents that occur in the Digital Platform in its different environments are categorized as the following:

1) Tier-1 Issues:

- Downtime.
- DDOS or any Security Threat that could threaten the Uptime of the platform.
- Any Bug that impacts the Availability/usability of the platform.

2) Tier-2 Issues:

- Platform Updates.
- Bug Fixes.
- Any Event that does not directly affect the uptime/usability of the platform or blocks its accessibility / availability.

So, the SLA Conditions on Vendor to handle these issues are:

- Less than 10 mins for Tier-1 Issues.
- Less than 60 mins for Tier-2 Issues
- 99.95% Uptime stream guarantee.

The Support Conditions that the Vendor must provide are:

- 24/7/365 Tier-1 Dedicated Support.
- Support is provided in English and Arabic.
- Direct Hotline for Support Team.
- Email support.
- WhatsApp Business Group Support.
- 24/7/365 Technical Support for Bug Fixes, Urgent Changes, etc.
- Support / Ticketing System with Tracking Logs.

- Onsite Support.
- Offsite Support (Remote Access, etc.).
- Live-Chat Support.

Article H – Bill of Quantities (BOQ):

All the BOQ items are services, and there is no hardware in this Tender.

#	Item Type	Item	Count (unit)	Price (K.D.)
1	Live Streaming Licenses	TV Live Streaming	Minimum 9 Channels	
2		TV Live Streaming - Redundant	Minimum 9 Channels	
3		Radio Live Streaming	Minimum 11 Stations	
4		Radio Live Streaming - Redundant	Minimum 11 Stations	
5		Downlinking, Encoding, and Delivery to Origin in Full HD 6Mbps	Minimum 40	
6		128TB Usable + 128TB Backup storage	1	
7		1,000 TB CDN Bandwidth per Month	1	
9	Catch Up and VoD Licenses	Catch Up	20	
		DVR Ingest	20	
		Video / Audio On-Demand	1	
10	Development, Hosting, and Maintenance (OTT Platform)	OTT Website (Responsive Site including cloud hosting and SSL) with HA	1	
11		Mobile / Tablet Apps	1	
12	Development, Hosting, and Maintenance (TV Apps)	Apple TV App	1	
13		Samsung Smart TV Tizen App	1	
14		LG Web OS App	1	
15		Android TV App	1	
16	Platform Operating	Staff	LS	
Total Price (K.D.)				