

# **Request for Quotation – LIVE STREAMING AND FOOTBALL CONTENT CATALOGUE PLATFORM**

## Purpose of this document

Asian Football Confederation (AFC) is issuing this Request for Quotation (“RFQ”) document to IT Solutions Companies (“Prospective Bidders”) to receive a formal quotation on a live streaming and football content catalogue platform (“Project”).

From the RFQ exercise, AFC expects to select and contract with a successful bidder for the delivery of the said services based on AFC’s requirements under an agreement to be mutually agreed upon between the AFC and the successfully appointed bidder

All Prospective Bidders should note that this RFQ does not constitute an offer on the part of AFC. No agreement or any other binding obligation on AFC shall be implied unless a Services Agreement is executed between the parties. The issuance of this RFQ and the submission of the Prospective Bidders’ responses shall not create any obligation upon AFC to enter into any binding legal relationship with any of the Prospective Bidders.

## About Asian Football Confederation (AFC)

AFC is the governing body of football in Asia with a membership comprising of forty-seven (47) Member Associations in accordance to FIFA and AFC Statutes. Based in Kuala Lumpur, the AFC organises various football competitions, both on national and club levels and its objectives include, inter alia promoting, regulating, controlling and improving the game of Football constantly in the territory of Asia in the light of fair play and its unifying, educational, cultural and humanitarian values, particularly through youth and development programs.

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## **Part A GENERAL**

### **1.1 Confidential Information**

Upon receipt of this RFQ document, you acknowledge that the information contained herein is confidential and proprietary to the Asian Football Confederation (AFC) and is not to be disclosed by you to any third party or used for any purpose other than in good faith of the RFQ without expressed written consent of AFC.

### **1.2 Structure of this RFQ**

This RFQ is organised as follows:

- In this **PART A**, you will find the general RFQ process and response instructions.
- In **PART B**, you will find the AFC's requirements in respect of the data collection and management system.

### **1.3 Instructions to Prospective Bidders**

#### **1.3.1 Intention to Participate**

All Prospective Bidders who are interested to bid for this Project are required to confirm their participation by 17:00hrs (Malaysia Standard Time), Friday, 6 May 2016 by email to the following personnel:-

- Name: Mr. Stuart Larman  
Email: [stuart.larman@the-afc.com](mailto:stuart.larman@the-afc.com)
- Name: Mr. Soh Chow Ghee  
Email: [chowghee.soh@the-afc.com](mailto:chowghee.soh@the-afc.com)
- Name: Mr. B. Chandra Mohan  
Email: [Chandra.mohan@the-afc.com](mailto:Chandra.mohan@the-afc.com)

#### **1.3.2 Submission of Quotation Proposal**

All quotation proposals submitted shall contain the following information and/or documentations:-

- a) three hard-copies of the Prospective Bidder's Company Prospectus outlining information relating to the Prospective Bidder including without limitation, company background, company audited accounts for the ("Company Prospectus") past two (2) years, list of company directors, shareholders equity and percentage;

- b) three hard-copies of the Prospective Bidder's Financial Proposal which shall contain all costs associated to the development and implementation of the Project ("Financial Proposal"); and
- c) a signed copy of the Conflict of Interest Declaration as set out in Appendix A.

The documents referred to in (a) and (b) above shall be sealed and labelled separately to read as "Company Prospectus" and "Financial Proposal" and sent together with the remaining documents in one (1) package as follows:-

CONFIDENTIAL

RFQ – Live Streaming and Football Content Catalogue Platform

Addressed to:

Mr. B. Chandra Mohan  
Asian Football Confederation  
AFC House,  
Jalan 1/155B  
Bukit Jalil  
57000 Kuala Lumpur

Documents served by hand shall be submitted to the AFC reception desk for acknowledgement of receipt.

All required documents shall be submitted in the prescribed format as provided for in this RFQ to enable the AFC to efficiently evaluate the respective submissions on or before 17:00hrs (Malaysia Standard Time), 20 May 2016.

Any submissions received after the deadline stipulated shall not be given due consideration.

Upon receipt of submission, the AFC shall issue an email to the respective bidders acknowledging receipt of submission.

All shortlisted Prospective Bidders shall be invited to present their proposals, in person, to the AFC administration at AFC House in Kuala Lumpur, Malaysia on 31 May 2016 or such other dates as advised by the AFC. Each shortlisted Prospective Bidder will be allocated a maximum of sixty (60) minutes to propose their best and most cost effective solution to meet AFC's requirements for the proposed Project, while ensuring a high level of Service. This time shall also be used for open discussions about the details of the Project.

The AFC reserves the right to accept or reject any quotation proposals and to annul the solicitation process at any time prior to awarding a contract to a successful bidder, without incurring any liability to any Prospective Bidders or obligation to inform the Prospective Bidders of the grounds of the AFC's decision.

