

Terms of Reference (ToR)

For

**Planning, Designing, development, Hosting and Operation of
Radio Nepal OTT Platform with overall Monetization
System**

for

Radio Nepal

Radio Nepal

Singhadurbar, Kathmandu, Nepal

Background

Radio Nepal is the only state-owned Radio Broadcasting Station of the country was established on 2nd April 1951. Initially, the transmission covered duration of 4 hours and 30 minutes through a 250 Watt SW transmitter. Over the years, Radio Nepal has strengthened its institutional capacity considerably and diversified itself in terms of programme format, technical efficiency and coverage. Radio Nepal airs programmes on Medium Wave and FM frequencies. Regular broadcasts cover duration of 24 hours everyday which includes 3 hours of province broadcasts from 15:00 hrs. to 18:00 hrs. FM Kathmandu, the first FM-Channel in Nepal covering Kathmandu valley and adjoining areas was started in 1995 from its premises at Singh Durbar, Kathmandu.

Radio Nepal started its program distribution through V-SAT Network from 26th August 1999. Earlier it was distributing its program to the different broadcast stations through the telephone lines of Nepal Telecom (NT). In the system introduced recently, the main hub station is at Singhadurbar, Kathmandu and the programme can be received in all the receiving stations. With the introduction of new system, an AM high quality monaural program channel is now available through the V-SAT. The system has the facility of upgrading to provide multichannel capability for further use.

Radio Nepal has its own studios for programme production, music recording, drama recording, talks shows and news broadcasts. A music library at its premises in Singh Durbar has a collection of about 40,000 songs. However, the influence of Internet technology is so prominent which has increased the scope of Radio Nepal too. Nowadays, the younger generation uses mobile phones and smart devices for the information and entertainment. So, Radio Nepal decided to access its all regular and archived broadcasting content make available in portable smart devices. It will also create additional revenue and improve it's financial sustainability. To fulfill this objective, Radio Nepal is preparing this Term of Reference (ToR) to select qualified company for Planning, Designing, development, Hosting and operation of Radio Nepal OTT Platform with overall Monetization System.



Term of References

A. General Information

S.N	Particulars	Detail Information	Remarks
1	Contents available (Songs, Drama, Talks, News)	Produced from Singha Durbar, Pokhara, Surketh,	
2	Development of App	a. Mobile Apps, Radio Nepal webpage b. Facebook, Twitter, Youtube and Other digital platforms	
3	Types of Service for audience	a. Real Time Service (broadcasting) b. Audio On-Demand(AOD) Services c. Secure Offline-download Services d. Social Media and Digital Platforms	
4	Access Coverage	All over the World	
5	Supporting OS Platform	a. Android b. iOS c. Windows d. Roku e. Linux	
6	Receiving Devices	a. Smartphone (Android/iOS) b. Tablets (Android/iOS) c. PC (Windows /Mac) d. Big-screens (Smart TV) e. Smart Watch (iWatch) f. IP-STB	
7	Content Security Provision	As Per the International Cyber Law DRM, Token Authentications, Fingerprint	
10.	Monitoring	Radio Nepal (RN) will form a committee to monitor content security and quality of the content to recipient	
11.	Encoded IP Feed, Encoded AOD Files, AOD Origin Media, Storage Capacity, Connectivity	Will be provided from Radio Nepal	
12	Languages used in App	English, Nepali (Additionally as per demand)	

Handwritten signature/initials

B. Technical Requirement of Mobile Applications

S.N	Particulars	Details Specification	Remarks
1.	Launcher	<ul style="list-style-type: none"> a) The app should display a launcher icon representing Radio Nepal b) The app launch banner should contain the name of the app associated with Radio Nepal c) The app should run successfully when the user selects the application banner from the home screen 	
2.	Layout	<ul style="list-style-type: none"> a) The first layout should encourage subscriber from multiple options (facebook, E-mail, Phone no etc.) b) Interface must be presented in applicable orientation c) The app must display comfortably viewable and readable text size d) The app should not display any text or functionality that is partially cut off by the edges of the screen. e) The app must not partially obscure other apps, the app should fill the entire screen and has a non-transparent background. 	
3.	Navigation	<ul style="list-style-type: none"> a) The app functionality should be navigate using 5-way D-pad controls. b) Menu button should be used to access user interface controls 	
4.	Search & AI Recommendations	<ul style="list-style-type: none"> a) Subscriber should able to search results in a comfortable way through the navigable using D-pad control b) An in-app search query should list up in the search box and results should be relevant based on the query c) AI Based recommendations and suggestions for users while accessing contents 	
5.	Playlist Manager for Beginning and Resuming Playback	<ul style="list-style-type: none"> a) Ensure Playlist of AOD based on Genre, Language and Interest b) Ensure of Playlist Creation by Users c) Ensure a smooth transition to app and app should maintain display continuity. d) Show the expected content immediately. e) While App Resume avoids presenting splash screens, detail screens intro animations, or any other barriers that makes it take longer to reach content. f) Content should play for the correct user. 	
6.	Loading Content	<ul style="list-style-type: none"> a) If loading takes long time then app should show a loading screen with no surrounding content. b) Playback should be fast and smooth. c) Content Metadata shall be stored offline to show content information while loading 	
7.	Exiting	<ul style="list-style-type: none"> d) When subscriber wants to re-listen or playback the content 	



