

QUESTIONS AND ANSWERS 1

OF FEBRUARY 14, 2025 ON THE TENDER FOR A VOD/OTT PLATFORM

THROUGH THE OPEN PROCEDURE WITH REFERENCE NUMBER TN-505894

Question 1:

The ESPD (UEA) doc published on TenderNed is in Dutch. Is it ok to translate it into English, add responses and submit that English version?

Answer 1: Yes as long as the translation is 100% accurate when it comes to the applicable exclusion grounds listed in the Dutch version of the ESPD.

Question 2:

The contract template on Annex 2 A will need to be reviewed and filled in. Will any questions about it need to be addressed to aanbestedingen@omroepbrabant.nl directly?

Answer 2: Yes. For your information: the contract template will be made compliant to the winning tender after the preliminary contract award but prior to the final contract award. If and when Omroep Brabant and the winning tenderer cannot agree on the to be signed contract, Omroep Brabant will be entitled to terminate the preliminary contract award and issue a preliminary contract award to the second tenderer (and so forth).

Question 3:

Where would all invoices need to be addressed to?

Answer 3: facturenfacilitair@omroepbrabant.nl

Question 4:

Appendix 2C: regarding data protection, it needs to be reviewed and filled in. Will any questions about it need to be addressed to aanbestedingen@omroepbrabant.nl directly?

Answer 4: Yes answer 2 also applies to Annex 2C. Annex 2B will not be modified.

Question 5:

Appendix 1: Please could you explain the mechanism for scoring the delivery of services, who would need to complete this?

Answer 5: As stated in paragraph 5.3: “The evaluation methodology is **price minus quality**. The tender with the lowest theoretical Euro value will be deemed the Most Economically Advantageous Tender (MEAT)”

Based on a maximum tender price of Euro 150.000 (annual costs) plus Euro 20.000 for the one time implementation costs (together Euro 170.000) minus the preferences offered by tenderer establishes the theoretical Euro value of the tender (MEAT).

Question 6:

Appendix 1: please could you clarify the meaning of "Pirce Preference" 1-5 [*e.g: Preference 1: Yes/no (value Euro 15.00)*] ?

Answer 6: Tenderer shall indicate (either Yes or NO) if a preference is offered. Depending on the number of preferences offered, tenderer shall calculate the total Euro value of the preferences offered.

Question 7:

Please describe service monetization model (e.g AVOD, SVOD, TVOD, Live/Linear TV etc).

Answer 7: Brabant+ is a streaming service that offers users unlimited, ad-free access. In the future, it is not excluded that AVOD will be used to generate revenue. We are currently limited by the media law in the Netherlands (Omroep Brabant is a publicly funded regional public broadcaster).

Question 8:

Please indicate number of active users; please include split between anonymous, registered and paying users (if applicable).

Answer 8: Not applicable because at this time there is no paid model in place and all users are anonymous.

Question 9:

Please indicate average monthly number of minutes video viewed per user.

Answer 9: We presently do not measure this. If so desired we can share other metrics that provides more insight on the current usage.

Question 10:

Please indicate what could be reused from the existing service (design, front end code, backend system config, integrations).

Answer 10: The existing design must be adopted one-to-one in the new service. There is no possibility to transfer code or integrations from the current platform to a new service provider.

Question 11:

What service operations after launch will be run in-house by your company and which will you require on going assistance with?

Answer 11: Content production, app configuration and app publishing are the primary responsibility of Omroep Brabant. Tenderer's sole obligation is to provide support for troubleshooting, ensuring platform availability and resolving disruptions. In addition thereto, we expect an advisory role of tenderer to proactively identify opportunities based on functionalities Omroep Brabant has not as of yet implemented.

Question 12

Please list all content types and content providers for the service.

Answer 12:

Current service provider Blue Billywig

Video clips (including CDN);

Live video;

Playlist information.

Omroep Brabant

EPG information via XML;

Live feed via XM.

Current service provider Applicaster

All assets that are used for the user interface.

Question 13

Does the content need to be geo-blocked? If so what is the geo blocking requirement for the solution?

Answer 13: Not relevant because geo-blocking is done via service provider Blue Billywig.

