

BY SPEED POST/COURIER

PRASAR BHARATI
(Broadcasting Corporation of India)
Directorate General: Doordarshan
Doordarshan Bhavan, Copernicus Marg,
New Delhi-110001

F. No. 8(1)2009-10 EI(P)TV

Dated 17.06.2009

To,

Subject: Expression of Interest (EOI) for Archives.

Sir,

The following enclosed Clarifications are here by authorized.

This is however without any commitment whatsoever at this stage.



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(Assistant Engineer)
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Pg. No.	Section / Clause	Questions	Comments of Studio Design
	General Questions		
		Will the consulting firm which provides Consulting Services be allowed to participate in the implementation of the PPP project?	A firm hired to provide consulting services and each of its affiliates, shall be disqualified from subsequently providing goods, works or services for such preparation or implementation.
		When do Doordarshan expect to place a contract for the study?	Time frame at this stage cannot be specified
		Please clarify the procurement process and the steps that will take place up to placing a contract for the study.	Procurement process is not a part of present EOI
		What is the process for seeking further clarification prior to submission of proposals?	Clarifications sought in Pre Bid Conference & received upto 02-06-2009 would be provided. No further clarifications shall be provided
		What is the budget that has been identified for the study?	Budget at this stage cannot be specified
		What is your business, market, customer strategy for the next 1-5 years?	Relevant details has already been given in EOI documents (para 2.0, 3.6, 3.10). To be a part of recommendation of the consultant.
		What are the challenges that you foresee in realizing your strategy, starting from the current position?	To be a part of recommendation of the consultant.
		What are your current thoughts on business/ revenue sharing model with the PPP partner?	To be a part of recommendation of the consultant.
		Is there any preference on which activities DD would like to continue owning and which activities it would like the PPP partner to own?	To be a part of recommendation of the consultant.
		Please share your future roadmap for Infrastructure, Hardware & Software.	To be a part of recommendation of the consultant.
		Please provide us details on the team composition and availability of skills with Prasar Bharati for this Project.	The information will be provided to successful bidder at appropriate stage.
		Would there be any stipulated SLA's or have they been defined if any?	SLA/ contract document has to be provided by the consultant for PPP
		Please share your current Infrastructure, Hardware & Software setup.	Given in EOI document.
		Please provide us details on ownerships of Equipment/ Infrastructure / licensing as they will housed to Doordarshan's location. Also please provide us details on ownership of Integration/ maintenance/ consulting costs.	To be a part of recommendation of the consultant.
		What is technology revamp roadmap and what is partner expectation.	To be a part of recommendation of the consultant.
		Please provide us details on existing Backup	Details of existing facilities

Ans.

		& restoration process. What are the plans for DR and Business Continuity site and the requirements.	already given in EOI (para 3.3). Future plan is part of recommendations of consultant.
Technical Questions			
4	3.1	What is the existing archival process, standards and systems involved and It's use in future roadmap.	Details of existing facilities is given in EOI documents (para 3). Future road map is part of recommendation of consultant.
4	3.1	Please provide us details on Doordarshan's Existing infrastructure for archival & MAM and also what are the future plans for existing applications?	Details of existing facilities is given in EOI documents (para 3). Future road map is part of recommendation of consultant.
4	3.1	Please provide us details on the existing formats are standard in use for Digital archival and usage across Doordarshan.	Details of format used is given in EOI documents para 3.2
4	3.1	How many zonal offices will have MAM solution (Node)? How many zonal offices will use Node MAM? What are the expected Node/non Node zonal MAM infrastructure and data movement requirements? What is the available network and bandwidth. Production house will have what minimum equipment and access to Node infrastructure. (Note: Place where MAM Solution is installed, Non Node: Access to MAM solution only.)	MAM is installed at central archive, Delhi. The other details are to be part of recommendation of the consultant.
4	3.2	Please let us know weather data from the existing Library Management System be migrated using ETL or it has to be manually done.	Import and export of data is through FTP, not manually.
4	3.2	Please provide us more details on Film Restoration scope?	To be a part of recommendation of the consultant.
4	3.2	Please provide us details on number of Hours/ number of tapes for Programs, Films, RAW Footage ets? 4 hundred thousand tapes?	Available in EOI documents para 3.2
5	3.5	How flexible is Doordarshan for adoption difference Metadata Model than the Dubin core model which has been identified?	To be a part of recommendation of the consultant.
5	3.5	What is the existing architecture, infrastructure, processes, tools & technology for MAM & archiving system.	Available in EOI document (para 3)
5	3.5	What are the existing legacy system with which the integration is expected? Any please share the roadmap details.	Available is EOI document (para 3.2 and 3.10 a)
5	3.5	What is the expected date for Go-Live with integration of MAM?	Subjects to the recommendation of the consultant.
5	3.6	Is there an existing Portal within Doordarshan? If yes please provide us details on the existing Content Management System?	Yes. "ddindia.gov.in" and "ddnews.gov.in"
5	3.6	Is the Archive Portal a B2B or B2C site? What are the possible visitors types and interfaces to this portal and Expected	There is no archive portal

