Request for Proposal on

Music Streaming Service

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1. Background information

Ethio telecom with a strategic aspiration of being a preferred operator has been working at its full-scale towards the provisioning of competitive value adding telecom solutions and satisfying customers' expectations. To realize its vision, our company designed the BRIDGE strategy and has been working hard to build the best customer experience, reputable brand, deliver innovative products and services, achieve operational and technical excellence, and ultimately ensure financial growth.

Currently Ethio telecom mobile subscriber base has reached 60.8M customers. The total number of devices on the network reached 75.1M (42.3% of smartphone devices and 92% of them are Android OS). It is offering a wide range of services including voice, internet, messaging along with different value-added services solely and in partnership with various service providers. Moreover, to support the digital transformation happening around the world and in our country, to address customers' needs for fast and reliable internet, Ethio telecom has recently expanded 4G LTE advanced network around the country in major 136 cities.

In line with its continuous effort to build the best service for mobile customers, Ethio telecom is planning to launch a mobile streaming service in partnership with solution providers. This will enable subscribers to stream diversified audio content across their devices with multiple login options. Also, they will have an option to subscribe for their preferred plan and access local and international audio content, Songs, Audiobooks Podcasts, etc. in one place and keep them consistently entertained & updated.

Hence, Ethio telecom wants to invite potential top Music/Audio Streaming Solution providers to submit their technical and commercial proposals. The main objective of the RFP is to call upon prospective who are interested to work with Ethio telecom on a revenue-sharing basis based on the contractual agreement set.

2. Project Objectives

The main objective of the RFP is to select a competent Music Streaming Service solution that is capable to:

- Introduce a modern way of Streaming Audio content digitally with a variety of streaming options including an offline mode.

- Accessibility of music across different devices in parallel with different subscription alternatives.

- Optimize best Customer Experience in provisioning a diversity of audio genres in one platform with a local and international payment modality.

- Allow Publishers to expand their follower base, get their content to reach more people, and increase their probability of going viral with a variety of incentivization mechanisms.

- Create loyalty and retention of esteemed customers ahead of the coming market competition.

3. Scope of Work

The scope of this Request for Proposal (RFP) includes:

- Providing end-to-end Music Streaming solutions.
- Deliver reliable end-to-end solutions with deep technical expertise and support.
- Avail a single point for service, create easy and secure access for customers to stream Music or any audio content in quality in both online and offline mode with a varied option of Subscription in a way that is compatible with every device, Operating System, and Web Browser.
- The streaming platform reduces the risk of Music piracy and ensures that the artists get fair pay.
- From the user's point of view, these platforms offer better quality tracks, the latest updates, and amazing customization options including the creation of playlists, listening to the latest album releases, and many more.

- Create accessibility through web or app and the app would be embedded in TVs, games consoles, smartphones & watches, cars, and more with compatibility of different operating systems like iOS, Android, Mac, Windows, etc.
- Install required system solutions for the Music Streaming Service implementation and integrate them with Ethio telecom infrastructure.
- Submit product information and strategy on the potential areas mentioned below. The list is not intended to be exhaustive, and partners are encouraged to share additional areas that can be monetized:

  1. Music/Audio Streaming Service
  2. End-to-end App and Web-based solution across all supportive devices, Operating Systems, and web browsers.
  3. Key features of Music streaming service
     - Explore favorite tracks easily
     - Personalized Playlist
     - Access the online and offline playlist.
     - Social Media Integration
     - Live to stream across different devices.
     - Updates and notifications
     - Subscriptions
     - Free Trial
     - User Management

- Partners could submit their Music Streaming plan that can address some or all the areas above. The areas will not be restricted to the above ones and additional areas can be included depending on market potential and segment maturity.
- Partners are expected to deliver the solution, operate, and provide in-life management support in collaboration with Ethio telecom.