Question 14

What is the source formats for the content? (packaging, size, length and mb/s)

Answer 14: This process is entirely managed by the Blue Billywig platform. The source material is in MXF format, which the platform converts to MP4 before delivering it to the CDN platform. We use an M3U8 container that supports multiple resolutions (1920x1080, 1280x720, 768x432, 512x288). The

file size, length, and MBs may vary.

Question 15

Who will be responsible for encoding?

Answer 15: Service provider Blue Billywig.

Question 16

How many live channels and/or content titles will the platform need to support? (per week if possible)

Answer 16:

1. live television stream, 24/7;
2. live visual radio stream, 24/7;
3. several livestream events throughout the year for news events. These cannot be predicted but approximately six (6) in total.

The amount of content titles changes by the day. Users can stream approximately 200 titles at this moment.

Question 17

Please detail if you have preferred solution for CRM or Customer Support System.

Answer 17: This question is not relevant for this tender.

Question 18

Do you have any concerns with Cloud based infrastructure and solution partners for your service? Consider that the cloud infrastructure may be deployed out of country in some cases.

Answer 18: Since only public content will be posted on the platform, there are no concerns about this as long as the cloud infrastructure is within the EER or complies with:

https://commission.europa.eu/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en

Question 19

Please detail if you have preferred partner(s) for CDN.

Answer 19: Yes, using the CDN of Blue Billywig CDN is mandatory (requirement 13). Tenderer does not need to provide CDN services.

Question 20

Please detail if you have preferred partner(s) for Payment Gateway

Answer 20: We have no preference for a partner for the payment gateway. There are currently no plans to facilitate subscriptions to users in the (near) future.

Question 21

Please detail if you have preferred partner for Advertising Network

Answer 21: At this moment, the platform does not contain any advertisements. Should this change in the future, OptOut Advertising is the expected preferred partner.

Question 22

What is the launch priority of above devices? Which will be launched in Phase 1, Phase 2, etc.

Answer 22: We cannot follow the reference to "above devices." The service is currently available on the specified platforms in the tender documents. Omroep Brabant seeks uninterrupted service across all platforms.

Question 23

Smart TV application: what manufacturer devices and year ranges, should be supported?
What feature set should be available on this device platform?

Answer 23: All functionalities are described in the selection guideline, including additional features for mobile devices.

Question 24

Web portal: what feature set should be available on this device platform?

Answer 24: Within the current service provider (the web module) it is possible to build a page from scratch. This is done with existing elements of the current service provider and can fully be configured by Omroep Brabant.

Question 25

Does the solution require integration with social networks that is non-authentication related? e.g. sharing content to social network.

Answer 25: See Requirement 31; this requirement also applies to the web pages.

Question 26

Does the solution require parental control? If so please elaborate on the requirements

Answer 26: Yes, please refer to the amended requirement 31.

Question 27

Is multi-country support required? (Different content and packaging for users in different countries).

Answer 27: No, usage of the platform shall, at least, be possible in the English language.

Question 28

Will multi – language support be required in the user interface? If yes, which languages?

Answer 28: Yes, it should at least be in the English language.

Question 29

iOS and Android mobile application: what screen sizes, resolutions and OS versions are required?

Answer 29: iOS is currently supported starting from version 13 and Android from version 7. All phones that support these OS-versions should be able to run Brabant+ as well.

Question 30

Does the solution require content statistics reports? If so, please elaborate on requirements?

Answer 30: For providing statistics, an integration/connection with PIANO internet is needed (requirement 14). The platform itself does not need to provide statistics to Omroep Brabant.

Question 31

Requirement 4: Can you provide an exclusive list of required configuration adjustments, supplemented with a configuration list of 'nice to have's'?

Answer 31: All required features listed in the adjusted selection guideline need to be offered. Additional features are welcome (nice to have) but not mandatory. The selection guidelines has been modified to provide sufficient details towards this request.

Question 32

Requirement 5: Through which means should the platform be customizable? Should this be with a separate CMS (outside of Blue Billywig), or should it leverage capabilities of BBW to provide different UX options?

Answer 32: The solution must have the capability to configure the apps and website in their entirety, in accordance without supplier intervention. This can be part of the delivered platform or through a separate CMS. The content is managed by Blue Billywig, including the creation of lanes and playlists.

