

Request for Proposal on:
IPTV/Streaming Service
Engagement



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Request for Proposal (RFP) on IPTV/Streaming engagement

1. Background

Ethio telecom is the sole and state-owned telecom service provider in Ethiopia. To attain the vision of providing a world-class telecom services, ethio telecom invested a massive amount of money on telecom infrastructure in the country. As a result, 16K Kebeles have fixed telephone access, 85.5% and 66% of the inhabitant areas in the country are covered by 2G and 3G mobile networks respectively. Additionally, the capital city Addis Ababa has a 4G coverage with a capacity to serve 399k customers and major cities in the country have fiber broadband coverage.

Currently, ethio telecom is providing wide range of Voice, Internet, Data and Value-Added Services to more than 43M active customers:

- 41.97M Mobile customers (32% smartphone users and 92% of them are Android OS).
- 21.4M mobile broadband (on mobile, 3G and 4G dongles, Wi-Fi routers)
- 87k fixed broadband customers
- 1.2M Fixed voice customers.

Hence the big market potential is yet to be addressed and the provisioning of IoT services will bring improved customer experience and revenue.

Ethio telecom has a strong partnership with local and international companies that will help to expand its reach and diversify telecom business. Additionally, there are more than 260 own shops, 107 distributors, 30+ Organized chains, 91 Franchise shops, 80k+ retailers, dedicated business center and key account managers for Enterprise customers. Ethio telecom provides customer support via dedicated contact center (980 and 994) as well as Customer Service Management professionals to handle after sales support.

Taking the initiative to play its crucial role in IPTV/ Streaming service provisioning, ethio telecom floated a Request for Information (RFI) on January 14, 2019. The RFI was needed to get detailed information on how to realize IPTV/ Streaming service provisioning in Ethiopia.

After a thorough review of the RFI responses, ethio telecom decided to openly engage experienced IPTV/ Streaming service providers with best solution, delivery capability, content, device and pre to post deployment services with a revenue sharing model.

Ethio telecom is issuing this RFP to obtain proposals from qualified solution providers and sign an agreement for the provisioning on IPTV/Streaming services. Potential partners should demonstrate their qualification along with references and other supporting documentation.

2. Statement of Purpose

Ethio telecom is planning to partner with IPTV/Streaming service providers with broad range of expertise and solutions on the service provisioning. Ethio telecom seeks partners to submit proposals on their solution, contents, business models and any other information that could be part of IPTV/Streaming service delivery.

The engagement will bring ethio telecom and partners capabilities together in a single, integrated delivery model to overcome capability gaps and reduce time to market by leveraging partnership strength. Thus, interested technology, content and device providers are encouraged to consider the opportunities to utilize partnership advantages. By this initiative:

- Interested IPTV/Streaming service providers (content, technology and device) willing to work with ethio telecom can be part of the ecosystem and contribute their part.
- Partner and ethio telecom will collaborate to develop content packages and deliver competitive IPTV/streaming service to customers.

Thus, interested IPTV/Streaming service providers are encouraged to consider the opportunities to utilize partnership advantages. Hence; IPTV/Streaming service industry players are invited to submit their technical and commercial proposals.

This RFP does not commit ethio telecom to award a contract. Any response, including written documents and verbal communication to this RFP, can be used as an input for further discussion and way forward.

3. Project Objectives:

- To engage IPTV partners with experience and high level of expertise in end to end IPTV service provisioning.
- To provide entertainment, information and digital contents to fixed and mobile customers
- To enable subscribers to stream contents they need and when they need it (at home and on the move).
- To jointly work on package creation and business development

4. Scope of work:

Invite and engage IPTV partners that fulfil the minimum criteria below;

- has local representative (if international)
- contain/commit to include local contents in their catalogue
- deliver content/video streaming service with the following modalities:

Service Formats:

- Live TV
- Time-shifted media (Catch-up, Start-over)
- Video on Demand (VOD)

Commercial Models:

- Subscription based
- Advertisement based (Free access for contents)
- Transactional: (Pay per view or Buy to download)

5. Project requirements

5.1. Preliminary requirements

Interested Partners shall fulfil and provide the following engagement requirements when submitting their response proposal:

- Renewed or new trade license/ investment license.
- Renewed or new VAS (Value Added Service) license for local business entity.
- Willing to work with ethio telecom on a revenue sharing model
- Commit to engage local business entity/ partners.

