



IKF REQUEST FOR PROPOSAL PARTNER SEARCH

LIVE STREAMING & SOCIAL MEDIA PLATFORM

Project name	Live streaming & social media platform
Responsible committee	Digital & Marketing committee (see IKF Organogram)
Purpose of this RFP	Selecting a strategic partner for IKF's ambition to create and operate its own global live streaming platform / social media platform.
Timeline (indicative)	<ul style="list-style-type: none">• Share RFP with prospects and via Open Call: Feb 16• Deadline for applications March 4• Meetings with shortlisted prospects to present their solution / platform, approach and high-level economics: March 7-18• Assess submitted proposals: March 21-April 1• Present summary and recommendation to IKF ExCo: April• Appoint strategic partner: Latest by April 30 2022
Detailed requirements and Assessment criteria	See the appendix where the requirements are described in detail, including indicative questions which will be used as part of the evaluation to understand the offered solutions.
Responsible Contact person	Gabi Kool, Chair Digital & Marketing Committee / Executive Vice President IKF, with support of members of: <ul style="list-style-type: none">• Digital & Marketing Committee• Live Stream & Social Media Content Committee

APPLICATION

Deadline	March 4, 2022 5pm CET
How to apply	To apply for this strategic partner opportunity, please submit your written proposal for this RFP to: gabi.kool@ikf.org You may reach out prior to the RFP deadline to request additional information

Please be aware that all IKF volunteers need to be compliant with the [IKF Code of Ethics](#)

For any further enquiries please contact office@ikf.org

APPENDIX

The International Korfball Federation, IKF in short, exists since 1933 and is the worldwide governing body for korfbal with a strong focus on developing gender equality together with our 69 member countries.

The IKF was officially recognised by the International Olympic Committee (IOC) in 1993 and is affiliated to the Association of the IOC Recognized International Sports Federations (ARISF), the International World Games Association (IWGA) and the Global Association of International Sports Federations (GAISF).

Korfball is the only full (gender) equal sport in the world. With 100% gender equal teams, included in the Playing Rules since the existence of the sport in 1902, it is fair to say that (gender) equality is part of the DNA and the key value for korfbal.

Vision and mission

The dream and **vision** of the IKF is to be included into the Olympic Games program, being the first full (gender) equal sport on the Olympic Games. We believe that playing sport is much more fun together. Our ball bounces the same for everyone and everywhere. Because no matter who you are and what you do. Male or female, young or old, pro or amateur. We are all driven by the same value and principles That is the true power of equality. Korfbal. Equality in Sports!

The **mission** of the IKF is to spread korfbal around the globe and increase the number of athletes and their playing level by; 1) organising continental and world korfbal events and 2) providing development support for the sixty-nine affiliated member countries (as per 1 January 2021) with education programmes, including financial and material support.

The IKF has established a network of contacts in many countries and actively promotes the game by transferring knowledge by exchange programmes and inviting selected korfbal players, coaches, and administrators to its education courses in order to create a stable local structure in all affiliated countries on which a flourishing korfbal organisation can be built. Key point in the IKF strategy is the youth development in all member countries.

The IKF stimulates the global awareness that korfbal is a spectator, mixed gender, media oriented and innovative team sport. We do so by livestreaming all of the main IKF events.

IKF currently broadcasts its live stream of various competitions and korfbal material via its own YouTube IKF channel:

<https://www.youtube.com/user/ikfchannel>

Over the past years these videos have attracted already more than **50 million views**, with some of the videos reaching close to **half a million viewers**. IKF has the ambition to become a leader among international sports federation when it comes to digital marketing initiatives in order to help grow our sport and international reach and popularity among players, fans and sponsors and in support of national federations and event organizing committees.

Our goal: The creation of one digital platform for the global korfbal community.

A very important part for IKF is to have full control over the content and the data which is created on this platform so it can better serve the needs of the users of the platform and increase the commercialization of our sport by creating new revenue streams and thereby better support the needs of all our stakeholders.