All proposals satisfying the requirements of this Request for Proposals will be evaluated to select a competitive Music Streaming solution that fulfills Ethio telecom's requirement. This Request for Proposals, however, does not commit Ethio telecom to award a contract, to pay any costs incurred in the preparation of a proposal. Ethio telecom reserves the right to accept or reject any or all proposals received because of this request, to negotiate with all qualified partners, or to cancel this Request for Proposals if it is in the best interests of Ethio telecom to do so.

4. Project Requirements

▪ Preliminary requirements

Interested Music streaming solution providers shall fulfill and provide the following engagement requirements when submitting their response proposal:

- Renewed or new trade license and commercial registration.
- Renewed or new VAS (Value Added Service) license or commitment to engage international or local business entity/ partners.
- Agreement to work with a minimum of a three-year contract.
- Commit to engaging international and local business entities/ partners /content providers/ for service delivery.
- Partner shall provide at least two recent operator/customer references endorsing the successful implementation of the Music streaming solution.
- Partner shall be required to allow Ethio telecom to have a site visit with the reference customer, if necessary.

4.1 Required Company Experience

The Music streaming solution provider shall have:
- ▪ Proven knowledge in the Music streaming solution deployment and implementation experience with Mobile operators.
- ▪ Ability to integrate music streaming provider's system with telecom infrastructure.

- General understanding and experience of content aggregation with the best incentivization options to content publishers.
- Proven ability to build, deploy and support differentiated system solutions that are aligned with customer needs and local market demands.
- Professional staff with required Music streaming domain knowledge, ability to plan, manage and execute Music streaming solution implementation.
- Familiarity with Music piracy and copyright issues, standardization, best practices and regulations, security, and privacy around Audio/Music streaming solutions.
- Capability to develop an actionable roadmap that will give clear guidelines on how to implement, support, and utilize mobile Music streaming in Ethiopia by taking existing assets into consideration and the market gap.

4.2 Integration Requirements

Potential Mobile Backup solution providers shall comply with the following general requirements:

Domain	Detail Requirement Description	Compliance (FC/PC/NC)	Remarks
API	The system should be open for any integration with different service capabilities. Better to mention supported APIs and capabilities. The APIs shall be in line with TM Forum Modular Open-API.		
API	Web Services API like SOAP, HTTP/S, open API, and Reset Should be supported with different capabilities. The vendor shall Describe the capabilities		
API	The system should be capable of integrating with any third-party systems - like international top-up, utility providers for bill payment, airtime credit providers, CP/SPs, etc.		
API	The system should have an authentication APIs to be exposed to subscribers Authentication API - OTP and Captcha generation and Validation Notification APIs User Consent APIs and others.		
ESB and Microservices	The solution should have ESB as unified integration central element for service integration - ESB /SOA based architecture for any internal IT systems and Network interface. E.g. BSS, OSS, CVM… and the vendor shall describe its architecture		

ESB and Microservices	The system should support rapid integration with back-end systems and a quick turnaround time for change requests including daytime changes.		
ESB and Microservices	The offered solution should be open to integrating social media for different business scenarios.		
ESB and Microservices	The solution should be integrated into IT systems like BSS for charging, provisioning, and other business scenarios using the unified integration bus/ESB/microservices. Data consistency and synchronization between BSS and the platform should be guaranteed. Sync feature shall be real-time and flexible to add and remove the required fields with other systems like CRM, PRM, etc. the supplier needs to describe how this function is implemented.		
ESB and Microservices	It shall support synchronization of user/subscriber and content provider information in real-time upon Partner creation, modification and deletion, Service/Content addition, modification, and deletion to PRM, CRM, and other systems.		
ESB and Microservices	It shall support the synchronization of subscribers' information to CRM and other systems. It should also support fetching and synchronizing subscriber information from CRM and other customer profile systems.		
ESB and Microservices	It shall support the synchronization of subscription services information to other systems like CP/SP. And it should also fetch and synchronize subscription services information from other systems like CP/SP.		
Charging	A refund tool should be available on the system.		
Charging	The system should support real-time and different granularity reconciliation and report.		
Charging	The solution shall be able to provide the possibility to offer a different package for a different user based on user profile and segmentation - Based on payment modality prepaid, postpaid, hybrid, CUG,…		
Charging	It shall support the following protocols: 1. File/FTP/SFTP 2. SOAP 3. Diameter 4. HTTP+XML 5. Rest 6. HTTPS+XML		
Charging	The rating function shall support both prepaid, hybrid, and postpaid subscribers including other operator subscribers.		
Charging	The system shall support sync between the solution and PRM for settlement and reconciliation. The vendor shall describe their settlement solution.		
Charging	The solution shall support both subscription-based and on-demand based services with full subscription, charging, and un-subscriptions control the vendor shall describe their charging solution.		
Charging	Partner reward management shall be provided to award subscribers with high customer/usage/sales performance.		

