

## **About the project**

LEPL Public Broadcaster offers a new VOD platform, aiming to provide licensed, diverse video content to its viewers, allowing them to watch interesting content at any time through a modern, quality, interactive project.

Apart from being easy to use, the platform should also be easily manageable. The panel must be efficient. The content creator should not need technical assistance to perform day-to-day operations.

The platform should be accessible with a familiar interface, and intuitively perceptible.

The Public Broadcaster conducted a qualitative survey by in-depth interview and focus group method, aimed to identify basic issues for the prototype of the new VOD platform.

\* The survey results will be available to the tender winning company.

## **Project goal**

The project aims to offer Public Broadcaster viewers licensed video content available anytime and anywhere. The VOD platform will be fully adapted for people with disabilities.

## **Target audience**

The target audience includes Public Broadcaster viewers, wishing to watch various types of licensed video content at any time, with any device.

## **Target audience features**

- Unlimited age range;
- No gender prioritization;
- Active users of social networks (Facebook, Instagram, etc.) and VOD platforms (Netflix, BBC iPlayer, etc.);
- Users watch less TV channels due to busy schedules or other reasons;
- Users wish to watch the desired content in one space.

## **Visual identity**

The project's visual identity has been created and will be accessible to the executor.

## **List of pages**

The project's web design should be adapted for different devices (Responsive Design), and the working files (UI Kit) should be given to LEPL Public Broadcaster.

The project should be adapted to WCAG 2.1 (<https://www.w3.org/TR/WCAG21/>) in line with the recommendations for people with disabilities. Therefore, adapted web design will be needed.

The main page will display a Switcher, which allows people with disabilities to choose the adapted platform via the Tabindex.

Below is a list of possible pages and their brief description. The pages can be further refined during the web designing process.

### **Main page**

The main page will consist of several blocks (to be formed in agreement with the Public Broadcaster) and offers users pre-filtered content as per different logic (content based on their activity; keep watching, the latest episodes, etc.)

The platform header will contain a list of video categories, search, authorization/registration button and a redirect icon to the existing player (player.ltv.ge) and/or just a menu item.

The footer will provide a list of pages, contact information and social media buttons.

### **Video categories listing page**

The number, titles and sequence of video categories will be agreed upon with the Public Broadcaster. On the page of a particular video category, the content will be arranged under various logics (latest, popular, editor's advice, etc.).

Users should be able to use the appropriate content filters on the page;

The video cards in the categories consist of the following elements:

- Thumbnail (Image, gif, Video)
- Content title
- Year of content creation/premiere
- Evaluation (IMDB, internal evaluation)
- Trailer button (after clicking, a trailer should appear in Pop Up, if any);
- More Info button (after clicking, a short text description of the particular content should appear in Pop Up, redirecting the user to it)

### **Video page details**

The basic structure will be similar, but with slight differences in content (TV series, movie, show, show, etc.)

Common features:

- Player
- Video Thumbnail

Content description:

- Name
- Definition
- Genre

- Photo
- Content participant, actor, director, or show team
- Offer similar content
- Add to Playlist option
- AutoPlay icon for video (Active/Passive)
- Watch later
- Watch with friends
- Make assessment
- Write a review (published only after moderation)
- Sharing
- Age verification for certain content

Detailed page variations:

- Film - General Features
- Serial - General Features + Season Switcher
- Show - Common Feature
- Short video - Common Feature
- Audio - Common Feature

## **Search Results Page**

Autocomplete Search should be used for the search module.

Writing two characters in the search bar should offer the results, arranged by the content type (movie, TV series, show, show, director, actor, presenter, team member).

Before searching, the user should find content on the search page that will be divided into sections (popular, newly added, etc.).

## **Director(s), actor(s), presenter(s), team**

The page will provide a complete list of them, and through the appropriate filters, users can easily see the person they want.

Director(s), Actor(s), Host(s); the team consists of the following elements:

- Photo
- Name and surname (in English and Georgian)
- Age
- Place of birth (country, city)

## **Director(s), Actor(s), Host(s), detailed team page**

After clicking on the selected person on the list page, users will be redirected to a particular person's page where they will see their short biography and the list of contents they participate in.

