



REQUEST FOR INFORMATION

# UEFA National Associations Match Video Distribution and Storage

**THIS IS A REQUEST FOR INFORMATION (RFI) ONLY.** This RFI is issued solely for information and planning purposes – it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit UEFA to contract for any supply or service whatsoever. Further, UEFA is not at this time seeking proposals and will not accept unsolicited proposals. Responders (“Company” or “Supplier”) are advised that UEFA will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested party’s expense. Not responding to this RFI does not preclude participation in any future RFP, if any is issued.

### Introduction

**UEFA as the European Football governing body is in charge of providing support to its affiliated members, the 55 National Associations (NAs). When it comes to IT matters, we have started to build a “UEFA Approved IT Solutions & Services Catalogue” with the aim to facilitate NAs choice when looking to replace or implement new IT solutions and services. With this RFI UEFA would like to identify solutions and services which could be added to this catalogue in case a successful pilot phase between a Supplier and a NA can be completed.**

**Through an audit conducted in our 55 NAs, UEFA has identified a potential opportunity for Suppliers to provide several NAs with solutions to store and share their own videos, and to publish live video content of their own games for which they have the broadcasting rights (i.e. men / women domestic leagues, cup competitions, youth National Team matches, etc.). These B2B and B2C needs are supporting UEFA’s willingness to coordinate and centralize the needs of our NAs to support the evolution of football, to engage with the football stakeholders, to increase the participation and boost revenues.**

**In addition, a recent survey of our National Associations showed that only a few percent of all the games are recorded - mainly in the top divisions. When it comes to lower leagues, women’s football, grassroots or futsal matches, we have identified a huge potential to increase the coverage and exposure of football games.**

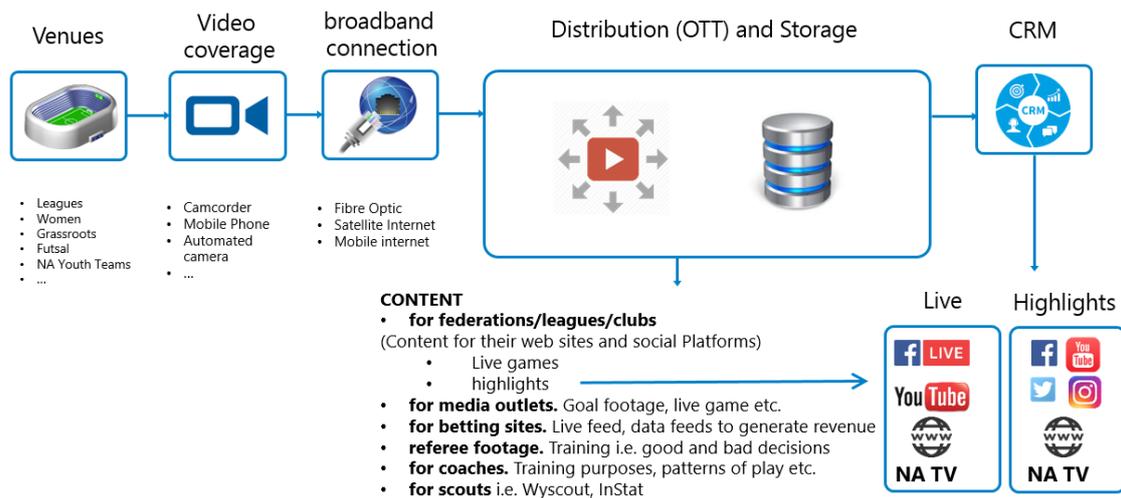
### Purpose of the Request for Information (RFI)

With this RFI UEFA would like to understand what the current market capabilities are, what existing off-the-shelf (OTS) products could deliver the required functionalities and expose our NAs a choice of Suppliers which could supply solutions to fulfil their specific needs. In case of interest from one or several NAs and to assess the viability of the model proposed by the Supplier, it could be possible that one or several pilots are launched in agreement with the Supplier and the interested NA(s).

## UEFA RFI – National Associations Match Video Distribution and Storage

UEFA would like also to understand what technical and business models Suppliers can provide to support the NAs in the production, distribution, storage, engagement and monetization of the matches under their auspices. UEFA is fully aware that it is possible that no Supplier can provide all the services in a single package, therefore a Supplier can answer to this RFI even if it can only partially cover the scope of this RFI.

### RFI Scope Overview



- **Match production**
  - Cameras, mobile phones, automated cameras, etc.
  - Signal delivery (satellite, fiber, mobile)
  - Replays, graphics, commentary, tagging
  - Live ticker and data feeds
- **Content distribution (B2C)**
  - OTT platforms, website/mobile platforms, social media
- **Content for technical purposes (B2B)**
  - Access for NA, league and club users (competitions managers, referees, coaches, scouts, etc.)
  - Live feed tagging integration and/or manual tagging functions
  - Video footage edits (post-match events, highlights, goals, clips creation)
  - Searchable video and clips based on tags: competitions, teams, matches, players, persons, events, etc.
- **Engagement, content for social media (creation and distribution)**
  - Video footage edits (as-live and post-match events, highlights, goals) for social media
  - Content sharing through CRM
  - Data capturing (registration), ownership
- **Monetization opportunities**
  - Money for media rights, pay per view, premium subscription channel.
  - Advertisement model (own or through partners)

### Requirements

1. B2C: Content distribution (OTT): to provide a video streaming platform to our NAs to stream the matches under their auspices.

