

Call for proposal for provision of

A PAY-TV Infrastructure

For a Joint Venture with Rwanda Broadcasting Agency (RBA)

Call for proposal

You are invited to submit a tender to provide a *PAY-TV Infrastructure* in joint venture with *RBA*.

By participating in this tender you are indicating your acceptance to be bound by the guidelines set out in this proposal. We provide below the key details of *RBA* requirements, which you should take into account in your response.

To simplify exchange of information regarding this Call for proposal please nominate a Bid Manager (together with their deputy) and their relevant contacts telephone and email addresses.

Please direct any questions regarding the call for proposal content or process to the email below. *RBA* reserves the right to disqualify and reject proposals from bidders who do not comply with these guidelines. All questions should be submitted in writing to the provided email.

Only communications made by your Bid Manager (or their deputy) to our named email will be taken into account during the pre-contract tender period.

As part of this tender process *RBA* makes no obligations in any way to:

- (i) pay any applicant for any Call for proposal response; or
- (ii) Partner with an incompetent Service Provider; or
- (iii)
- (iv) include applicants responding to this call for proposal, in any future invitation; or
- (v) any other commitment to applicants whatsoever.

I look forward to receiving your response.

Yours sincerely,

Name: Arthur ASUMWE
Title: Director General/RBA



Table of Contents

Call for Proposal	2
Introduction & Overview	7
Company background	7
Background to project	7
Timetable	7
Respondent Instructions	8
Response Guidelines	8
Proposal Assessment	9
Evaluation criteria	9
Commercial	9
Service capability	9
Long term roadmap proposals	9
Financial	9
Level of compliance with Call for Proposal	9
Briefings for unsuccessful participants	10
Service Level Agreement Metrics	11
Introduction	11
Service Level Details	11

1. Introduction & Overview

a. Company Background

Rwanda Broadcasting Agency (RBA) is the national public broadcaster with eight radio stations, two television channel and online platforms. RBA has a legal personality, administrative and financial autonomy, and is governed in accordance with Law N°42/2013 of 16/06/2013.

VISION: To be the leading and most trusted Media Company on all platforms

MISSION: To provide quality content that meets the needs of the audience and promotes cultural values, socio-economic development and citizen participation.

b. Background to the Project

RBA is currently running on DVB-T1 and DVB-T2. Therefore, in the process of complete migration to DVB-T2, RBA has considered provision of PAY-TV services throughout Rwanda. Currently, RBA hosts 13 TV channels and 2 Radio Channels. To this end, there may be changes to the strategic *and/or* operational processes regarding how RBA meets *TV digitalization* requirements for the organization. This has led to the release of the Call for Proposal to enhance the distribution of Content and its Infrastructure upgrade. Following this process, RBA may approve the successful applicant regarding *the provision of an infrastructure for PAY-TV services*.

The project aims at partnering with a complementary service provider to join capacity & deliver a state of the art pay-tv service for the public.

2. Timetable

General	Description
Deadline for submissions	45 days from publication date
Evaluation of Applicants	Presentation to RBA evaluation team shall be done within 15 working days after the submission deadline.
Email copies of this document	Email: dttbusiness@rba.co.rw
Questions	Questions arising from this document should be addressed to the provided email until a day before the deadline for submission of proposals

Presentation by the successful Applicant	Within 5 working days after evaluation
Request for clarifications by RBA	From start of evaluation to end of evaluation

3. Respondent Instructions

This section provides detailed instructions to be followed in responding to this Call for Proposal. Included are Response Guidelines and *RBA* Contact Information.

a. Response Guidelines

You will be required to submit a written proposal as part of the response. You should submit an electronic document to the email address mentioned above, which should be labeled clearly. The proposal should respond to all components set out in this document.

RBA reserves the right to disregard any response submitted after the timetable deadline. You are expected to supply all required information.

Any assumptions used in preparing responses should be clearly stated. Any appropriate supporting documents e.g.; maps, brochures, organization charts, etc. should be included.

Questions relating to clarification of the Call for proposal will only be accepted in writing through the channels mentioned above. Likewise, all responses from *RBA* will be written and may also be made available to other applicants (subject to confidentiality) through same channels earlier mentioned. In the event that any answer materially affects the Call for Proposal specifications, an amendment to the original requirement will be escalated to all applicants. *RBA* will attempt to answer any question within 3 working days of receipt of that request; otherwise it will respond within that timescale notifying you of the estimated time to obtain the information.

RBA reserves the right to modify the provisions of this Call for proposal at any time prior to the scheduled date for written responses. Additional scope and requirements can be added. Notification of such changes will be provided to all applicants and may result into extension of submission deadline.