Question 33

Requirement 10: Can you provide more specifics of how this will be measured? Reasoning: there are a lot of things at play that influence this behaviour (internet connection stability and speed, type of device).

Answer 33: We conduct performance testing throughout the year, assuming an average user in these tests, based on an internet connection of 100 Mb/s.

Question 34

Requirement 12: Should those debugging mechanisms be exposed for employees of Omroep Brabant to be used, or only for use by the developer of the platform?

Answer 34: Since the apps are published without supplier intervention, a check by tenderer must be performed for configuration errors. If any errors are detected, an automatic notification must be generated towards Omroep Brabant so the errors can be corrected before the app is submitted to the app stores. Any errors in the underlying code do not need to be visible to Omroep Brabant but must be accessible to the platform developer of tenderer.

Question 35

Requirement 13: Will the user interface (e.g. playlists, swimlanes, grids or rows) be driven by Blue BillyWig, or should this be configurable from a different, separate CMS?

Answer 35: See answer 31.

Question 36

Requirement 15: Should this implementation use a pre-existing third-party, or can this be decided by the platform developer?

Answer 36: This can be determined by platform developer of tenderer.

Question 37

Requirement 16: Will the information of the video to be played next, be available through the Blue BillyWig system?

Answer 37: The platform developer of tenderer may determine how the functionality is implemented and may use the capabilities of the Blue Billywig platform, but this is not mandatory.

Question 38

Requirement 18: Which party will provide the EPG data to be displayed to users? Is this information available as-is (with a direct API connection), or should this be made available through the platform developer?

Answer 38: The EPG information is provided by Omroep Brabant in the form of an XML file, which must be processed within the platform by the platform developer of tenderer. A sample XML file has been published in TenderNed as **Appendix 4**.

Question 39

Requirement 19: Which types of content should the end user be able to add or remove to favorites? Should a separate 'favorites' page be required to maintain favorites?

Answer 39: An end user should be able to add programs to favorites. Marking a program as favorite can be done on the program page. There also is a favorites page - this is a page that lists all programs marked as favorite. A program can be removed from the favorites list by the user while browsing this favorites pages. A program can also be removed from the favorites list on the program page itself.

Question 40

Requirement 22: Will Blue Billywig expose advanced search API endpoints to be used for executing the search?

Answer 40: Yes, Blue Billywig will expose the search API endpoints that are necessary for the desired search options.

Question 41

Requirement 23: Should a pre-existing third party be used for this integration? If yes, which?

Answer 41: No, it is up to tenderer to determine how this requirement is met and implemented.

Question 42

Requirement 25: Should the live streaming functionality offer the capability to users to fast-forward and/or rewind in the live video content? If yes, will Blue Billywig facilitate the technical video capabilities for this functionality?

Answer 42: This feature is not currently included in the OTT-platform. If this changes in the future, Blue Billywig should be able to handle this.

Question 43

Requirement 31: Could you detail how content should be shared on mobile (link only, text and link,

image, ...)? Should the mobile application implement functionality to deep link into the specific content if linked from a social media post?

Answer 43: Content sharing should utilize deep linking. When the URL is shared on social media, the program's thumbnail shall be displayed. However, if the URL is shared via email, displaying the thumbnail is not necessary.

Question 44

Requirement 33: Could you provide a full list of existing IT systems and integrations, documentation for how to integrate them and what the specific integrations should be?

Answer 44: Paragraph 2.2 of the selection guideline lists the required interface. For your convenience: below are links to the suppliers' API's. It is important to note that all metadata (including links to the media) is provided by Blue Billywig.

Blue Billywig: <https://support.bluebillywig.com/sapi-reference-guide/overview-api/>

Piano Internet: <https://analytics-docs.piano.io/en/analytics/v1/>

EPG Additor: the xml published as Appendix 4 in TenderNed.

Question 45

Requirement 35: How is Omroep Brabant going to designate users as a 'Key User', and can Omroep Brabant explain how it expects the testing to occur (who will facilitate what)?

Answer 45: Key users are employees of Omroep Brabant who receive a beta test version of the app. They provide feedback on the app and website, which is then incorporated into the configuration. Tenderer must provide the test versions so that Omroep Brabant can distribute them.