## Registration/Authorization

User identification will be possible through two registration/authorization options:

- Facebook login
- Email

Registration/Authorization includes the following pages/messages:

- Registration page
- Authorization page
- E-mail-based verification form
- Password recovery page
- Error/Success messages

## Private space

Users will be able to personalize the platform, subscribe to the desired content, create their playlist, bookmark and resume watching from the same point (progress bar), have a full watch history. They will also be able to share the avatar/personal data and modify platform settings (AutoPlay, Day/Night, etc.)

## Blog listing page

A general list of articles; users can filter information by categories.

## Blog's detailed page

The detailed page of the article will contain text/photo/video content. Full-Width photo/video content should be used, if necessary.

Content sharing should be available on social networks.

## Terms and Conditions

Platform terms of use (text).

## About the project

About the platform (text)

## Contact page

Contact form and phone number.

## 404

Clicking such a link brings the user to a non-existent page.

## **Technical characteristics**

Based on the project purpose, the platform should be fully adapted for people with disabilities, considering the recommendations of WCAG 2.1 (<https://www.w3.org/TR/WCAG21/>) will be needed.

The TTS & STT module should be integrated into the platform. Accordingly, two versions of the web design will be created; therefore, independent technical implementation of both versions will be required.

## **Integration / communication with 1TVPLAY**

LEPL Public Broadcaster created a VOD mobile application 1TVPLAY. Integration with it will be needed based on API with sending/receiving specific videos in the control panel. The Public Broadcaster team will communicate with the 1TVPLAY team during the process.

## **Registered user capability**

Any registered user should have a personal space to collect content, to benefit from the platform's distinctive functionality.

*Below are registered user capabilities:*

### **Watch later**

Users will be able to save the content in Watch Later feature (or delete saved content) and resume watching any time.

### **Recommended for you**

The platform should analyze the user's viewing history and offer new content based on it. The results should be divided under the following principle:

- Recommended by the platform (as per overall matching and rating)
- Similar content (movie, show, etc.)
- By participants (actor, show team)
- By director/presenter

### **Keep watching**

Users can resume watching where they left off. On top of that, they can delete the content from the list.

### **Watch Together**

Platform users should be able to invite their friend(s) with a special ID and watch the content together. Also, they should be able to share comments and opinions through local Chat.

## **Playlist**

Both the platform administrator and the users should be able to create/edit the Playlist (add, delete, replace the content). The platform administrator should be able to group different contents, name/publish them.

## **Subscribe**

Users will be able to subscribe to the desired content, which will appear in their personal space.

## **Watch history**

The users complete watch history will be placed in the personal space. Content sharing should be possible via social networks. The user should be able to delete the content individually or all at once.

## **Private space**

Users should be able to manage information in their personal space:

### **Functionality – Option**

- Watch later - add / remove
- Keep watching - Delete
- Playlist - Add / Delete
- Subscribe - Subscribe / Delete specific video / Unsubscribe
- Watch History - Delete / Share on social network
- My Account - Change Dynamic Fields and Cancel Account

## **Common options of registered and unregistered users:**

## **Ratings**

Any content posted on the platform will have an internal/IMDB rating if any. Synchronization with the IMDB rating system will be needed.

## **Comments**

Users' comments will be posted after administrator moderation.

## **Premiere**

The platform will allow users to plan and manage the premiere, available via Live Streaming (with a provider's link) and/or standard video.

Depending on the specific need, it should be possible to display the premiere only to registered users.

## **Currently watching**

One of the rows shows the content users are watching.

### **Similar video content**

Based on user-selected video content, similar video content will be suggested to them under the following tags:

- Similar content (movie, show, etc.)
- By participants (actor, show team)
- By director/presenter

### **Day and night mode**

Users will be able to change the platform color.

### **Progressive Web App Manifest**

The platform can be used without a browser as users will be able to save the platform shortcut on their computer screen.

### **Chromecast**

Users should be able to connect video content from their device to Smart TV via Chromecast.

### **Push notifications**

The platform will send users various notifications (new movie, announcement, etc.) if they agree to it.

