



## **REQUEST FOR INFORMATION**

**RFI NO: RFI/IT/2020/9**

**RFI TITLE: REQUEST FOR INFORMATION FOR THE PROVISION OF OTT MEDIA STREAMING PLATFORM**

This RFI calls for information for the provision of an over-the top (OTT) Media Streaming Platform.

RFI documents are obtainable from 30 October 2020 from the following websites:

- **Government E-Portal** <http://www.etenders.gov.za>
- **SABC Website** <http://www.sabc.co.za/sabc/tenders>

**Closing Date: 30 November 2020**

**For enquiries contact:** Nombulelo Skhisazana E-mail: [skhisazanan@sabc.co.za](mailto:skhisazanan@sabc.co.za)



**SOUTH AFRICAN BROADCASTING SABC SOC LIMITED  
("The SABC")**

**REQUEST FOR INFORMATION (RFI)**

<b>RFI NUMBER</b>	<b>: RFI/IT/2020/9</b>
<b>RFI TITLE</b>	<b>: REQUEST FOR INFORMATION FOR PROVISION OF OTT (OVER-THE TOP) STREAMING SOLUTION</b>

**EXPECTED TIMEFRAME**

<b>RFI PROCESS</b>	<b>EXPECTED DATES</b>
RFI Advertisement Date	<b>30 October 2020</b>
RFI Available from	<b>RFI document can be accessed on ePortal &amp; SABC Website</b>
Briefing Session	<b>No Briefing Session</b>
<b>RFI Closing Date and Time</b>	<b>30 November 2020 at 12h00</b>
Contact details	Nombulelo Skhisazana E-mail: <a href="mailto:skhisazanan@sabc.co.za">skhisazanan@sabc.co.za</a>

The SABC retains the right to change the timeframe whenever necessary and for whatever reason it deems fit.

Respondents interested in participating must register their interest by providing company name, contact person, telephone, cell number and email address to Nombulelo Skhisazana E-mail: [skhisazanan@sabc.co.za](mailto:skhisazanan@sabc.co.za), please indicate RFI number on the subject line. This will ensure that any addenda and clarification to this RFI are communicated to all participants.

**Please note that this is a Request For Information and not a Request For Proposal.**  
**PDF Documents will be available on the SABC Website as well as the National Treasury E-Tender Website.**

## **REQUEST FOR INFORMATION:**

### **1. DEFINITIONS**

- 1.1** “**RFI**” - a request for information, which is an official written enquiry document encompassing all the terms and conditions of the information in a prescribed or stipulated form.
- 1.2** “**RFI response**” - a written response in a prescribed form in response to an RFI.
- 1.3** “**Hosting Partners**” - companies who entered into an agreement with SABC LOC in the areas of application management; application hosting, application service provision, and marketplace hosting are incorporated in this category.
- 1.4** “**Respondent**” – any person (natural or juristic) who forwards an acceptable RFI in response to this RFI with the intention of being the main contractor should the RFI be awarded to him.

**2. CONFIDENTIALITY**

All information related to this request for information both during and after completion is to be treated with strict confidence. Should the need however arise to divulge any information gleaned from the service which is either directly or indirectly related to the SABC, written approval to divulge such information will have to be obtained from SABC.

The Respondents must ensure that confidential information is: maintained confidential; not disclosed to or used by any unauthorised person; so as to prevent any disclosure or unauthorised use with at least the standard of care that Respondents maintain to protect their own confidential information; only used for the purpose of considering and responding to this RFI; and not reproduced in any form except as required for the purpose of considering and responding to this RFI. Respondents must ensure that: access to confidential information is only given to those of its partners, officers, employees and advisers who require access for the purpose of considering and responding to this RFI; and those partners, officers, employee and advisers are informed of the confidential information section and keep that information confidential. This RFI remains at all times the property of the SABC. No rights other than as provided in this RFI and in respect of the confidential information are granted or conveyed to bidder/s

NAME OF Respondent: \_\_\_\_\_

PHYSICAL ADDRESS: \_\_\_\_\_

\_\_\_\_\_

Respondent's contact person: Name : \_\_\_\_\_

Telephone : \_\_\_\_\_

Mobile : \_\_\_\_\_

Fax.: \_\_\_\_\_

E-mail address : \_\_\_\_\_

**3. The manner of submission of the RFI**

- 3.1** Respondent shall submit RFI response in accordance with the prescribed manner of submissions as specified below.
- 3.2** Respondent shall submit one (1) original copy or 1 (one) electronic copy
- 3.3** All additions to the information documents i.e. appendices, supporting documentation, photographs, technical specifications and other support documentation covering suggested solutions etc. shall be neatly bound as part of the schedule concerned.