Question 46

Several requirements in the tender seem extremely specific. Could Omroep Brabant confirm that these requirements are indeed market-conforming and that multiple parties would be able to meet them

Answer 46: Yes, based on an extensive analysis during the IBC 2024 it became clear that all requirements listed in the selection guideline can be offered by several service providers.

Regarding the interfacing with Blue Billywig, the requirement is to use our existing CDN and OVP, which we also use for other online services within the organization, so that content (video and metadata) does not need to be stored in multiple locations. The integration with Piano Internet stems from a collaboration with other regional broadcasters, all of whom use the same platform.

Question 47

In Requirement 1, the apps must be available before November 1, 2025. However, Requirements 13 and 14 specify that integrations with Blue Billywig and Piano must be realized by July 1, 2025. Could

Omroep Brabant clarify the rationale behind these different deadlines, and is there any flexibility in the proposed timeline?"

Answer 47: Omroep Brabant wants to ensure that the streaming service continues to function uninterrupted and understands that implementing interfaces is often complex and requires thorough testing. Also we are expecting long waiting times to get the apps approved by television manufacturer. We acknowledge that four months is a long period and therefore moved the deadline to **august 1st 2025**.

Question 48

If Omroep Brabant requires new features or integrations not on the current roadmap, what is the typical turnaround time Omroep Brabant expects?

Answer 48: Features listed in the selection guideline but not yet on tenderer's roadmap must be available by August 1 at the latest. Since we are opting for a no-code platform, we expect tenderer to develop the platform in line with market standards. We want the ability to submit requests; however, there is no fixed timeframe for their implementation.

Question 49

Requirement 18: What is the EPG provider/source?

Answer 49: See answer 44.

Question 50

Requirement 13: Can we get access to the documentation for Blue Billywig Video?

Answer 50: See answer 44.

Question 51

Requirement 2: Is a non-exclusive license acceptable, and does this mean we are not required to provide the source code?

Answer 51: A non-exclusive license is allowed. The requirement to provide the source code has been deleted. The selection guideline has been adjusted accordingly.

Question 52

Do we have to use Applicaster, or can the proposal cover everything without further use of Applicaster?

Answer 52: It is – of course - not mandatory to use Applicaster as long as all required functionalities are provided by tenderer.

Question 53

Could you please provide details about the scale of the service: the number of live channels, the number of VoD materials, the number of monthly active users, and the number of events per year?

Answer 53:

Livestreams:

1. live television stream, 24/7;
2. live visual radio stream, 24/7;
3. several livestream events throughout the year due to news events. These cannot be predicted but approximately six in total.

Number of VOD titles:

1. around 200 titles, but this number continues to grow.

Users

1. 600 to 1000 users a day;
2. 25 to 50 at the same time on average.

Question 54

Are DRM solutions required?

Answer 54: Not relevant because DRM is handled by Blue Billywig.

Question 55

Is NVR functionality supported by the VDP?

Answer 55: No.

Question 56

Does Omroep Brabant want to add apps for other platforms or devices in the future?

Answer 56: At this moment, there are no plans for expansion. Depending on the popularity of (new) platforms, they may be considered for future expansion. At the same time, if certain platforms lose their popularity, Omroep Brabant should be able to terminate their usage.

Question 57

Amazon FireTV is not mentioned in this tender, but you list it here:
<https://www.omroepbrabant.nl/brabantplus-faq>. Is FireTV out of scope?

Answer 57: Amazon FireTV is out of scope for the time being.

Question 58

Should the webbased version also work on the browser of Samsung and LG TV's?

Answer 58: No, the desired situation is for users to be redirected to their television's App Store.

Question 59

Requirement 2: Do you currently own the property rights of the apps as you describe in requirement 2.

Answer 59: The question is not relevant for tenderer that wants to submit a tender.

Question 60

Requirement 2: Can you explain your goal and reference this to specific Arvodi clauses?

Answer 60: Annex 2B are the standard terms and conditions (ARBIT 2022) applicable to the contract. There will be no modifications thereto. The reason being is to align all IT-contracts of Omroep Brabant when it comes to the standard terms and conditions.

Question 61

Requirement 2: Would you like to own (intellectual property) the compiled code (APK, App binary, etc) or you also require the intellectual property rights on the source code that would allow you to alter the apps without the platform?