### **Director(s), actor(s), presenter, team**

Depending on the content type, platform administrators should be able to assign director(s), actor(s), presenter, team for the content.

After clicking on Director(s), actor(s), presenter, team, attached to the content, users will be redirected to their detailed page, showing their complete performance list.

### **Age-restricted content**

Some content should require age verification.

### **Search Results Page**

Autocomplete Search should be used for the search module.

- The search should start with two characters and the results should be displayed in Live mode.
- Search engine content
- Film
- TV series

- Show
- Program
- Search bar
- Title
- Description
- Director
- Actor
- Show
- Team
- If the user types the wrong characters, the platform should offer the correct results.
- Search should be possible in both Georgian and Latin alphabets. If the user types Georgian word with Latin characters, the platform should display a result matching the Georgian word and vice versa.

## **Blog**

Listing page

Articles as cards and their categories will be provided.

Card: Rough structure

- Photo
- Article title
- Publishing time

Both articles and their categories should be dynamic. It should be possible to add/change /delete them and specify the sequence from the control panel.

## **Search Engine Optimization SEO**

The platform administrator should be able to enter the following information from the control panel to the search engines:

- Meta Title
- Alt Text
- Meta Keywords
- Meta Description

The platform should have the most optimized URL structure and the XML Sitemap should not have indexing problems in search engines.

## **Control panel**

The platform elements should be as dynamic as possible and they should be manageable from the control panel. The control panel should work properly on different devices.

Adding administrators from the control panel, defining their roles (Level 2) should be possible.

The Control panel should show/keep the administrator's actions as per the dates.

The structure and visual details of the control panel should be agreed upon with the Public Broadcaster team.



## Operating systems and browsers

Browsers	Version
Chrome	Last two versions
Safari	Last two versions
Mozilla	Last two versions
Edge	Last two versions
Opera	Last two versions
Mobile browsers	Version
IOS	From 10.2.1
Android	From 10.0

## Social Media

Content sharing should be possible via various social networks.

The administrator should be able to upload an alternate photo for the content from the control panel, which will only appear when shared on a social network.

## Analytics and Reporting

The platform must integrate a variety of analytical or social media tools.

- Google Tag Manager
- Facebook pixel
- Facebook conversion

## Stages and deadlines for implementation

The project must be fully completed and submitted to LEPL Public Broadcaster within 220 working days.

The iterative process should be planned and agreed upon with the Public Broadcaster team.

## Assignment details

At this stage, the task will be specified far as possible, and then starts web design process.

## Web design process

- UX Research - A qualitative research conducted by the Public Broadcaster will be available to the performer;
- Wireframing - Primary outlines of key pages;
- UX / UI Design - The project should be as accessible for people with disabilities as possible. It will be necessary to create two versions of web design (adaptive/non-adaptive). The creation process will be divided into several iterations, which must be agreed upon with the Public Broadcaster team.
- UI Kit - a UI Kit will be created and given to LEPL Public Broadcaster.

## **Technical implementation**

Each stage below should include the corresponding number of iterations. Iterations should include testing time.

- Alpha version of the platform
- Beta version of the platform
- Live

## **Player**

The existing HTML Player will be used in the project. The file will be uploaded to the video converter from the control panel to convert the video to the desired format and quality. After its completion, the platform administrator will insert the embed code into the Player, containing the converted video.

## **Server**

LEPL Public Broadcaster provides the appropriate server environment for the project.

## **Programming languages**

During platform creation, PHP Framework Laravel should be used in Back End section, considering the need for Server Side Render, vue/nuxt.js should be used in Front End.

Technical support will be provided for 12 months. It includes:

- Elimination of detected deficiencies after project submission;
- Downtime monitoring
- Program language updates (if required)

In the process of shortcoming elimination, the executor is obliged to communicate with all parties involved in problem-solving (server, 1TVPLAY, and LEPL Public Broadcaster team).

The Web services (Web Hosting), Web Broadcasting (Streaming), FTP Hosting platform Service and physical server rental service in the collocation zone is provided to the LEPL Public Broadcaster by the Tender NAT210022593 winner organization – LTD Expert Solutions Georgia.