## REQUEST FOR INFORMATION FOR PROVISION OF OTT MEDIA STREAMING SOLUTION

### 4. BACKGROUND

SABC is working on implementing its digital strategy that will allow it to provide different service offerings to the market with the introduction and use of an SABC owned OTT streaming platform. Through this process, SABC needs to understand what OTT Platforms are available in the market and how they must be deployed and operated. Over the years technology has improved and OTT solutions have evolved from inception to date. The SABC is working towards having a presence in the OTT space and this RFI brings the SABC a step closer to achieving this goal. For a number of years SABC has relied on the likes of YouTube, websites and social media platforms in order to publish its content. Unfortunately, these platforms do not allow the SABC to be competitive enough and to monetize content to its fullest marketing value. Part of the digital strategy is to implement an OTT streaming platform that will allow the organization to enter the OTT market effectively by providing different offerings to the public with ease of access, similar to the likes of Netflix, Amazon Prime, and Spotify.

### 5. Scope

The scope of this RFI encompasses acquiring relevant information from the industry to enable the SABC to have:

- **An SABC Mobile Application (SABC iPlayer):** this is envisaged to be the OTT application used to consume content by the public for all platforms (i.e. TV and Radio)
- **Streaming Technology (backend hardware, software and licenses):** this will enable the SABC to provide streaming feeds to multiple destination points.

This RFI is aimed at gathering relevant information with respect to an OTT streaming platform and/or products currently available in the global market, with specific reference to the following but not limited to:

- **A Singular SABC OTT Application (SABC iPlayer) -** must have freemium and premium models. One (1) application housing 7 TV Channels and 19 Radio Stations and must be scalable should the need arise to add additional TV channels and Radio stations.

- **Live streaming** – please provide information on what types of inputs and other relevant requirements the proposed solution would require to do live streaming.
- **Catch-up service** – please provide information on how the catch-up service is structured and what is required to setup such a service.
- **Video On Demand (VOD)** – please provide information on how the proposed solution enables access to content and relevant requirements.
- **Audio On Demand (AOD)** – please provide information on how the proposed solution enables access to content and relevant requirements.
- **Pop up channels** – for both Radio and TV, what is required for setting them up
- **Multiple user profiles**
- **Single sign-on feature**
- **Offline viewing of content**
- **Digital marketing** – how does your solution cater for digital marketing operational requirements relating to:
  - OTT audience and content management capabilities in compliance with the IAB best practice standards and guidelines for communication and advertising industry (platform branding, inbound and outbound marketing and communication).
  - Customer journeys and user experience mapping for SABC audience ecosystem.
  - Customer Relationship Management (CRM) tools and subscription services (engagement purposes)
  - Cross-channel campaign management tools
  - 1<sup>st</sup> party data management for marketing analytics and reporting
  - 3rd party data source integration
  - Media monitoring of platforms / brand intelligence & insights

- ✓ User Comments – How does your solution manage user comments filtering and administration of all comments posted via the app?
  - ✓ Can comments be switched on and off?
  - ✓ Can the user engage with reactions, if so what reactions are available?
  - Clickable annotations in the form of text and images layered on a video (i.e. YouTube clickable annotation)
  - Digital Media Governance (brand safety and compliance)
- **Digital Advertising** – Type of advertising your solution provides
- **Analytics and reports** – Please provide a detailed explanation on how your solution manages analytics, type of analytics it has including individual user data if possible. Include the type of analytical report your solution can provide as well as, analytics to assist in identifying selling opportunities.
  - Data Usage (how much expected data usage?)
  - End user device and software analytics
  - Customer journey
  - Sales/revenue opportunities
- **POPIA and Consumer Protection Act:** How will the solution comply?
- **Electronic Program Guide (EPG)** – type of EPG information it caters for and does it include both TV and Radio – how does the proposed solution integrate EPG from the scheduling system. How is EPG information updated and how far in advance is this available for?
- **Close captioning** – how your solution manages closed captions and what are the prerequisites to enable the solution to have this feature.
- **Audio descriptors** - how your solution manages audio descriptors and what are the prerequisites to enable the solution to have this feature.
- **Recommendation engine** - how does your recommendation engine work including customer behaviour