We would like to provide the possibility to our NAs to use an OTT platform to stream the matches under their auspices.

According to your distribution model, we would like also to understand the pricing structure according to the number of NAs using the platform(s) (i.e. 1, 5, 10, 15), the number of teams and matches covered and any other relevant criteria such as the number of videos streamed, the support model, etc.

We think the solution for a B2C streaming platform should fulfil the following requirements:

- A multi-channel football live/as-live streaming/highlights solution;
- Geo-targeted (i.e. geo-blocking capacity) live online video; streaming/highlights across multiple platforms;
- Protection and IP rights control;
- Highlights pages and ranking system;
- Embeddable and customizable video player and widgets;
- Social media distribution (e.g. Facebook app) and user sharing;
- IPTV channel distribution;
- A workflow to either synchronize remote audio commentary for live streams and/or as-live clips or integrate live/as-live graphics detailing the outcome of the event that the user is watching;
- Ability to integrate with various authentication systems including, Facebook, Google and Auth0 – and the ability to integrate registration drivers to each asset based on the platform where the assets are being delivered;
- In-game and pre-game notification capacity;
- In-video and in-channel display advertisement opportunities – and easy integration with leading advertisement delivery solutions like Google and Facebook;
- A pay-per-view (PPV) and/or premium subscription channel (i.e. monetization opportunities) offer;
- Detailed streaming/highlights analytics;
- Detailed monetization analytics;
- Payment mechanisms back to rights holders;
- Archive and download functionality (for B2B users, not for B2C viewers (unless agreed through a subscription model)).

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**Content:** The content, published live/as-live as per the integrated video opportunities requirements, also make provision for the NAs and the competing teams/clubs to have access to the content for editing and archiving purposes immediately after each match has finished.

Ideally the content will be tagged automatically using the information provide by a Live Ticker app.

**Integrated video player:** The Company should provide a documented application program interface (API) and video player specification documents, together with the video player solution itself, which is required to be responsive, easily customizable for look and feel, should support localization and implementable to normal industry standards (e.g. browser compatibility).

**Technical set-up:** The Company should present how the content will be produced, specifications and costs for hardware (laptop, cameras, etc.), software installation and technical installation requirements, the minimum infrastructure and connection needed to deliver the various video products. The technical installation requirements should form recommendations for the NAs to establish a standard installation across all the competitions to deliver the services.

**Hosting/Licenses:** The Company should provide costings in relation to any hosting and licensing provisions which are required to deliver the integrated video service (both for the B2B and B2C needs). It should be an estimate against expected traffic figures from the delivery of the services.

**Management:** A service level agreement (SLA) would be attached to the technical requirements, and can be proposed by the Company, and a full business support solution (i.e. dedicated account management and technical support) would be required.

The Company should also outline their technical requirements and the staff required on site (i.e. from the host, from the Supplier).

### 2. B2B: To provide a video library archive to our NAs to store their own matches

Currently several NAs do not have a video library platform to store and share their own videos. We would like to make a dedicated video library platform available to our NAs for their own usage. The targeted users will be mainly the NA's coaches, competitions managers, scouts and their clubs' staff members. The platform would be used, for example, by a coach to prepare the next game and share clips with his/her assistant coach, by the Referee Unit to review a specific event and share it with referees, by the Coaching Department to share best practices or by the Disciplinary Unit to review an incident.

In this context, we would like to understand the capabilities and the price structure according to the number of NAs using the platform (1, 5, 10, 15), the number of videos stored and any other relevant criteria such as

the storage size, number of users, the support model, etc. The Company should also describe how the content will be produced, the minimum requirements and cost.

We think the solution for a B2B video library should fulfil the following requirements:

- Minimum output video quality: web/presentation
- Video upload
- Video timeline auto-tagging with data feed ingestion (competitions, matches, line-ups, match events, etc.)
- Manual tagging of the video timeline
- Video editing and clipping (manual, post-match)
- Video auto-clipping, based on predefined events (as-live)
- Video viewing restriction: content can be viewed by default by all the platform users, but it should be possible to restrict the access to an organization or to specific people or a group of people
- Video viewing by external users with expiring URL using email address
- Video download function with organization/rights holding restrictions
- Search based on tags: competitions, teams, matches, players, people, events, etc.
- Video sharing and notification with platform users
- Match analysis (basic): drawing tool, comment and share

### Case Study

The Supplier shall include one case study representing a real case applied to the football environment and that shows the realistic costs and potential revenue for an entire season. The different needs, defined as B2B and B2C can be proposed separately and/or as integrated cases.

The Supplier should include any relevant additional information that may be of use to UEFA for this case study.