The AFC shall award the contract to the most successful bidder whose proposal, after being evaluated, is considered to be the most responsive to the needs and requirements of the AFC.

### 1.3.3 RFQ Timeline

The following table outlines the indicative key milestones relating to the RFQ process for this Project. It should however be clearly understood that the dates are provisional and are subject to change at the discretion of the AFC:

Activity	Date
AFC release RFQ to qualified Prospective Bidders	22 April 2016
Enquiries/clarifications – closing date	5 May 2016
Confirmation of intention to participate	6 May 2016
Submission of quotation documents	20 May 2016
Evaluation and clarification	23 – 24 May 2016
Shortlist of selected Prospective Bidders	25 May 2016
Prospective Bidders' presentation, if necessary	31 May 2016
AFC selects preferred Prospective Bidder	3 June 2016
Start negotiations	6 June 2016
Contract ready for signature	17 June 2016

### 1.3.4 Best and Final Offer

AFC reserves the right, at its discretion, to request a best and final offer in respect to the submissions received hereunder. However, Prospective Bidders are advised that rejection of the quotation proposal submitted may be made without such request or further discussions. Therefore, it is strongly suggested that Prospective Bidders present their best offer at the outset when submitting their quotation proposals.

AFC does not bind itself to accept the lowest priced quotation and is not obliged to give any reason for non-acceptance and rejection of any quotations.



### 1.3.5 Language and Currency

Except where otherwise provided, all documents submitted and all communications made between the AFC and Prospective Bidders shall be in English and all amounts referred to in the Financial Proposal shall be expressed in United States Dollars (USD).

### 1.3.6 Validity of Quotation Proposal

All quotation proposals including financial proposals submitted should be valid for six (6) months from the date of submission.

### 1.3.7 Costs

Prospective Bidders shall bear all costs associated with the preparation and submission of their respective quotation proposals. AFC shall in no way be responsible for any costs incurred by the Prospective Bidders as a result thereof, regardless of the conduct or outcome of the selection process.

### 1.3.8 Service Agreement

Upon selection of a successful bidder, the AFC will draft an agreement to reflect the appointment of the supplier based on terms to be mutually agreed upon between the parties. The final agreement will evolve from such draft negotiations.

## 1.4 RFQ Enquiries

Prospective Bidders are advised to study all terms, conditions and requirements contained in this RFQ and make all necessary clarifications before submitting their quotations.

All inquiries relating to this RFQ shall be made in writing and directed via e-mail to the following contact:

- Name: Mr. Stuart Larman  
Email: [stuart.larman@the-afc.com](mailto:stuart.larman@the-afc.com)
- Name: Mr. Soh Chow Ghee  
Email: [chowghee.soh@the-afc.com](mailto:chowghee.soh@the-afc.com)

Each formal request must contain the following information:

- Name of the Prospective Bidders;
- E-mail address;
- Sequentially numbered questions; and
- Area in the RFQ the question aimed at.

There shall be no individual discussions or meetings with any Prospective Bidders until after the closing date of submission. From the date of issue of this RFQ to the final selection of a successful bidder, contact with any AFC officials concerning the RFQ process shall not be permitted, other than through the submission of queries to the specific persons in charge as indicated above.

Please note that the AFC will only answer questions directly related to this RFQ as outlined above. The AFC reserves the right to copy any question submitted by a Prospective Bidder, and the AFC's answer to that question, to other suppliers in responding to this RFQ. Thus, clarification and any missing information may be distributed to all Prospective Bidders involved, within the evaluation, as a result of a single question from one bidder. However, the identity of the requesting Bidders will not be disclosed and if necessary the questions will be made generic to preserve anonymity and confidentiality. Questions or discussions that address the validity or acceptance of a bidder's approach to this RFQ will be kept confidential

## 1.5 Conflict of Interest

Prospective Bidders are required to declare any conflict of interest or potential conflict of interest relating to the AFC and/or this RFQ exercise by acknowledging the terms of the Conflict of Interest Declaration ("Declaration") as set out in Appendix A.

Prospective Bidders shall inform the AFC, without delay, of any situation which may constitute a conflict of interest or give rise to a conflict of interest in relation to the Prospective Bidders' submissions hereunder. For the avoidance of doubt, a situation of conflict of interest shall mean any relationship, matter, circumstance, interest and/or activity which may or may appear to affect the awarding of the tender by the AFC to the prospective bidder.

Prospective Bidders shall be required to notify the AFC in writing of any changes which may affect the accuracy of this Declaration as soon as such information is known or becomes readily available to them.

In the event of a conflict of interest or potential conflict of interest, the AFC may, at its absolute discretion decide on the appropriate course of action to be taken against the Prospective Bidders and such decision of the AFC shall be final and binding in this regard.



## 1.6 Compliance

Prospective Bidders who fail to comply with any of the terms and/or requirements contained in this RFQ shall be disqualified from consideration.