Answer 61: No, see also answer 51

Question 62

Requirement 2: We suggest that you change this requirement in a license agreement: "xx hereby grants Omroep Brabant an unlimited license to commercially and non-commercially use, reproduce, communicate to the public, make available and adapt both the source code and object code of the Software, for which purpose Omroep Brabant may retain copies of the Software. The license is worldwide, perpetual, irrevocable and transferable.

Answer 62: See answer 51

Question 63

Requirement 5: Can you specify the standard templates you expect to be available?

Answer 63:

There are no standard templates. However, as described in document Appendix 3 of the selection guideline dated 14 February 2025, there are building blocks with different presets. These presets are a first step in how content can be displayed within the platform, but steps are needed to eventually translate the display and positioning into our own layout. This is also the desire, we do not want to be limited by only being able to work from standard templates.

Question 64

Requirement 4: Can you explain the type of configuration adjustments you would like to make and how often you expect them to make (and made them in the past 12 months)?

Answer 64: See Appendix 3 of the selection guideline dated 14 February 2025. The team of Brabant+ makes adjustments whenever suitable.

Question 65

Requirement 4: We suggest that you specify the configuration adjustments you require from a web interface you can operate, and drop the very generic requirement of a 'no-code solution as it can mean very different things to different people and - in the end – all (no-code) platforms have certain limitations.

Answer 65: See Appendix 3 of the selection guideline dated 14 February 2025

Question 66

Requirement 13: Can you explain what these requirements entail?

Answer 66: See answer 44. All functionalities need to comply with these requirements.

Question 67

Requirement 13: Is it an option or requirement to use the Blue Billywig player in the proposed solution?

Answer 67: Yes, this is an option. Another player is allowed as long as there is no loss in functionality, availability, performance and stability.

Question 68

Requirement 13: Is support for Airplay and Chromecast a requirement for the iOS/Android apps?

Answer 68: Yes, this is a requirement. The selection guide is adjusted accordingly.

Question 69

Requirement 14: This is not reasonable as it suggests that we are not allowed to work on the integration after we win the tender. Please drop this sentence in the requirement.

Answer 69: We will adjust and clarify this requirement. It applies only to the features that are part of the delivered OTT platform. Naturally, integrations and configuration work may still be carried out. The selection guide is updated accordingly.

Question 70

Requirement 15: Could you explain this functionality as it (the name) seems to relate to a specific Appicaster feature and not to a generic feature commonly seen in (TV) apps.

Answer 70: A Smart app rater is a tool or feature within an app that collects user feedback and encourages users to rate the app. This can help generate more and better reviews in the app stores, increasing the app's visibility and credibility. It only applies to iOS and Android.

Question 71

Requirement 15: Could you refer to an existing app in the app stores that uses this functionality as you expect it to work?

Answer 71: Please take a look at <https://apps.apple.com/nl/app/videoland/id1570409180>

Question 72

Requirement 15: Where does the data need to be send/stored?

Answer 72: Where the data is stored depends on how tenderer implements the feature. If it is part of the platform, it must be visible in the platform's web portal. If this functionality is made available through a **third-party application**, it must be displayed within that application. When a third-party solution is used, it must be included in the tender price.

Question 73

Requirement 15: If you cannot explain the above questions in detail, we suggest dropping this requirement.

Answer 73: In the opinion of Omroep Brabant, this is a widely used functionality; therefore, the requirement will therefore not be removed. It only applies to iOS and Android.

Question 74

Requirement 22: Can you explain what is meant by advanced? What are the minimum requirements in this respect? And how does it compare to the current search interface of the Brabant+ apps?

Answer 74: The Minimum requirements must match the current search module on Brabant+. In other words, the ability to search using partial program and series names

Question 75

Requirement 23: Is this functionality required on all platforms? Do users need to register to use this service?

Answer 75: This functionality shall be available on all platforms, but it must be possible to send messages to specific platforms. User registration is not required to access this service, as the messages sent are generic and applicable to all users.

Question 76

Requirement 23: Can you please add links to apps that are available in the Dutch appstores that have this functionality implemented in the way you envision this.