- **Network Personal Video Recorder (nPVR)** – please explain the functionality and its capabilities including impacted storage if required for nPVR (including live streaming capabilities)
  - Record
  - Rewind(how far back)
  - Pause
  - Fast-forward
  
- **Digital Rights Management** – indicate types of rights your solution caters for not limited to the below:
  - Audio
  - Video
  - Image
  - Geographical/Regional
  - Device
  - Parental control with pin management
  - User access
  - Clauses/restrictions
  
- **Content management** – provide a detailed explanation of how your solution works and whether it can send content to multiple destinations such as different applications, different set top boxes, and different advertising screens in different locations.
  
- **Auditing trail** – please provide explanation on how your solution manages audits?
  
- **E-Commerce** – How your solution manages ecommerce and what ecommerce services it caters for including the below but not limited to them:
  - Cart
  - Checkout
  - Account and payment management
  - Product listings
  
- **Payment gateway** – Please explain how your solution manages transactions i.e. TV License and subscriptions

- **Security** - describe the type of security tool your solution offers and how it addresses the below:
  - Type of encryption technology it uses including support for the below:
    - Advanced Encryption Standard (AES)
    - Rivest-Shamier-Adleman (RSA)
    - 128 bit, 192 bit and 256 bit
    - List secure mechanisms
  - Data prevention leaks/data protection?
    - How does it protect payment details stored on the proposed OTT application such as credit card details?
    - How does it protect subscriber details from being leaked out?
    - How does your solution protect data in transit (from source to destination)?
    - How does your solution protect data at rest – not used but stored?
    - How does your solution detect and recover from a security breach?
  - Watermarking – please explain the types it offers such as visible and invisible watermarking.
  - Provide incident management processes in an incident of a breach detected i.e. incident management procedure.
  - Does your solution provide alerts for any vulnerabilities (i.e. potential intrusion detection)?
  - How does your solution protect offline viewing of content on end user device via the proposed OTT application?
  - How does your solution integrate with Active Directory for authentication purposes?
  - Does your solution provide an audit trail for administrator activities?
  - Does the cloud service offer multi factor authentication or similar?
  - List the anti-malware the proposed solution is compatible with?
  - Provide certificate of attestation giving assurance of the security of the system from recognised audit or certification bodies e.g. SAS 70, SSAE 16, SOC, ISO/IEC 27001, PCI DSS, physical site security audit certificate.

NB: The above also applies to cloud solutions

- **Integration to 3rd party software**- How does your solution integrate with external systems such as(XML, API etc):
  - Broadcast Scheduling Systems for both Radio and TV

- Linear and none linear schedules
  - Digital library
  - Ad Insertion server
  - Closed captioning system
  - Audio descriptor system
  - EPG
  - Financial Systems
  - Broadcast automation/payout
- **Infrastructure**

Please propose a solution for the SABC that will satisfy the identified OTT needs as listed above but not limited to them. Please provide two (2) scenarios for the solution:

- **Scenario one (1)** - A full cloud solution
- **Scenario two (2)** - A hybrid solution with consideration of peering within the South African environment (for hybrid list what will be on the premises and what will be in the cloud)
  - Provide network requirements
  - Provide cabling requirements
- **Estimated concurrent users (at peak time)**
  - Estimate 1 – 50 000
  - Estimate 2 – 500 000
  - Estimate 3 – 5 Million
  - Estimate 4 – 10 Million
- **Estimated total storage space in hours**
  - Estimate 1 – TV 1000 and Radio 10 000
  - Estimate 2 – TV 5000 and Radio 100 000
  - Estimate 3 – TV 10 000 and Radio 500 000
- **Current available compression rate at the SABC:**
  - Audio: 384 kbps mpeg-1 Audio Layer 2