- Agreement to work with a minimum of one-year contract.
- Partner shall be required to allow ethio telecom to have a site visit with the reference customer, if necessary.
- Provide at least two references for the successful delivery of IPTV projects.

5.2. Mandatory Requirements

5.2.1. Required Company Experience

- Industry knowledge and technology experience
- Professional staff with domain knowledge, ability to plan, manage and execute IPTV projects.
- Successful implementation of end to end IPTV service provisioning in different markets.

5.2.2. Required Technical requirements

Partners should possess the below required technical capabilities to the minimum:

- Proven ability to build, deploy and support competitive IPTV/Streaming service.
- Ability to integrate IPTV/Streaming solution with ethio telecom infrastructure
- The capability to deliver diverse set of contents:
 - maintain dynamic and competitive international and local contents.
 - extensive content network and capable to negotiate the securing of content and relevant license as necessary.
- Ability to identify content preferences of the target segment and avail the right mix of local and global content.
- The commitment to develop content strategy suitable for the local people in Ethiopia.
- Full set of professional services required for the design, installation, management and maintenance of IPTV service.
- Willing to develop detailed business plan jointly, following the contract signature.

6. Key roles

Ethio telecom will avail:

- Dedicated customer service and sales channel
- CRM, CBS, Payment API, AAA, header enrichment, hosting and other required telecom infrastructure.
- Bundling of data with contents and services

- IPTV packages/ connectivity bundles with more targeted competitive plans.
- Provide more flexible bundles to address affordability issues
- Multiple access channels and manage the delivery of customer notifications
- Co-marketing of the IPTV service with partners.
- Ensure quality of service.

Partners should be capable and willing to:

- Deliver end to end IPTV/streaming service by doing integration with ethio telecom infrastructure
- Provide the required media content diversity and adhere to intellectual property right.
- Manage the timely delivery of HW (STB if required, VOD storage and servers)
- Do co-marketing of the IPTV service with Ethio Telecom
- Specifically, provide:
 - best of breed platform and premium contents
 - content management and other supporting capacities (DRM, DPI, CDN, integration)
 - client interfaces applications
 - API to integrate with 3rd party content repository

7. Commercial proposal:

- Propose business model, revenue sharing scheme and high-level business plan.

8. Confidentiality and Public Disclosure

- Partners shall treat all information obtained from ethio telecom which is not generally available to the public as confidential and/or proprietary to ethio telecom.
- Partners shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person.
- Ethio telecom will keep the confidentiality of the documents and will not expose competitive information to third party If required, ethio telecom as a government/public corporation, is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required by laws.

9. Proposal Administration

9.1. Proposal submission

Partners shall comply with the following requirements during preparation of the Proposal:

- The Proposal and all associated correspondence shall be written in English. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing the Proposal.
- All proposals must be submitted in hardcopy to Sales division (TPO, Enterprise building, 4th floor) and electronically via teyib.degu@ethiotelecom.et till Aug 10,2019.
- Proposals received by facsimile shall be treated as defective, invalid and rejected. Only detailed complete proposals in the form indicated above received prior to the closing time and date of the proposals shall be taken as valid.
- Partners are not permitted to modify, substitute, or withdraw Proposals after its submission. Modifications to proposals already submitted will be allowed if submitted in writing prior to the time fixed in the Request for Proposals.
- The partner shall prepare the technical proposal in hard copy along with a soft copy and sealed in a separate cover. Similarly, Commercial Proposal in hard copy along with a soft copy and sealed in a separate cover.
- Proposals and any other related documents prepared in response to this RFP will not be considered unless they are filed to the correct address within the time period.

9.2. Timeline:

Action	Tentative Schedule
RFP posted (website, twitter and Facebook pages)	July 13, 2019
Submission deadline	August 30, 2019
Proposal review and discussion	September 30, 2019
Contract	October, 2019

9.3. Proposal Review and Discussion.

Ethio telecom will enter into discussion with any one or more applicants regarding business model, engagement approach, price, scope of services, or any other term of their proposals, and such other contractual terms, at any time prior to execution of a final contract.

Please use the template provided below and information on the annex part for your response.