IKF wants to develop a coherent data usage strategy so we can get to know our fans better than anyone else. We believe that our fanbase is our biggest asset and we want to grow and nurture it on our own platform. By knowing our fans better, it will allow IKF to proactively anticipate their needs and form active partnerships with new and existing sponsors to develop the next generation of products and services, and thereby capitalizing on our data's full monetization value.

We believe our situation can be summarized as follows:

- As the Rights owners we rely exclusively on third party social media networks to drive engagement and are allowing these networks to capitalize on our data. Thereby IKF is missing a very significant opportunity to create new revenue streams by giving our data and content away for limited and unsustainable advertising revenues and hereby we have many non-monetized assets & missed revenue potential
- People who want to follow a match at the top levels of the pyramid today have a relatively painless user experience via our YouTube channel. However, for people who want to generate or consume content from matches on other levels or new formats, the experience could be described as "all over the place" and we believe that herein lies a great opportunity for IKF and the national federations. The current user experience is inconsistent and fragmented.

We believe to have a very loyal and growing fanbase. We have high quality live streaming for our major events. And we are looking for a strategic partner who can help us in our journey to become a world class player among international sport federations when it comes to digital platforms and experiences.

An ideal partner has a great cultural fit with our team of people and our sport and shares our passion to build great experiences, building on our values and sport community. While understanding where we are in our journey as an international federation, with our strength and limitations and helping us to build a commercially sound and responsible strategy and roll out plan, with an ambition to make this a very long and strategic partnership for both IKF and the chosen partner. Properly balancing the right mix of risk and reward along the way.

Below you can find the initial framework which will be used by IKF to analyze the options to select the right strategic global partner for IKF for the live streaming & social media platform.

An ideal presentation / proposal encompasses your view and offering on the following points:

Topics to address in your proposal:
Initial investment in monetary terms
Commercial (breakeven point)
Monthly fee, if any
Streaming and transcoding costs
IKF's influence on development platform
Investment requirements by IKF for sales & marketing
Possible relationships with linear broadcasters
Synergy with platforms used by some of korfbal's National Federations (e.g. the KNKV in the Netherlands)
Support with production of live streaming
Platform readiness
Language readiness for a global audience (e.g. double byte character for our Asian viewers / fans etc.)
Integration with global and regional social platforms (WeChat, FaceBook etc)
Accessible in all countries (e.g. app store in China etc)
Technical capabilities platform
Sponsorship templates available within the platform for IKF, National Federations and Organizing Committees
Case studies available of other federations / clients / track record
Main USP
Customization options
Possibility for a joined business case development
Openness to risk / reward structure
Data ownership
Business Continue Planning (BCP) in case of extraordinary event
Focus on / understanding of sport marketing
Access to (global) sponsorship community
Sport Marketing expertise
Cultural fit with IKF and korfbal
Willingness to support IKF and understand our vision
Level of control for IKF over content and user data
Ability to create user data
Reporting capabilities (also for sponsors)
Ability to boost coverage and engagement among fans
Openness to launch Proof of Concept (POC)
Duration of partnership and view on shared success criteria
Ability for IKF to benefit from (new) best practices from other (future) clients
Willingness / ability to build a joined showcase of IKF becoming a global leading showcase of an International Sports Federation which is able to drive engagement with its global community of (1) athletes, (2) fans (3) family / friends (4) coaches (5) sponsors (6) media partners (7) national federations (8) organizing committees and (9) teams. Especially with the younger generation to support IKF in its strategic objectives to connect with this important user segment
Ability to support various events and formats (Korfbal8, Korfbal4, Beach Korfbal etc.) via an easy User Experience (UX) and User Interface (UI)
Ease of Use to set up / operate the platform for various stakeholders (IKF, National Federations, Organizing Committees) (irrespective of technical / marketing background)
Integration with Artificial Intelligence (AI) to drive engagement with users
Financial stability of your company

Additional questions, if relevant to your solution, to be addressed in your proposal:

- Which codec accepts your platform?
- What is the latency between upstream and downstream?
- What is the maximum capacity of your servers. In other words, how many concurrent viewers can the platform handle?
- In which quality is this maximum capacity? In other words, how many HD (1920 at 1080) concurrent viewers can the platform handle?
- Can you describe how the (video) CMS works on high level?
- In which quality will the videos be stored?
- How long are the videos available?
- Are videos downloadable, and if so, in which quality?
- Is there 1 player or do you have multiple?
- Is there a bandwidth limitation in either up/download?
- Is there a API available?
- Is SSL supported?
- Is adaptive bitrate supported? If so, which rates are served?
- Can streams and/or later videos be encrypted? (don't rip, only viewable by authorized viewers)
- Can we impose geo restrictions for viewers?
- Does the platform offer 4K possibilities?
- Do you develop your platform inhouse?
- If you develop it inhouse, how many FTEs are working in your development department?
- If we want to create new features, is this possible and what is the process to request such change requests / enhancements? If so, how fast is normally the development of such a request and do you work in sprints?
- Will we benefit of new developments to the platform via a SAAS model and is this included in the commercial model?
- Is there a possibility for a voice-over / commentator and place this easily in the videos? Is there a delay involved in this process?
- How can viewers interact with each other? Is there a chat functionality?
- Is it possible to easily share short clips (highlights) from the stream?
- Is the stream easily embeddable into other platforms/websites?
- Does a streaming event (for example a match) have the same URL before, during and after the event?

Livestream Technical:

- What is the minimum and maximum quality (and anything in between) of the upstream?
- What is the maximum bitrate on which the upload can take place?
- How many livestreams (matches) can the platform handle simultaneously?
- Is there a possibility to define a backup stream for a live event?
- How does the platform handle an upstream facing loading issues?
- Is it possible to stream with audio in a multi-language set up?
- Is automatic live generation of subtitles supported?
- What is the maximum stream of 1 live event?
- Can the upload to the livestream be interrupted and then picked up again by the same livestream? (during restarting of the stream)
- Is it possible to adjust the quality of a stream retroactively (e.g. trimming, view stabilization, audio adjustments)?
- What is the number of keyframes during the stream?
- Which protocol is used during the stream?

Maintenance:

- Which metadata can/ should we include?
- How to create a live stream?
- How to start a stream / video?
- How to end a livestream?
- How is access to the platform secured (control of a channel)?
- Can the uploader determine the quality of the livestream?
- Is it possible to plan a livestream in advance and make it visible for the viewers?
- Can the player be embedded at another website? For example, at a national federation's own website
- To what extent can your platform be customized at the front end to our own brand identity and guidelines? (branding of IKF, a certain event branding, Match of the Week, Champions League etc)
- Is there a maximum in terms of number of upload sources or can this be arranged anywhere in the world?

Usage:

- Can you explain schematically how you would see a logical set up for IKF's content from the view point of an end user (viewer)?
- Can you explain schematically how you would see a logical set up for IKF's content from the user of the IKF live streaming & social media platform maintenance team, including other users at national federations and event organizers?
- Would people have to subscribe to the platform? In other words, is registration mandatory to capture user data? How does such registration take place and what are the recommended fields to be captured? What is the unique identifier of a user (e.g. email address / mobile number?). In other words, is login mandatory?
- Are there additional "apps. In other words, can you move the stream to see it on a smart tv on your device? Chromecast / AppleTV?
- Which devices are supported?
- Can the platform send push notifications when there is new content available or when a stream is about to start? Can this be limited to favorite teams / matches / competitions etc?
- Can viewers upload videos themselves?
- Which browsers are supported?
- If there is a mandatory log in needed for a channel, can you then watch via the same account multiple livestreams at different devices?
- Can people already during the livestream scroll back in the video? (e.g. like DVR function of YouTube)
- Is it possible to add live match statistics which you can request live – 2nd screen

Social:

- What are the possibilities to promote videos to viewers (e.g. via Twitter, like on Facebook, share via WeChat)? Or do you have other ways to drive people from social media channels into our own IKF social media platform to consolidate all generated user data for our own benefit?
- Is there a chat function available in addition to the livestream or can viewers communicate / participate in another manner during the live stream / match?
- Can streams also be played via other social channels (Facebook, WeChat etc.)?