	Playback	should have the options. e) Subscriber should be able to jump to other new content from the exiting player. f) Recent play, Popular Play, Featured Play options shall be there for users comfort	
8	Offline Play	a) Based on monetization policy subscribers shall be able to download the AOD for offline play b) Download for offline play should be secured and encrypted	

Handwritten signature

C. Features of Mobile Applications

S.N	Features	Remarks
1.	Mobile App (Android/iOS), Web App (For PC/Mac), Big-Screen (Smart tv)	
2.	Attractive design templates.	
3	Multiple Users signup options like social apps, mobile OTP, email	
4	Contents: Live Radio Feeds, AOD Library, News, AI based Category, Language Subscriptions, Genre Subscriptions, Monetization, Social Network Platforms.	
6.	Important notice for the subscribers or citizens under importance notice section	
7.	List of all Contents and Meta-data	
8.	Mobile Push Notifications.	
9.	Advertisement.	
10.	Language: Nepali, English. Other as per demand	
11.	Radio Journalist forum.	
12	Like and dislike.	
13.	Feedback and comments	
14.	Search by Artist, Title, Album, and topic.	
15.	Youtube Channel, Facebook Channel	
16	Operable on all internet enabled devices	
17	Full protection for data.	



D. Company Details and its responsibility

S.N	Particulars	Information (To be filled by the interested company)	Remarks
1.	Name of the Firm: (Include Regd. Document)		
2.	Country of Registration:		
3.	Location in Country operation: (National and international)		
4.	Objective of the Firm: <i>(Company must have objective of development of streaming business application Nationally and Internationally)</i>		
5.	Experience in streaming business: <i>(The company must have more than 5 years of experience in development and deployment of applications for OTT audio video streaming business both in National and International domain)</i>		
7.	Number of Technical Staff <i>(The company must have own development team of more than 20 working in OTT domain)</i>		
8.	Name of Similar Projects accomplished /Running <i>(Submit Satisfactory Certificates)</i>		
	Financial Turnover Minimum cumulative turnover of past three (3) consecutive years (Any consecutive years)		
9.	Tentative duration of Project Completion <i>(Describe in a phase wise)</i>		
10.	Proposed Plan and Mythology of the Radio Nepal		

Handwritten signature

General Terms of Reference (TOR)

1. All the cost of the Project development shall be invested by the selected Consulting Firm.
2. Radio Nepal shall manage colocation and origin storage provision of Live Streams as well as AOD Library after digitization of Radio Nepal Audio contents.
3. All Hardware, those are necessary to place in the premises of Radio Nepal for providing IP streaming link, converting old content in compatible format for internet based application, and facilities (headend) for providing all content in IP link should be managed from Radio Nepal.
4. All the content meta-data should be provided by Radio Nepal.
5. The Company shall make the assurance of security of Radio Nepal content and the only selected company shall be fully responsible for the content security.
6. If any dispute arises, that shall be resolved amicably. If not resolved. Nepal Law and Radio Nepal's rules and regulation shall be attracted.
7. All the manpower to implement the Project shall be managed by the selected company.
8. The quality and security of the content shall be monitored by the monitoring committee formed by Radio Nepal.
9. The initial contract in between Radio Nepal and the selected company shall be for ten (10) years.
10. The Project shall be completed by the selected company for production launch (Phase one) within two (2) months period from the contract date.
11. The Selected company shall make the technical upgradation the existing Website of Radio Nepal, Facebook and update (News and other contents), Youtube Channel provided by the Radio Nepal.
12. Radio Nepal shall collect all the revenue of the advertisement separately for all the advertisement carried out in transmission.
13. Radio Nepal shall form an evaluation and selection team to select the right technical partner as a company and the team shall have the right to visit the office premises of the company to verify the strength of the company. Radio Nepal will not only focus financial purpose (i.e revenue percentage) but also in the technical strength, Company brand, possible market scope (National and International), yearly turnover of the company, existing subscriber base data sheet, number of partners associated with it.



14. The content server shall be placed in Radio Nepal premises for the better assurance of the security of the content.
15. The company may propose for the additional services which they can additionally provide for the coverage, quality and revenue generation.
16. Radio Nepal shall have sole proprietary right of the content.
17. The Company shall have no right to use any content for the use of streaming except the content provided by the Radio Nepal.
18. If the content streamed is unacceptable and came in notice later, the company must remove the content from further use at the earliest in Radio Nepal's notice.
19. If the Company breaches the rules and regulations and contract agreement, Radio Nepal shall make immediate awareness and ask for clarification. If the clarification does not convince, further process shall be carried out as per the rules and regulations.
20. If the company makes streaming of illegal or abusive content, the company shall be dismissed in immediate effect and shall be punished as per Cyber Law.
21. The other issues not mentioned in this TOR shall be resolved amicably by two parties.
22. The Revenue shall be shared after the deduction of Tax imposed by Nepal Government and 3rd party service fee involved with this project



THE END