



GoUSA TV Management RFP Q & A

The following are answers to questions Brand USA has received to the RFP for GoUSA TV Management

Thanks to everyone who submitted questions regarding Brand USA's RFP for GoUSA TV Management. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFP, or if we were unable to understand a question, we did not provide an answer.

Q The RFP states *distribution for GoUSA will continue to expand...*, does the scope of work for this RFP include OTT distribution strategy, inc. outreach, management and coordination of new platforms for GoUSA TV?

A Yes, to coordination and execution for launching/streaming/maintaining new platforms. While you will contribute to distribution strategy, you will not drive this strategy, or be responsible for outreach to obtain new platforms.

Q Does the RFP in its scope include aspects like in – transit entertainment, in hotel entertainment along with the general OTT platform?

A The answer above applies to this question. You will deliver GoUSA TV in some form to transit WiFi, hotels, airlines, etc. So far, this has meant simply uploading, or sending video.

Q Are you looking for just a product (a solution / or a tool) for your team to help them manage and execute the functional aspects of RFP or are you looking for a system integrator that offers managed services alongside the product (or integration between existing components), i.e. – tools, resources and team from our side who will manage content upload, scheduling, programming, advertising and other aspects of the functional requirements stated in RFP? From the RFP it seems you need Product as well as Services alongside some level of system integration with existing components.

A This RFP is for full management services for GoUSA TV. We may remain on the same platform(s), or switch, depending on your recommendations and benefit analysis.

Q From the background information available in the RFP, we understand that you already have a presence on various apps like Roku, Amazon Fire, iOS, Android, Apple TV, Android TV and Google Chromecast and are willing to launch live linear streaming channel and WiFi system on a large transit system. However, what is not clear is that would you be using these existing apps or are looking to get brand new apps developed? In other words, should we propose a solution for only the backend part i.e. Content Management System, Storage, CDN, Encoding & Transcoding, Player or do you want full blown End to End OTT Solution with frontend for Website, Mobile Apps, TV Apps and way to monetize the content, advertise, support tool, marketing tool etc?

A The answer above applies to this question. We are not necessarily seeking a new OTT/mobile/streaming solution, but will consider a new approach based on benefit. We are not seeking to develop new custom apps. We do not require a solution for websites. GoUSA TV does have a mobile app (view in iOS and Android stores) and do want to maintain these mobile apps – or improve them - based on cost/benefit.

Q If you are to use the existing apps, how are we supposed to provide you with measurement matrices feeds for better understanding of performance in terms of – Channel installs, video views, watch duration, completion rate etc? We think that to offer you analytics through our solution, the apps should be in our frontend environment. Please correct us, if our understanding is not up to the mark.

A The apps could potentially be in your front-end environment, or you could propose other solutions like G/A dashboards.

Q Please clarify what is meant by managing clock for linear channel streaming / playout vendors. Does it mean managing content programming for linear channel streaming / playout vendors?

A You will work with our programming consultant, who will provide schedules. Your role will be in implementation.

Q What is meant by “pass through” to Playout vendors? Does it mean scheduling of content / content programming? Or do you wish to generate a feed / output to be generate through our modules to be passed on to your current Playout vendor for the broadcast through their modules? We also provide Playout module.

A The answer above applies to this question. We are open to new solutions.

Q Assuming that you wish to replace the existing Playout module, do you need live streaming support on the new Playout system? It seems to be the case from RFP and we need your confirmation on this.

A We are streaming one linear feed now, but hope to have more soon – so yes, we need streaming support.

Q Please provide more clarity on Airtable. Please also provide more clarity on tag insertion in the linear feed. It can have several different meanings like Ad Tag, Metadata Tag or Token insertion in feed URL.

A Airtable enables us to keep track of the all the details concerning each video. It's a database that contains details of each video. The tagging structure enables search to function on the OTT and mobile apps.

Q On UI / UX improvement, what exactly is expected from our end? Do you need consultation for the UI / UX improvement or you would like us to ideate as well as deliver something custom developed by us for you, time to time?

A Yes, we need your perspective on UI/UX and are always interested in hearing about potential improvements.

Q What are the current pain points you are experiencing today with your current Vendors?

- Support-wise, can you describe current challenges with your workflow that you're looking to solve?
- As far as the technology stack, are there delivery issues you're looking to solve?

A Ideally, we're seeking industry leading expertise in OTT, linear streaming and mobile apps. We'd like to utilize your experience to educate us on best practices.

Q What is your monthly and/or yearly audience across all distribution channels?

A This is proprietary information and will be disclosed after contract.

Q How are you currently monetizing your channel?

A Licensing.

Q What is the size of your VOD content library and how much do you plan to upload/migrate? How many live channels?

A Most the content is on the OTT apps mentioned in the RFP. Please view the channel.

Q How often is content uploaded and published?