Report and Dashboard	The system shall combine multiple data sources that refer to the same business entity (e.g. customer) to create a more complete view of the entity. The system can enrich the data by associating with other data sources/ and big data analytics results.		
Report and Dashboard	The proposed solutions should contain analysis tools for decision-makers. It can provide rich graphs, professional data analysis methods, flexible interface layout, and personalized data portal customization to monitor and display enterprise operation KPIs. It should have built-in Data mining modules, and it can run various data mining algorithms to predication business trends.		
Report and Dashboard	The system should support different revenue reports, the vendor shall describe their reporting solution.		
Report and Dashboard	It shall be possible to create, distribute, and manage reports including: 1. Manual Report (Use a template to manually generate a report any time) 2. Schedule Report (Generate the schedule reports based on the preset) schedule task and send via email to defined users.		
Report and Dashboard	The report shall support the following formats: 1. HTML 2. Excel 3. Comma Separated Value (CSV) 4. Word 5. PDF 6. Text		
Report and Dashboard	Support basic Subscriber Information Report. It shall provide the basic subscriber statistics that are collected based on subscriber types, status, brands, etc		
Report and Dashboard	Support a basic content owner or partner Information Report. It shall provide the basic SP/CP statistics.		
Report and Dashboard	Support basic Subscription Relation Report. It shall provide the basic statistics on subscription relations that are collected based on user. Partner, etc		
API Management	SLA to be defined on DSDP to have full control charging by but not limited to : ▪ Limit maximum charging amount (day/week/monthly) ▪ Limit charging frequency (only once as per service tariff) ▪ Limit charging retrial for failed requests (only one retrial attempt per day) SLA shall be dynamic to assist and impose control level based. There shall be control over the frequency of charging made by day. For example, a user can be charged only once per day for a single service.		
Consent Management	User Consent APIs should be supported and can be exposed to third-party applications E.g an API for authentication with OTP and Captcha generation and validation.		
Consent Management	There should be an option of different consent management via USSD, SMS, and Web OTP.		

Consent Management	User consent to receive promotional messages from DSDP can be triggered and synched from CRM upon provisioning or at any time. At the same time, user consent preference will be a synch to CRM and any other system.		
Consent Management	The offered system shall support user black list addition (i.e single or batch) by a system user.		
Consent Management	The solution shall support the opt-in and opt-out feature to stop and start a content service.		
Security Management	The module should assure to avoid Payment risk and Operation risks in real-time.		
Security Management	There should be a mechanism to secure various types of frauds and vulnerabilities from internet websites using various types of validations, tokenization, cross-scription.		
Security Management	Audit logs should be kept on the system so that any complaint can be handled.		
Security Management	Security Against D2C Attacks -OWASP should be supported including: HTTP header Injection Malware Apps Playback Attacks ClickJacking Masking Unwanted Popups		
Security Management	The system should support Web-application and database attack prevention and detection including: Cross-site scripting SQL injection Path traversal DOS and DDOS		
Operation and Maintenace	End to end trace tool for each API and service capabilities should be provided. The vendor shall describe the capabilities in detail.		
Operation and Maintenace	The platform shall allow customer complaint center, grievances, trouble ticket management options. Customer service advisors to see the subscription status of the customer fully with full privilege of un-subscription (date, service type, price, and other parameters...)		
Operation and Maintenace	It shall have log management in a unified platform to be used to record important operations, configuration, and log history. The vendor shall describe their capabilities and how to implement them.		
Operation and Maintenace	There should be a full-fledged tracing and troubleshoot tool for any service and API capability as well as integration with other internal platforms.		
Operation and Maintenace	The System shall show and detect alarms, perform fault diagnosis, demarcate the fault, localize the fault, identify the root cause, impacted service, technology, and affected customers number, estimated revenue loss and if it is impacted level with incident threshold definition the declare incident. The vendor shall describe their capabilities and how to implement them.		