### RFI Process

#### Contact

<b>Contact Name</b>	Daniel Gonteri
<b>Email</b>	daniel.gonteri@uefa.ch

#### Due date

Please submit your response no later than: **11:59 PM (CET) on 31.07.2018**

#### Format

Please submit your response via e-mail to the contact indicated above. The requested format will be pptx for the "Executive Summary", PDF for the "Company Background", "Detailed solution & Case Study" and xlsx for the "Detailed Solution Functionalities List".

Defined response format are:

<b>Executive Summary</b>	UEFA_RFI_VDS_Company_name_ExSum.pptx
<b>Company Background</b>	Use attached template:  "UEFA_RFI_VDS_Company_name_Background_Information.docx"
<b>Detailed Solution &amp; Case Study</b>	UEFA_RFI_VDS_ Company_name_Detailed_Solution.pdf
<b>Detailed Solution Functionalities List</b>	Use attached template:  UEFA_RFI_VDS_ Company_name_Detailed_Solution_Func_List.xlsx

#### Timeline and approach

UEFA will evaluate the submitted responses by the **14<sup>th</sup> of September 2018** and will decide according to the responses to launch a Request For Proposal or not, or to contact one or several companies to run a pilot project with a selected NA. UEFA will contact each supplier providing a feedback on their model proposition(s).

## Company Response

### 1. Executive Summary Solution Description (format: PPTX).

- Company Background Summary
- Service Coverage
- Solution and Functionalities
- Implementation Timeline
- Case Study
- Pricing and Revenue Model(s)
- Management Summary of technical solution
- Support Model

### 2. Company Background Information:

(use template: UEFA\_RFI\_Company\_name\_Background\_Information.docx")

- Company Information
- Financial Background
- References

### 3. Detailed Solution and Case Study (format PDF)

- Detailed Service Coverage
- Solution and Functionalities
- Implementation and Timeline
- Case Study
- Pricing and Revenue Model(s)
- Technical Solution
- Support Model

### 4. Detailed Solution Functionalities List

(use template: UEFA\_RFI\_VDS\_ Company\_name\_Detailed\_Solution\_Func\_List.xlsx)

- List the functionalities according to the requirements
- Add any additional functionalities which are described in the case study

## Legal Provisions

1. This RFI does not constitute an invitation to make offers or an invitation to participate in a RFP, nor does it constitute the basis of any contract which may be concluded upon conclusion of a RFP process or a Pilot phase.
2. Information collected through this RFI will be used by UEFA solely for its analysis and will not be disclosed to the public.

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## UEFA RFI – National Associations Match Video Distribution and Storage

3. UEFA has taken all reasonable care to ensure that any information provided by UEFA in relation to this RFI, is accurate in all material respects. However, any such information is provided solely by way of explanation of the services which UEFA intends to use. Neither UEFA nor any of its representatives, agents or employees make any representation or warranty or accept any responsibility for the accuracy or completeness of any such information. They shall not be liable for any loss or damage suffered by any Supplier in reliance on such information or any subsequent communication made by UEFA.
4. The Supplier agrees that:
  - a. it (and its officers, employees, agents and advisers) shall keep confidential the terms of this RFI and any information relating to affairs or business of UEFA which comes into its possession in relation to this RFI;
  - b. it shall not disclose confidential information (or any parts of it) to any third party without the prior written consent of UEFA, which may be given or withheld in its absolute discretion (save, where required by law);
  - c. it shall only be entitled to use confidential information for the purpose of the RFI; and
  - d. it shall not discuss the financial terms of the RFI with rival candidates.
5. Each Supplier is responsible for all costs, expenses and liabilities incurred in the preparation of its answer to this RFI, any responses to requests for further information by UEFA and any negotiation with UEFA following receipt by UEFA of its RFI (whether or not an invitation to participate in a RFP or a Pilot phase is issued). UEFA shall bear no liability whatsoever in this respect.
6. Each Supplier is strictly prohibited from making any form of public announcement or statement relating directly or indirectly to this RFI, UEFA, and/or any UEFA competition (whether or not an invitation to participate in a RFP or a Pilot phase is issued) without the prior written consent of UEFA, which may be given or withheld in its absolute discretion.
7. The appointment by a NA of a Supplier for the provision of services will be subject to the terms and conditions agreed between the respective NA and the Supplier. UEFA will not be a party to such contractual relationship
8. UEFA shall not be liable to any Supplier for any costs, expenses or losses arising out of or in connection with the Supplier's participation to this RFI.
9. This RFI shall be governed exclusively by the laws of Switzerland, without reference to its conflict of laws rules.
10. Any dispute, controversy or claim arising out of or in relation to this RFI shall be resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers of Commerce in force on the date on which the 'Notice of Arbitration' is submitted in accordance with said Rules. The number of arbitrators shall be one. The seat of arbitration shall be Nyon, Switzerland and the arbitration proceedings shall be conducted in the English language.



UEFA  
ROUTE DE GENÈVE 46  
CH-1260 NYON 2  
SWITZERLAND  
TELEPHONE: +41 848 00 27 27  
TELEFAX: +41 848 01 27 27  
[UEFA.com](http://UEFA.com)