A This varies considerably depending on donations/licensing/production.

Q Will you need support for your website and apps, such as regular maintenance and version updates?

A No website support. Yes to maintenance and updates on OTT and mobile.

Q Assist in synchronizing content programming with advertising and public relations campaigns. Can you clarify this more? What advertisement system shall be integrated? Can you explain the format of the relations Campaigns?

A Ensuring that the content we are advertising – or promoting through public relations - is featured on all platforms, so that a consumer may easily locate.

Q GoUSA TV is currently served out of Brightcove. Accedo is the tool utilized for content management. WURL is our playout vendor. If deemed necessary - moving/transfer/set-up of video assets and/or vendors are required in the submission budget, with a proposed timetable. What systems do you expect the new CMS to integrate with? Or can we deliver a complete New next generation system that includes the CMS, FE app provider and the transcode/delivery service?

A You may use the current platform(s), or suggest an entirely new structure. When proposing a new stack, explain the benefits and cost saving.

Q The understanding is that the current features supported by the GOUSA.com are the minimum features to be supported after migration to new system. Are there any additional new features expected?

A This RFP is not related to website work.

Strategy

Q What are your key KPIs? Are there some that you are especially focused on currently?

A Time spent watching, video views, users by country and more.

Q Which platforms are the largest / top performing today? What is working well with each app and where is there the most room for improvement?

A This is proprietary and will be divulged after contract.

Q How is data collected across the ecosystem? Is there a single view of each customer across devices?

A Many sources including video player, playout partner, youtube, mobile app and more.

Q How is data reported on within the organization?

A We have a close to live dashboard and meet every few weeks to discuss reports.

Q How is content organized today? Is there a taxonomy?

A You can view this yourself. Yes, this is a taxonomy.

Q What is the high-level organizational structure of the company?

- How is the content team organized?
- How is the product & engineering team organized?
- How large are each team?

A You can view our staff structure at TheBrandUSA.com.

Q What is your audience like today (demographically, geographically, etc.)? Where are you looking to expand for the future?

A Our target is potential international tourists. See a list of target markets and learn what we do at TheBrandUSA.com. Our consumer sites are at VisitTheUSA.com. This RFP has nothing to do with our websites, but you will have a better understanding of Brand USA's mission by reviewing these websites.

Q What is the digital asset management solution you are using?

A MediaValet.

Q How is licensing managed?

A We manage licensing internally and with our content consultant. Licensing is not part of this RFP.

Q How are you liking Brightcove and Accedo? What are the biggest pain points / most room for improvement?

A We can discuss this after contract.

Q How is Airtable used?

A For organization and to answer questions about our content – where it was shot, what it's about, length, licensing/ownership and more.

Q Where are schedules and clocks managed?

A By our content consultant.

Q How are the various systems integrated?

A By the company who wins this RFP.

Q What is the high-level workflow for content creation to distribution today? What is working well and what isn't?

A You will not be involved in content production, or licensing and your role in distribution is mainly in execution.

Scope

Q Is the scope of the project the maintenance and update of the video platform alone, or does it include the maintenance and product development of the OTT applications as well?

A Yes, you will be responsible for the entire delivery stack.

Q Can you confirm that the expectation is to evolve the existing platform iteratively and that the RFP is not asking for a redesign of the UI/UX of the platform?

A We are open to your input, but have to understand the benefit/cost of new UI/UX.

Q Which languages need to be supported for both the platform and content?

A The OTT channels on Roku, Apple TV and Amazon Fire do support closed captioning, but not all videos are translated.

Q What is the level of financial investment you have allocated for this project?

A We do not disclose this information.

Content

Q Are you looking for content creation services too?

A Not in this RFP.

Q Are you needing your supplier to provide content strategy advice?

A Not in this RFP.

Q Are you requiring any production services to edit / stitch / reformat content?

A Some minor video editing is required – primarily to add intro animation and bug(s).

Q Are you looking for any additional distribution channels for the brand?

A Yes.

Q Can you please clarify by program management you are asking for a full end-to-end service by a supplier, taking content from a DAMS and delivering it on your various platforms in a digestible content channel (varying by platform) and reporting back on the performance of the content mix?

A Yes, we are seeking end-to-end services. We do not stream anything from our DAM.

Technology

Q What services are currently used to host the assets?

A In RFP.

Q How many issues were created in the last 6 months? What are the typical issues that regularly come back?

A Not many bugs.

Q What are the target SLAs for this platform?

A The typical: Quality, availability, responsibility.

Q How much bandwidth was used in the last 12 months? How is this going to increase in the coming years?

A This is proprietary and will be disclosed at contract. For your response, project various levels with associated pricing.

Other questions

Q What is the length of the contract?

A Minimum one-year with options for two more.

Q When is the contract start / first delivery date of content to platforms?

A This Fall.