| Operation and Maintenace | Knowledge base Management shall provide the functions of creating, auditing, using, feedback, and evaluation of knowledge.
It shall make a systematized definition, acquisition, storage, analysis, transfer utilization, evaluation of valuable knowledge in individual and a team which exists inside and outside the organization and to ensure that members of the team can acquire the right knowledge at any time and anywhere for taking appropriate action. | | |

4.3 Security Requirements

Detail Requirement Description	Fully Comply	Remarks
Should have an IT security mechanism based on standards such as ISO 27001 to protect its asset including information and data from cyber-related threats.		
The bidder should avoid using vulnerable products for its platform.		
Shall deploy multi-layer protection at the boundary of their trust level network which includes but is not limited to IP layer Firewall and application layer firewall (such as WAF).		
Should preserve confidentiality, integrity, and availability of customer information or data throughout their network.		
Should transport any content including payment details in a secured manner.		
Should have a verification method to check the legitimacy of customers to avoid impersonation/masquerading (subscription and other orders should be handled with the consent of legitimate customers).		
Should have API management systems and always have a secure connection over HTTPS/TLS.		
The bidder should have a customer/account management system, which is capable to identify, authenticate and authorize users' access to their service.		
Should have a fraud control mechanism to detect fraudulent activities.		

6. Confidentiality and Public Disclosure

- Partners shall treat all information obtained from Ethio telecom which is not generally available to the public as confidential and/or proprietary to Ethio telecom.

- Partners shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person.

- If required, Ethio telecom as a government/public corporation is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required by laws.
- Ethio telecom will keep the confidentiality of the documents and will not expose competitive information to a third party.

7. Proposal administration

- Proposal submission

Please use the RFP template provided on this document for your side responses.

All proposals must be submitted in hardcopy to Ethio Telecom, Marketing Division (Tewodros roundabout Infront of Churchill Hotel at Eyor Tower, 8th floor, Room no. 807) and electronically via rfp.marketing@ethiotelecom.et till March 18, 2022.

Moreover, they shall comply with the following requirements during the preparation of the Proposal:

- The Proposal and all associated correspondence shall be written in English. Any interlineations, erasures or over writings shall be valid only if they are initialed by the authorized person signing on the Proposal.
- Proposals received by facsimile shall be treated as defective, invalid, and rejected. Only detailed complete proposals in the form indicated above received before the closing time and date of the proposals shall be taken as valid.
- Partners are not permitted to modify, substitute, or withdraw Proposals after their submission. Modifications to proposals already submitted will be allowed if submitted in writing before the time fixed in the Request for Proposals.
- The partner shall prepare the technical proposal in hard copy along with a soft copy and seal it on a separate cover. Similarly, Commercial Proposal in hard copy along with a soft copy and sealed in a separate cover.

Proposals and any other related documents prepared in response to this RFP will not be considered unless they are filed to the correct address within the period.

Timeline:

Action	Tentative Schedule
RFP posted	February 16, 2022
Submission deadline	March 18, 2022

- Proposal Review and Discussion.

Ethio telecom will go to discussion with one or more applicants regarding business model, engagement approach, price, the scope of services, or any other term of their proposals, and such other contractual terms, at any time before execution of a final contract.