Analysis and reporting:

- What happens with the generated data?
- What kind of reporting is available?
- What kind of data can the platform store / generate? Please describe in the greatest details the type of data for an individual user we can generate?

- How is data security / privacy secured within your platform and how is compliance arranged with GDPR etc?
- How does the platform generate data of unique viewers?
- Is the number of live/concurrent viewers visible (both for the maintenance team as the viewers)
- What data is available per user for retargeting possibilities?
- Is there a real-time dashboard with view numbers?

Support:

- What has been the uptime performance of your platform over the past 2 years?
- How is support organized?
- Which SLAs do you have in place? Please describe them in detail? What happens if SLAs are missed?
- Is there a support desk?
- Is there also support during the weekend when we broadcast? What is the support in the various time zones as we have global users and viewers?

Production:

- How do you imagine the ideal production set up for our major events? How about the smaller / grassroots events?
- What is your opinion about the quality of the current live streams of the IKF? Would they be also suitable for linear broadcasters?
- If your view of current live streams is not too favorable, what would you recommend to improve?
- How can you support us to improve the quality of our live streams as well as the reach of our live streams?
- Can we create match highlights via the platform? And can these highlights easily be shared via social channels to serve as teasers for sign up to our own IKF social media platform?

General

- Where is / are your data center(s)?
- Is the video after the upstream directly available for on-demand viewing?
- How are music rights handled? (eg background music songs in the stadium on the arena speaker)
- If our partnership would end, how is the transfer arranged of all content and data to a new platform?
- How would we migrate all existing content of IKF's YouTube channel to your platform so we can start with rich content from the start? Can we import also the views from YouTube so it is clear which videos were most popular?
- How does your product roadmap look like?
- Which two reference clients would you allow us to speak to about their experience with your platform?
- Is playing commercial music during a game a problem for the live stream in light of music rights?
- Is Related Content available as a function as a result of your past viewing behavior (if you like this video you probably also like this video etc)
- Is your platform accessible via various devices (website, mobile, app etc)?

Commercial:

- Are Pay-Walls a possibility and if so, what are the payment options? (e.g. per game, per tournament, annual, per phase of the tournament, per day etc.)
- What are the payment options (AliPay, WeChatPay, VISA, PayPal, MasterCard, AMEX, Ideal etc.). Which PSPO do you use and how easy is it for us to activate different payment methods by country / region?

- Can we customize such payment methods / subscription packages by region? (amount, packages, payment methods etc.)
- Can the content be viewed worldwide or are there certain country restrictions? If an app needs to be downloaded, can it be downloaded globally or are there certain country exclusions?
- Please describe your pricing model in detail
- Till what extent can we brand a certain channel? Can we brand the url?
- Can the output be distributed via multiple (categorized) portals / urls (e.g. championsleaguekorfbal.tv, worldcupkorfbal.tv, AsisCupkorfbal.tv etc)
- Is it possible to create subpages per regional / national federation, event etc (so a page per national federation with content of such a national league)?
- What are the possibilities for in-stream or display advertising? (both external (bidding) as well as internal (e.g. existing own sponsors))
- Are there dynamic / programmatic target possibilities for advertising? Regionally, based on characteristics of the viewer etc.
- Are international streams possible everywhere? Any limitations to be aware of?
- Would you see yourself actively involved in sales / marketing activities to generate income or would this be a sole responsibility of the IKF and its related federations? Are there options to set allocation keys to share the income generated between you as platform provider, IKF, National Federations / Regional Federations / Event Organizers?
- Are there options within the platform to facilitate the invoicing of sponsors based on viewing performances?
- Are you usually involved in commercializing the image rights? Do you generate other income via the portals you are involved in?
- What would an ideal collaboration model look like from your perspective? How much would you like to see a Partner model versus a technical supplier model? How do you see the preferred model translated in your commercial proposal and chosen pricing model?
- Are there a minimum number of (registered) users required from your end to enter into a partnership with IKF