RFP Response template

RFP template

Proposals submitted in response to this RFP should consist of solution description and a cover letter signed by the person authorized to issue the proposal on behalf of the company.

The proposal should also include:

- A cover letter which summarizes your response, includes areas to which you are responding, and indicates if supporting documentation is included in your response.
- Response should address at least the following:

A. General Information

- Parent company:
 - Business Name, address, telephone number, website,
 - A primary contact, including name, job title, address, telephone and email address.
- Local representative (If any)
 - Authorization letter
 - Agent information
 - Business license and taxpayer identification number (Local)
 - VAS license

B. Company Profile

- Company profile
- Service portfolio description (service type, delivery options/formats, access channels)
- Size, profile of professionals
- A description of business background, including, country of origin, primary mission of business, business experience and any other information relevant to this RFP.
- Track record. Has your solution/ content ever been commercialized before? If yes, please list where your solution has been implemented, impact and customer testimony.
- Provide at least three references for the successful delivery of IPTV projects.
- Any relevant experience working with operators in sub Saharan Africa.

C. Project Understanding

Provide a brief narrative statement that confirms your understanding of the project, and agreement to provide required products and services necessary to achieve the objectives of the project. Describe how your strategy and business experience will benefit the project.

D. Engagement scope

Provide a proposed scope of work, including a cost proposal and project milestones, in accordance with Section 4, 'Scope of Work,' of this RFP. Please make sure to include a statement regarding how you engage key stakeholders in Video/ streaming industry.

Please describe in detail:

- What you offer (platform, content, device and other supporting technologies)
- Applicable business model (CAPEX, OPEX, Revenue sharing)
- Partnership approach/ how to engage with Ethio Telecom
- Key integration requirements (for provisioning/ activation, billing, service delivery)
- How you can utilize existing ethio telecom infrastructure, reduce time to market and cost.
- Technology, solution and intellectual property, device certification related issues
- Content provisioning (type/ category and number of contents).
- How you maintain dynamic and competitive international and local contents.
- High level service/ solution architecture describing components and key integration points.

Please respond your compliance to the below specific requirements:

Requirement	Compliance Fully comply/Partially Comply/ Not Comply	Remark
Core functions:		
<ul style="list-style-type: none"> ▪ Content Management System: process and manage various media types and releases them as contents. 		
<ul style="list-style-type: none"> ▪ Subscription Management System: user registration/login/profile, device, package management, pre-paid or post-paid. Authorization and authentication of users, their devices and access to services. 		
<ul style="list-style-type: none"> ▪ Payment Management System: support different payment modalities (telco billing, payment gateways, coupon codes) 		
<ul style="list-style-type: none"> ▪ Analytics Engine: Realtime dashboard, content and user analytics. 		
<ul style="list-style-type: none"> ▪ Active TV guide: based on live EPG data or external (Online) services 		
<ul style="list-style-type: none"> ▪ Advertisement management: deploys & manages advertising 		
<ul style="list-style-type: none"> ▪ Multi-package management: provide different package offers for different customer segment 		
<ul style="list-style-type: none"> ▪ Adaptive modulation: multi-screen/client capability and adaptive multi bit streaming to deliver seamless experience across variable data bandwidth 		
<ul style="list-style-type: none"> ▪ Support different streaming standards like H.264, H.265 codec and ABR: to achieve the highest possible quality and best available network coverage even in areas with lower available bandwidth speeds 		
<ul style="list-style-type: none"> ▪ Easy integration with third party OSS/BSS, CRM, application, content repository, Social media platforms etc. 		
<ul style="list-style-type: none"> ▪ Support various interactive features such as gaming family TV, E-learning solutions, Live TV show reminders/ announcements 		
Operation support functions:		
<ul style="list-style-type: none"> ▪ Manage the timely delivery of HW (STB, VOD storage and servers) 		

<ul style="list-style-type: none"> ▪ Content management and other supporting capacities (DRM, DPI, CDN, integration) 		
<ul style="list-style-type: none"> ▪ Content Delivery Network (CDN): Support central management and load balance for tasks by taking locations, internet bandwidth and computer capacity in a fully automated and controlled approach. 		
<ul style="list-style-type: none"> ▪ Digital Rights Management (DRM) to manage subscribers and realize paid-TV, control content consumption and distribution. 		
<ul style="list-style-type: none"> ▪ Content import from multiple sources and third-party billing 		
<ul style="list-style-type: none"> ▪ Support third-party media assets injection, storage, distribution, scheduling 		
<ul style="list-style-type: none"> ▪ Support program switch from mobile terminal screen to TV screen and vice versa for continued viewing. 		
<ul style="list-style-type: none"> ▪ Access channels: Television, Internet/web, mobile app (android, iOS), and other devices 		

E. Proposed partners for content and technology

- Provide the name and address of the partners
- Description of the work and experience in the subject matter.