Answer 76: For instance, the omroepbrabant.nl app and website:

<https://apps.apple.com/nl/app/omroep-brabant/id421375755>

Question 77

Requirement 23: We suggest to drop this requirement and make it a preference.

Answer 77: The suggestion is rejected (requirement 23 is not modified).

Question 78

Requirement 24: What is the source of this data (user preferences, context, viewing history and content popularity)?

Answer 78: This requirement is deleted (already a preference).

Question 79

Requirement 24: Do you expect the service provider to provide an identity system for registration and login?

Answer 79: No, Omroep Brabant does not require the tenderer to provide an identity system for registration and login.

Question 80

Requirement 24: To calculate the costs we need to know or limit the number of active users (per month) of the apps, as high-quality (personalised) recommendations per user require computing

power and are relatively costly.

Answer 80: Since it is not part of the assignment, this question is not relevant (see answer 79).

Question 81

Requirement 28: Can you explain the workflow of sending personalized notifications to users?

Answer 81: Requirement 28 has been omitted. The question is therefore no longer relevant.

Question 82

Requirement 28: Do you expect the service provider to provide an identity system for registration and login?

Answer 82: Requirement 28 has been omitted. The question is therefore no longer relevant.

Question 83

Requirement 28: Can you reference an iOS and Android app that implemented this feature how you would like it to work?

Answer 83: Requirement 28 has been omitted. The question is therefore no longer relevant.

Question 84

Requirement 29: Maybe you can rephrase this requirement in a way that describes the 'what' you would like to archive instead of a specific 'how'. This allows the service provider to find the best implementation for the 'what'

Answer 84: The client aims to achieve the same user experience across its apps, which is why this requirement is described in such detail. Moreover, this approach is common in similar apps from broadcasters. Therefore, we will not adjust the requirement.

Question 85

Requirement 29: How quickly (for example average x seconds) do you expect the data to become available for the user after publication in the Blue Billywig OVP?

Answer 85: The data must be available to users within a maximum delay of 60 seconds after publication in the Blue Billywig OVP.

Question 86

Requirement 31: Which social media do you want to share content to?

Answer 86: At least X, Facebook, WhatsApp and LinkedIn.

Question 87

Requirement 33: Please specify or provide more information on the existing IT environment and the other systems used within the organization that the streaming service shall be compatible or integrated with?

Answer 87: See answer 44.

Question 88

Requirement 34: How many participants do you expect to take part in this training program?

Answer 88: Four (4) colleagues will participate in the training. If necessary, they will train the other colleagues at Omroep Brabant.

Question 89

Requirement 39: What is the current SLA with Blue Billywig?

Answer 89: Since the providing the Blue Billywig platform is not part of the assignment, this question is not relevant. Tenderer shall ensure that the service they provide complies with the tender it submitted which will also be implemented in a service level agreement based on ARBIT 2022.

Question 90

Requirement 39: Can the supplier of the streaming service also contact them (Blue Billywig) directly in the case of debugging issues?

Answer 90: Yes.

Question 91

Requirement 43: How does this relate to Requirement 4? What type of changes are part of Requirement 4 and what type of changes are part of requirement 43?

Answer 91: This concerns changes we want to make to the platform that are configurable but where our knowledge proves to be insufficient. For example, we may want to add a new element via the platform but encounter issues with the configuration. Therefore, it does not involve changes to the platform's functionalities, as those follow the tenderer's roadmap.

Question 92

Requirement 44: Are you aware of the upcoming European Accessibility Act (EAA) and the related WCAG 2A(A) guidelines? Do the TV apps need to be compliant or only the website and mobile apps?

Answer 92: No, only the mobile apps shall be compliant with het WCAG 2A (A) guidelines. The requirement is added to the selection guidelines.

Question 93

Requirement 43: Does the vendor need to pay for the WCAG2 audit, or do you pay for it?

Answer 93: Please study the ARBIT 2022 clauses.

Question 94

Requirement 44: Will you provide written consent to allow the processing of all user data outside EEA?

Answer 94: See answer 18

Question 95

Requirement 45: Is this a requirement for all of the service providers used to deliver to service?

Answer 95: Yes.

Question 96

Requirement 45: Does 'compliance' mean the company has a valid ISO27001:2022 certificate?

Answer 96: Yes.