Video HD	1920x1080	25	MXF	AVC intra100	4:2:2	100	16:9
Video SD	720x608	25	MXF	IMX50	4:2:2	50	16:9

- **Ability to stream to multiple SABC platforms and multiple screens such as:**
  - Websites
  - Social media
  - Mobile applications
  - IP TV/Radio
  - Gaming consoles
  - Set-top box
  - Advertising screens(within SABC premises)
  
- **Live environment** – Please identify and propose the required hardware, software and license for a streaming solution for the SABC
  - Supply proposed solution infrastructure design as per scenario above
  - Identify hardware
  - Identify software
  - Identify licenses (include description of license, perpetual, per user etc)
  - Estimated latency time within South Africa vs outside South Africa
  
- **Fail over solution/ resilience** – Please provide the required failover solution in case the live environment is not available or has a technical problem. Please provide information on how the system will sustain services focusing on high availability and reliability.
  
- **Backup environment (if necessary)** – Please describe the required back up that would be provided with the solution if separate from the failover solution mentioned above
  
- **Test centre environment** – Please propose a test centre environment that will simulate a live environment to allow SABC to test all updates before they are distributed to the public, this must include different smart devices such as smart

TV's, smart phones and gaming consoles. Highlight whether it would be a hybrid, cloud and/or on premise.

- **Community management:** for different SABC platform engagement and to Identify the audience categories for testing , product development and continuous improvement for user experience to be more effect
- **Internet, networking and distribution** – please provide information on what internet needs and networking are required to run and distribute OTT services.
- **Bit rate** – SABC Player needs to allow for different adaptive streaming rates settings and estimated data usage;
  - 1080p, 720p, 576p, 360 etc.
  - Supplier to suggest allocation of the different formats and take note of the worst case scenario to reach low bandwidth end users
  - Supplier to recommend preferred bit rate and latest codec to use for proposed solution. Please provide information on the industry's adopted streaming bitrates and codecs.
  - Supplier to confirm what ABR is used, e.g. HLS, MSS, Dash etc
- **Available linear streams (from the headend) for video and audio:**
  - Audio: HE-AAC
  - Video: Mpeg4 H.264: 16x9 HD and SD
- **Upgrade method** – What process is followed to roll out upgrades to both the OTT application and infrastructure such as hardware, software, firmware and other with minimum disruption to the end user or day-to-day operations?
- **Footprint** - Identify the footprint or presence of your solution (include location of your data centre, CDNs and Origin servers – South Africa and globally)
- **List cloud solution partners**

- **How long does it take to deliver the solution** – This is for solution setup/configuration and deployment/ roll out. Please provide information on what options are available to roll out the solution. Can it be done in modules and in phases?

## **6. COST BREAKDOWN**

### **Detailed cost breakdown for a period of 5 years**

As per scenario 1 = fully cloud and scenario 2 hybrid

- **SABC OTT Application(SABC Player)**
- **Infrastructure (live, failover, backup and test centre environments)**
  - Hardware
  - Software
  - Licenses (include description of license, perpetual, per user etc)
  - Cost to add TV channel or Radio stations
  - Cost to add pop up channels
  - Required storage
- **Training**
- **Professional fees**
- **Implementation fees**
- **Support and maintenance**
- **Stipulate any hidden costs where applicable**
- **Stipulate any cost savings for SABC where applicable**

**NB:** This does not in any way include supply and delivery of setup boxes. Rather provide a solution that inherently runs on these available devices.

## **7. GENERAL INFORMATION**

### **Contact Persons for Queries**

Enquiries in respect of this RFI should be addressed to:

SCM Division

E-mail:skhisazanan@sabc.co.za

All queries to be e-mailed.

## **8. RFI SUBMISSION INFORMATION**

### **SUBMISSION DETAILS OF**

RFI responses must be submitted to the below address at the tender box situated at the reception clearly marked:

**Tender office**

**SCM Division**

Radio Park Office Block  
Cnr Artillery and Henley Road  
Auckland Park, Johannesburg  
South Africa

**END OF THE REQUEST FOR INFORMATION DOCUMENT**