Notwithstanding the above, Prospective Bidders agree that the obligations of confidentiality as imposed herein shall survive expiry of or any Prospective Bidder's disqualification from the RFQ process.

## **Part B REQUIREMENTS**

### **2.1 AFC's Requirements**

The purpose of the Live Streaming and Football Content Catalogue Platform, is to ensure that the beneficiary AFC Member Associations will have a platform to stream live matches and other football content which are unlikely to be broadcast. This shall include all matches that might cost the Member Association to broadcast or those matches which are given away in order to gain exposure for football, for example, national league, youth football and women's football.

#### **Background – AFC President's Initiatives**

In 2014, the AFC introduced three new development schemes under the AFC President's Initiatives. These initiatives were designed to assist AFC's Member Associations in relation to human resources, football promotions and infrastructure. Moving forward, the AFC is seeking to provide tools to its Member Associations that will enable them to achieve best practice.

The AFC Member Associations are currently producing a large amount of football content, i.e. matches of various levels that they are unable to have broadcast or have to pay to gain exposure for. This platform will enable Member Associations to better control the content output and, ultimately, monetise it.

It is important to note that any Member Associations of the AFC will be able to apply for the programme and it must therefore be scalable and easy to implement in all 47 eligible countries. Several elements which shall be taken into consideration by Prospective Bidders include internet connect ability, human resources (availability, knowledge and cost) and running costs in relation to the availability of the live streaming and football content catalogue platform

It is advisable that the Prospective Bidders review the websites of the AFC Member Associations and national leagues to better understand the system through which data may be shared with football stakeholders. Links to the Member Associations websites can be found via [www.the-afc.com/member-associationx](http://www.the-afc.com/member-associationx).

Member Associations are welcome to apply and it should not be assumed that the programme will be made available in all 47 countries.

## 2.2 System Details

2.2.1 The quotation proposal must provide details on the following:

- Available platform for streaming matches
- Capacity of the platform
- Equipment required, or to be provided, to enable matches to be recorded
- Training of staff at local level
- Other technical functions
- Range of languages
- Potential for commercialization

2.2.2 The system must include the following modules and functionalities:

- Match Live Streaming & category grouping

The system should be able to telecast uninterrupted stream. The video should be able to categorize based on event.

- Video Tagging of Match Events

The system should be able to tag video section which will be easily accessible later on. For example, when a goal is scored, the system should easily direct the user to that video clip. This video tagging will be helpful for Match Officials as well for review and easy reference.

- Instant Replay or Playback

The system must be able to instant replay/playback the recorded footage for quick review of any match events.

- Audio Commentary Integration

The system must be able to add Commentary (mixing).

- Share and distribute the Video Feeds with External Sites

The video must be able to publish to cross platforms for sharing and distribution. This will increase the popularity among fans.

- Geo-blocking and IP Controls

The system must also have the feature to control the IP access and region/country wise blocking.

- Customizable in-video advertising and overlay

White-labelling concept should apply on the video overlay and defined placement on screen. The AFC Member Association should be able to manage their sponsorships and advertising to generate revenue.

- Video Clipping and Extraction

A video editing or extracting feature must be incorporated for easy access/distribution of match highlight clips. The user should be able to download the selected clip (based on the start and end of minutes of video selected).

If the video recording is interrupted at any point of time during the match and recording restarted later on, the system must have a feature to merge the footage to be a single match video.

- Analytics Reports and Statistics

The system should be able to generate various reports and statistics like videos per match, match video duration, number of tagged clips in any match video, numbers of viewers, views based on country/region wise etc.

- Multi-Angle Recording and Playback

The system must be able to take multiple sources from multiple angles or devices, and the controller able to switch and stream the live video based on the source selection.

## 2.3 Additional items

The Prospective Bidders are invited to make proposals for additional items to improve the overall scheme. Any additional items beyond the listed requirements must be listed as optional items, with an optional price, in the final quotation proposal.



## APPENDIX A

### CONFLICT OF INTEREST DECLARATION FORM (FOR PROSPECTIVE BIDDERS)

This declaration must be completed and signed as part of the quotation proposal.

We, \_\_\_\_\_, submitting a quotation proposal in respect to the RFQ exercise for the live streaming and football content catalogue platform for the AFC, hereby confirm that we ~~are~~/are not aware of a conflict of interest or any potential conflict of interest in relation to the submission of our quotation proposal to the AFC.

Kindly provide details of any conflict of interest and/or potential conflict of interest, where applicable.

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We have not made, and will not purport to make, any offer of any kind to the AFC which may affect and/or impair the overall RFQ exercise.

We have not granted or sought to obtain or accept and will not grant, seek, attempt to obtain, or accept any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal or corrupt practice, either directly or indirectly, as an incentive or reward relating to the award of the tender.

We acknowledge that the AFC reserves the right to verify all information contained herein and agree to accept the consequences which may derive from any false declarations made in respect to the information provided hereunder.

Name	
Signature	
Date	
Position	
On behalf of	