Question 97

paragraph 3.9: How are the preferences evaluated and rated? What criteria do you use?

Answer 97: See answer 5.

Question 98

Preference 4 seems to be the same as requirement 17. Is this correct?

Answer 98: No this is not correct, requirement 17 concerns resuming an episode on the same device, while preference 4 pertains to resuming playback across different devices using a login.

Question 99

Some monetisation features require additional backend services and integrations with payment gateways and payment methods. We have those pre-integrations, but those providers charge additional costs. The way the tender is written doesn't make clear whether these (third-party) costs are included or excluded when offering this preference. A common business model is to pay a fee per (monthly) transaction or per monthly active user. Without expected (or limited) users in the tender, it is not possible to include this preference in the pricing. We suggest that you allow us to specify additional costs for the preferences in the proposal.

Answer 99: The delivery of third-party systems and integration for monetization is not part of the assignment or price evaluation.

Question 100

Paragraph 5.2: Asking for a reference with all requirements is unreasonable. The reference must integrate with Blue Billywig, Applicaster, and Piano, which is very specific and not probable for a company other than the current service provider(s). In addition, your own Brabant+ apps also do not comply with all (at least 4 out of 13) functional requirements.

Answer 100: The reference pertains to the delivery of a no-code platform capable of configuring the complete layout for TV and mobile apps, as well as a website, to provide a streaming service on the specified platforms. Naturally, the reference does not need to include an integration with Blue Billywig and Piano Internet, as one of the requirements is to implement these by August 1st (previously July 1st). The selection guide has been adjusted accordingly.

Question 101

Thirdly, only Applicaster can 100% guarantee that the apps will be available in the store before 1 November (Requirement 1) because their Brabant+ apps are already available. Specifically, Samsung and LG have long certification processes that can take 2 - 6 months. Apps can also be rejected for content reasons (metadata incorrect, legal reasons, audio of a video is missing, or ads don't properly show in an ad-based app). App store submissions are a joint effort between the service provider and Omroep Brabant. We are concerned that only Applicaster or Blue Billywig can win the tender. How does this relate to creating a level playing field for providers?

Answer 101: We highly value a fair and transparent procurement process in which all providers have equal opportunities. Our priority is to ensure uninterrupted streaming services and a smooth transition to the new solution.

For the apps on iOS, Android (phone and tablet), tvOS, and Android TV, no deferment is allowed. These apps must be available in their respective app stores from the start of the service.

For TV apps (such as Samsung and LG), we acknowledge that the certification process on these platforms can introduce uncertainties and may cause delays. Therefore, deferment is permitted; however, no additional fees will be due, and costs for these platforms may not be charged until the apps are available. If for instance one of these apps is not available in time, 1/6 of the bid price may not be charged until the app become available.

By implementing these measures, we ensure that no provider gains an unfair advantage through an existing presence in any app store, while guaranteeing a seamless transition for both the provider and end users.

Question 102

Will the new vendor be required to migrate existing users or viewing history, or will this start fresh?

Answer 102: Because all content is managed in the Blue Billywig OVP and the viewing statistics are handled in Piano Internet, no content migration is required.

Question 103

Can Omroep Brabant confirm that the apps and configurations will remain their property upon contract award?

Answer 103: Yes, but for a limited period, namely until November 1, 2025.

Question 104

Would there be any restrictions on [name tenderer] using its existing technology framework?

Answer 104: Yes, the applicant must use Blue Billywig's OVP, where the content is managed along with the lanes and playlists. In addition, it is mandatory to use the CDN provided by Blue Billywig.

Question 105

Are there any expected regional content restrictions or geo-blocking requirements?

Answer 105: See answer 13.

Question 106

Is there any language-specific requirement for the helpdesk team (e.g., only Dutch-speaking)?

Answer 106: Yes, only having a Dutch- or English-speaking helpdesk team is permitted. Requirement 38 has been modified accordingly.

Question 107

There is a requirement for allowing SSO users (other user accounts login). How many users are expected? Will all the SSO logins follow the same integration process?

Answer 107: There is no requirement for SSO users.

Question 108

Does Omroep Brabant require DRM (Digital Rights Management) for content protection

Answer 108: See answer 54.

END OF QUESTIONS AND ANSWERS OF FEBRUARY 14, 2025