LEPL “Public Broadcaster” will ensure connecting of LTD Expert Solutions Georgia and the tender winner organization, in order to provide the relevant services in the future.

Payment will be made within seven days following project completion, after signing the acceptance certificate. (No advance payment is needed in e-tender)

The financing source of the state procurement: 100% state budget funds (2022 funds).

### **Technical requirements for both legal entities and natural person:**

The bidder is requested to upload the following documents/information to the system:

A) The total price of the service should be submitted electronically signed (see Annex N1-price table) (non-performance will result in disqualification).

The tender proposal should reflect the unit and total price provided for by the Georgian legislation and all taxes and other expenses related to service activities).

B) The bidder must submit the resumes (CVs) of the working group, their portfolios with complete information of their experience (i.e. not only the job/position name but their brief description).

Table №1 - minimum requirements for the bidder's staff; the minimum number of staff.

<b>Staff</b>	<b>Number of positions</b>	<b>Experience (years)</b>
Project manager	1	3
Web Designer	1	3
Home Developer	1	3
Leading back-end developer	1	3
Back-End Developer	1	3
Leading Front-End Developer	1	3
Front-End Developer	1	3
Quality Assurance Tester	1	2

The head of the working group should have experience in creating a VOD platform and submit relevant information and/or documentation.

The bidder should submit an employment contract or agreement with the specialists listed in the table and/or other relevant documents to confirm that the bidder-presented specialists, within their competence and specialization, will perform the relevant work related to the delivery of the procurement item. In case of the specialist replacement, after signing the contract, the supplier should present a new candidate with at least similar experience and should be agreed in advance with the acquirer in writing.

C) The bidder should have experience in creating at least three platforms during the last two years, including one completed project of building a VOD platform \*.

\* - Ongoing and/or unfinished projects will not be considered as experience.

*The bidder's experience should be confirmed by following information:*

The bidder should present completed platforms with title, description, client name and contact information (address, phone, e-mail); the date of implementation (completion).

- The bidder is responsible for the information accuracy.
- The bidder should sign experience-related documents electronically and/or with a digital stamp.

To prove the work experience, the bidder should submit (upload copies of the relevant contracts/the document confirming the work completion (acceptance certificate, and/or other relevant documents) - if the bidder's one of the relevant documents of his experience is uploaded in the Unified Electronic System of State Procurement (<https://tenders.procurement.gov.ge/>) then the bidder can submit NAT, SPA, CMR and/or other relevant numbers.

D) The bidder should submit at least two recommendations issued after the project completion, indicating the name and description of the client and the project, the completion date and information about the obligations undertaken by the bidder. Letters of recommendation should be in Georgian language and/or translated into Georgian and notarized.

E) The bidder should submit the manager's full name, the contact person and the bidder's bank details if the bidder does not have the relevant information in his profile and/or is incomplete in the Unified Electronic System of State Procurement.

**Note:**

- All tender-related documents and/or information should be submitted in the Georgian language. Documents in foreign languages should be translated into Georgian and notarized.
- Documents and/or information (which requires signature) uploaded to the Unified Electronic Public Procurement System should be signed electronically by an authorized person or with a certified digital stamp, in line with the law.
- The bidder has no right to submit an alternative tender proposal.
- Confirmation of pricing adequacy. Article 18, Paragraph 6 of the Order N12 of the Chairman of the State Procurement Agency of April 14, 2017 “On the Approval of the Rules for Conducting Electronic Tenders” - If the bidder's final price is 20%(+) lower than the estimated cost of procurement item, he/she should prove the pricing adequacy within no more than five working days. It could be confirmed by expert opinion.
- Any interested person can request tender-related clarifications and additional information through the Question / Answer section in the Unified Electronic Public Procurement System, between the calls - Tender Announced and Acceptance Ended.
- Tender-related clarifications and additional information will be provided within a reasonable time, but no later than 2 hours before the Acceptance Ended call.
- Low pricing submitters will be provided with explanation/clarification within a reasonable timeframe, in a relevant tender section, between the calls - Selection/Evaluation and Award of Contract#
- Tender Commission member Giorgi Pirtskhalava (TEL: 2 40 91 45) will provide clarifications and additional information.