F. Engaging local business entity

- Availability of local business entity that can actively be engaged in the project.
- Option to work with local production center/ working with local content industry.
- List of professionals and their contribution
- Proof of capability/ certification/ relevant experience

G. Statement of Financial Capacity

- General statement of the financial condition
- Most recent audited financial statements
- Disclosure of any bankruptcy filings over the past five years;

H. Commercial Proposal

- i. Business strategy on how to address IPTV business

- Present strategic roadmap for project implementation, priority areas and a detailed look at specific recommended packages.
 - Detailed revenue generating options and cost information for each option/alternative.
 - Propose Go to market strategy and Co-marketing approaches
 - Business plan and revenue projection
- ii. Business model and revenue sharing proposal
- iii. Delivery time for each solution

I. Additional information

- Resource and integration requirements
- Preconditions, challenges or areas of concern
- Any additional information on applications, solution delivery, marketing support, business models etc.

J. Proof of concept for the solutions

- Case studies, solution brief /demos
- Propose proof of concept delivery on a pilot basis.

ANNEX

Please consider the below points in your proposal:

- Company: Ethio telecom
- Objective: provisioning of IPTV/Streaming service for Fixed and Mobile customers:
 - a) Service Formats:
 - Live TV
 - Time-shifted media (Catch-up, Start-over)
 - Video on Demand (VOD)
 - b) Commercial Models
 - Premium and non-premium contents with different monetization options:
 - Subscription based
 - Advertisement based (Free access for contents)
 - Transactional: (Pay per view or Buy to download)
- Program encoding:
 - programs need to be encoded to MPEG-2,4, H.264, H.265 and AVI formats
 - support multi-screen/client capability and adaptive multi bit streaming.
- Supporting capabilities:
 - DRM with WV (Wide Vine), PR (Play Ready), FP (Fair Play) features
 - Channel Blackout: To prevent the transmission of a given content if required by Regulatory Authority, to give customers the flexibility to selectively hide a channel.
 - Electronic program guide, adaptive to multiscreen.
 - Subtitles support and multilanguage support for all channel type (optional)
 - Advertising (Ads)
 - Reporting & Analytics
 - Geo-Blocking
 - Personalized features like collection, play history, ranking, search, broadcast alert, play list and others.
 - Social media integration (Facebook, Google +, Twitter with the capability to Like, comment and share)
 - Interactive features including screen switch, mobile remote control, shortcut, voice control, photo pushing, social media sharing and others.

- Access devices: PC/MAC, Android, iOS, STB, Smart TV
- User Provisioning:
 - Single account and Sub-account options
 - Ethio telecom will decide the number of devices per account and concurrent views per account
- Payment Methods:
 - E-Top up system (mobile Airtime)
 - Integration with Local banks
 - Support different payment cards in the future
- Support 152k users with 20% concurrencies and to be scalable
- Number of streaming contents.
 - Please check below table for your baseline on number of channels projected
 - Ethio telecom and partners will further check and adjust the number of channels jointly.
 - Contents will be available in 5 different languages (local and international) starting from year 2

Content type	Number of Channels		
	Y1 (3 languages)	Y2 (5 languages)	Y3 (5 languages)
Total number of contents	120	300	350
Live Channels	45	100	100
SD	30	60	50
HD	15	30	30
UHD	0	10	20
Time Shift TV	30	75	100
Catch Up (Time to Keep (7days)	21	50	60
SD	15	25	25
HD	6	15	25
UHD	0	10	10
Start Over (7 hours)	9	25	40
SD	6	10	15
HD	3	10	15
UHD	0	5	10
VOD (Average file size= 6MB)	45	125	150
SD	24	60	60
HD	12	30	45
UHD	9	35	45