By submitting a response, you are committing that you understand the requirement and have sufficiently addressed all aspects of the call and information contained within the data room and that you have checked all stated details to be correct and as intended.

All information supplied by *RBA* in this call to date, and any further information supplied during this call for proposal process is subject to confidentiality.

b. Key deliverables for the successful applicant in joint venture with *RBA*

1. The successful applicant shall enable the newly formed Pay-tv Service applicant to have head offices in Kigali in order to provide viable pay television services on DVB-T2 platform in a number of cities in Rwanda, starting with the Capital City, Kigali.
2. The Service Provider shall have terrestrial bouquets, each comprising of a selection of both pay television and available free to view channels.
3. In order to receive and view the services to fixed devices, a subscriber must require only the use of an UHF outdoor antenna, a Set Top Box (STB) or Digital TV set and payment of subscriptions for a bouquet of their choice via existing mobile systems or bank transfers in Rwanda.
4. The Partner shall install and operate multiplex, conditional access (CA), Electronic Program guide (EPG) and Subscriber Management System (SMS) (this is in combination of *RBA*'s existing capacity in addition of the successful applicant's added value chain.)
5. Operate platform for interactive and added value services i.e. Video on Demand, pay per view, messages service, Replay, Content and Geo related Advertising etc.
6. Handle all issues pertaining to customer services including provision and installation of the Set Top Boxes (STBs).
7. Deal with issues pertaining to sales, promotion and marketing of the services.
8. Assess the existing infrastructure and advise the way forward to meet the terrestrial bouquet requirements

4. Proposal Assessment

a. Evaluation Criteria and Process

A set of detailed evaluation criteria has been prepared by *RBA* for the evaluation of every Submission. Within each stage an initial evaluation will consider whether or not every instruction and requirement contained within the Call for proposal has been fulfilled.

The evaluation criteria will be based upon some or all of the following aspects of the applicant's proposals in (not in order of significance):

b. Commercial

- i. Competitive price
- ii. Sense of the market
- iii. Management for both Human Resource and Network

c. Service Capability

- i. Content Aggregation and Ingestion to RBA DVB-T2 systems
- ii. Ready to launch HbbTV Offering
- iii. Content Encryption and Protection against Piracy
- iv. Customer Management System
- v. FTV Bouquets
- vi. PPV Packages for Sport and Entertainment
- vii. PAY-TV (Weekly, Monthly, Quarterly) Subscription Model
- viii. Local Content providers integration on the network
- ix. Cardless CPE

d. Long term roadmap proposals

- i. Innovation and added value
- ii. Strategic fit that corresponds to the applicant's capital investment
- iii. CSR strategy (giving back to the community)

e. Level of Compliance with Call for proposal

- i. Understanding of all parts of the Call for proposal
- ii. Proposals / bids provided are in accordance with the Instructions
- iii. Adherence to the timescales to send back responses

You are reminded that throughout the process *RBA* will continually assess all contact with the Partners organizations including compliance to the process, presentations and on-site representatives. *RBA* reserves the right at its sole discretion to disqualify

without further consideration any submission that does not satisfy this basic requirement.

5. Briefings for Unsuccessful Participants

RBA intends to offer a feedback session to every applicant submitting an unsuccessful proposal through email.

Service Level Agreement Metrics

1. Introduction

This Service Level Agreement or SLA is intended to form the basis of the service level negotiations. It defines the service levels that need to be agreed with the successful applicant and will be the foundation of the core SLA's during the term of agreement. It also highlights some of the roles and responsibilities of the participant, *RBA* and other third parties contracted to *RBA*.

2. Service Level Details

Key components of the SLA will include:

- A set of key requirements around timeliness and accuracy of the major service elements;
- A number and frequency of management reports;
- Key performance indicators (KPIs) which accurately measure adherence to the SLA;
- A service credit process which serves to encourage performance in line with the service standards
- The service level requirement should be specific i.e. Content Distribution Infrastructure availability should not be less than 99% per year.
- The service level requirements are not targets; they are minimum requirements that should always be achieved.
- *RBA* & the successful applicant must jointly audit the service level statistics at any time.
- The consequences of non-performance to the SLA shall be available in an appendix to the SLA signed by both *RBA* and the partner.
- Both *RBA* and the partner will manage SLA.

3. Conclusion

While awaiting your Proposal, we thank you for your patient review of requirements and welcome you to apply and possibly partner with us as we provide quality content that meets the needs of our audience.

To the successful applicant, we promise you unlimited support, utmost good faith and partnership

-Ends-