Ans.

		volumes?	
5	3.6	Quick search on IP based assets on metadata & display to the online customers will there be a low resolution water marked clips of few seconds (??) available for preview on an additional server for?	To be a part of recommendation of the consultant.
5	3.7	Is Doordarshan considering fulfillment of the archive content to packing of assets? Also Programming & creative (Post Production) also in scope?	To be a part of recommendation of the consultant.
6	3.9	How are IPR rights managed as of now? Is the system capable of genealogy and has captured the same.	The successful bidder will get the details at appropriate state.
6	3.9	Please provide us details on how Content security has to be addressed to what level and what is the current level of content security.	To be a part of recommendation of the consultant.
6	3.10 d	Are the Zonal office connected via Fiber optics or it is expected that the partner company provided Network solution.	Not connected through fiber optics. Second part of question will be part of recommendations of the consultant.
6	3.10 d	What is the LAN specification within the ZONAL office/ central office	LAN not available.
7	3.10 e	WCMS Solutions, Who should be able to access site wrt geoip Tracking? Who will maintain the content repository and monetization/ revenue model. Is there a need for Payment Gateway, Site analytics & AD management (Ad Server), SMP.	To be a part of recommendation of the consultant.
7	3.10 e	Is Doordarshan looking at any kind of Social Media Platform solution to attract more visitors to the Portal and also have Viewers' Feedback and Habit Monitoring System?	To be a part of recommendation of the consultant.
7	3.10 f	Would the catch service be an Conditional access service or free to view content? Would Catch-up service be Region/time/IP specific like BBC I Player? Would this also serve as VOD and IPTV solution	To be a part of recommendation of the consultant.
7	3.10 i	SAARC Legacy import interface for Radio & Television sources & process model. Rights management information on the assets. Will this archive be independent and linked to the internet site/independent website for archives and archive portal	To be a part of recommendation of the consultant.
8	3.10 j	How is branding planned for placing IPR free content on you tube other than water marking.	To be a part of recommendation of the consultant.
Business Questions			
4	4	Please give more details of the zonal archives- no. of archives, location, capacity, extent of digitilization	Zonal archives have been envisaged at five places. Relevant details have been provided in the EOI document (para 3.10). Further details will be provided at appropriate stage.

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4		Please mention the current process of archiving content for a program (day to day operations)	Already given in EOI document (Para 3.10)
4		Please mention the operational details within DD for content archiving (divisions, employee size, offices, etc.)	Central archive is functioning at Delhi. Other details will be provided at appropriate stage.
4		Please describe the current stage of digitization in more details. For e.g. has cleaning up and restoration of tapes happened for all the content (central and zonal). Also is metadata complete for all? If not please specify the content completed and remaining	Already given in EOI document (refer 3.2 and 3.10 (b)). Other details will be provided at appropriate stage.
4	3.1	How would you define "archival value"	DD archive is a treasure house of many memorable performance of International renowned artist, exclusive coverage of major events, India's rich music, dance heritage etc.
Technical Questions			
6	3.10 (d)	Do you have an existing fiber optic network or an option to set up broadband network for transferring networks	Presently DD does not have optical fiber link. Already given in EOI document para 3.10 (d).
4	3.2	What is the estimated size of the archives in terms of: a) no. of tapes b) hours of playback c) size of each tape	Broad idea already given successful bidder will have opportunity to understand actual details at appropriate stage.
	4.2	Arbitration: If any dispute, difference, question or dis-agreement shall at any time,during the progress of work or stipulated/ extended periods or before or after the compilation or abandonment thereof, <i>it shall be referred to the sole arbitration of the person appointed by the Chief Executive Officer, Prasar Bharati</i> . It will be no objection to any, such appointment that the arbitrator so appointed is an employee of this Organisation or that he had to deal with the matters to which contract relates and that in the course of his duties as this Organisation employees he had expressed views on all or any of the matters in dispute or difference.	No change in Arbitration Clause.
	21.2	Eligibility requirements: The Bidder shall be a company or consortium of companies dealing with Consultancy services for business development, network and service implementation in areas related to programme content development, management & delivery for IPTV / Broadcasting Television Services. The Company / consortium partners should have experience in areas of planning and deployment of Archive services or	The consultant should have experience in all these area as the consultant has to develop PPP model in totality.

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		infrastructure and development of business model for introduction of such services.	
	21.4	The bidder must have completed at least one similar project in India or abroad in last two years of not less than INR ten million.	Similar to the project envisaged through this EOI, in totality.

Arb.