RFP Template

The proposals submitted in response to this RFP must include a cover letter signed by the person who authorized a proposal on behalf of the company.

The proposal should also include:

- A cover letter that summarizes the response, includes areas to which response is made, and indicates if supporting documentation is included in your response.
- The RFP shall be prepared shall address the following parts but not limited to:

A. General Information

- Parent company:
  - Business Name, address, telephone number, website,
  - A primary contact, including name, job title, address, telephone, and email address.
- Local representative
  - Authorization letter
  - Agent information
  - Business license and taxpayer identification number (Local)

B. Company Profile

- Qualified partners should submit a company profile and experience showing but not limited to the below (as applicable)
  - The prospective authorized Music streaming business experience is supported by a brief company profile. They shall present business experience supported by a brief company profile including but not limited to:
  - A description of business background, including, country of origin, the primary mission of the business, business experience, and any other information relevant to this RFP.
  - Successful years of experience in providing Music streaming solutions and telecom related services

- o Staff resources
- o The qualification of the management
- o The business experience of the management and the staff preferably in Telecom related services
- o Track record related to the role played acted as partners into different markets
- o Provide at least two references for the successful role carried out for the Music streaming solution
  - ▪ Relevant partners' experience working with operators in the African market is desirable.
  - ▪ Music streaming solution portfolio:
    - ❖ Partners platform, equipment, and other relevant hardware and software components.
    - ❖ Service access channels: How users access services: via internet/web / mobile client or USSD, SMS, and others if any.
    - ❖ Product offers/Service type
    - ❖ High-level service/ solution architecture describing components and key integration points.

C. Project Understanding

Provide a brief narrative statement that confirms the partner's understanding of the project, and agreement to provide required products and services as a Music streaming solution necessary to achieve the objectives of the project. Describe how your strategy and business experience will benefit the project.

Demonstrating a clear understanding of Ethio telecom technical and operational requirements

- Brief baseline assessment of Ethio telecom Digital and VAS market size, roadblocks, regulations, ecosystem, etc
- Digital and VAS roadmap and strategy for business, government, and the critical mass
- Revenue projection by category for three years
- Classification of Digital and VAS

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- Assessment of current gaps in Ethio telecom related to the delivery of digital and VAS offers with benchmark and gap

D. Engagement scope

Provide a proposed scope of work, including a proposal and project milestones, following the "Scope of Work," of this RFP. Please make sure to include a statement regarding how you engage a diverse range of partners/content providers & stakeholders from the market at large.

Potential partners should describe in detail:

- Proposal scope, objective, and how the solution will be realized.
- Product and Services to be delivered, with different business or technical environments,
- Technical and integration details
- Technology, solution, and related issues

E. Statement of Financial Capacity

- General statement of the financial condition
- most recent audited financial statements
- Disclosure of any bankruptcy filings over the past five years

F. An engaging local business entity

- Availability of local business entities that can actively be engaged.
- Readiness and capability in delivering the required services
- List of professionals for project implementation
- Proof of capability/ certification/ relevant experience

G. Proposal

Commercial proposal

A. Business/ financial strategy

- Present strategic roadmap for project implementation, priority areas, and a detailed look at specific recommended projects with costs projections.
- Proposed revenue share model and modality for the engagement.

- Identify opportunities for quick wins and solutions that produce rapid returns on investment for the earlier stages of implementation
- Detailed cost information for each option/alternative. The cost proposal must identify, by separate item, task, and activity required for each deliverable.
- Propose Go to market strategy and Co-marketing approaches

B. Delivery time

- Propose the shortest and most feasible delivery time for the solution.

Technical proposal

- Please provide your responses to the technical compliance statement described
- Provide additional technical requirements and platform capabilities you are offering to avail during the project

H. Additional information

- Case studies, solution brief /demos
- Benefits to Ethio telecom, partners, and customer's/ end users
- Resource and integration requirements
- Preconditions, challenges, or areas of concern
- Any additional information on applications, solution delivery, marketing support, business models, etc.