

Request for Proposals for Test Material for Targeted Advertising

This is a request for proposals for test material for the HbbTV targeted advertising specification. All terms and conditions from “[Request for Proposals for Test Material, HbbTV TEST SUITE DEVELOPMENT, Phase 2](#)”, dated 2015-02-16 shall apply except where modified as shown below for each clause of that document.

1 Scope of the RfP

[No change]

2 Guidance for Submission

[No change]

2.1 Period of Validity

[No change]

2.2 Delivery of Proposal

The proposal shall be delivered by the close of business on Friday March 27th 2020. The Proposal shall be submitted by the deadline by email to Mrs Nicole Frey, frey@ebu.ch.

3 Requirements

3.1 Proposal Structure and Contents

[No change]

3.2 Pricing

Suppliers shall provide all of the following:

- A single price for all packages
- Pricing for all packages individually, so that HbbTV has the option of buying one or more packages from multiple Suppliers
- Pricing for sets of packages where this provides some price advantage for HbbTV.

If the proposal is dependent on the delivery of any additional costed item, technology or resource that may be common to more than one test assertion, or more than one packages of assertions then that shall be listed and priced separately and in addition to the cost of the individual packages, i.e. such prices should not be apportioned across or subsumed within the prices of the individual packages.

HbbTV may divide any order resulting from this document between more than one Supplier. Proposals shall indicate if there is a minimum order size, either by value or by number of tests. One possible division would be to order package 1 from one Supplier and as much as possible of the remainder from another Supplier.

3.3 Characteristics of Test Material and Testing Approach Considerations

The test material, including the updated test definition XML file, shall be compliant with the requirements set out in the HbbTV Test Specification. It shall be possible to execute the test on a test harness that complies with the HbbTV Test Specification.

In order to minimise HbbTV member resources needed to review test material, where one or more test cases have only small differences, supplier should use the mechanism defined in clause 6.3.5.4 of the HbbTV Test Specification to indicate one or more test cases as being derived from other(s) and to indicate the differences. This is particularly strongly recommended to be used for the tests for clauses 10.2.1, 10.2.2 and 10.2.3 of part 1 of the TA specification.

Supplier is responsible any extensions to the HbbTV Test Specification needed to run the test material. This must be done in sufficient detail to permit independent implementations of that extension to run the operator application test material.

3.4 Schedule

Supplier should give a higher priority to getting a basic set of test material delivered and included in the July 2020 release of the HbbTV Test Suite than getting a full set of test material delivered by this date.

The statement that, "Upon initial acceptance, Supplier may submit their invoice (minus a retention fee corresponding to 30% of the contracted amount) in respect of the initially accepted test materials" is modified to change the retention fee from 30% to 70% as indicated in the "Request for Proposals for Test Material, HbbTV TEST SUITE DEVELOPMENT, Phase 2", dated 2015-02-16.

3.5 General expertise

Supplier shall indicate any staff overlap between this project and other work they are doing related to HbbTV or expect to be doing related to HbbTV during the first half of 2020.

3.6 Warranty

[No change]

3.7 Additional Duties of Suppliers

HbbTV will require the rights to use DASH content resulting from this Request for Proposals for the purposes of improving or testing the DASH validator as currently developed by Nomor Research GmbH ("Nomor"), initially for DASH-IF and latterly extended for HbbTV. In addition to the rights described in the "HbbTV V2 Test Material Provider and Distribution Agreement (Commercial)", Supplier will grant HbbTV the rights to distribute DASH content (MPDs and media referenced from them) arising from this contract to Nomor for this purpose. An example of a side letter to the Test Material Provider Agreement is found in annex 4.

HbbTV requests quotations that include the cost of having performed an additional independent review on the materials to be provided. Specifically that Supplier would warrant that an independent review has been performed on all the submitted material sufficient to meet the requirements of Initial Acceptance as defined in the HbbTV Test Material Approval Procedure.

HbbTV makes no requirement on, nor makes any specific recommendations as to who would perform this independent review. If the reviewer is an internal employee of Supplier then the proposal must

indicate the cleanroom principles that will be applied in order to ensure that the review is independent of the implementation.

If the reviewer is an external resource then the proposal must indicate the capability and veracity of the resource being used.

In either case HbbTV would have no engagement with the reviewer.

HbbTV expects to have visibility of the progress and results of the independent review. The details of this are left to Supplier and should be included in the proposal. An example would be to follow the same procedure as would be followed by a reviewer not connected to Supplier including the following;

- tests being uploaded to the HbbTV subversion repository before the start of the independent review and
- the independent reviewer reporting issues using HbbTV's redmine issue tracking system and not Supplier's internal issue tracking system and
- the independent reviewer adding history items with type "rejected" to the test in the HbbTV subversion repository when rejecting a test case

3.8 Maintenance

The requirement that "HbbTV Association requires the Supplier to provide pricing for annual maintenance for a fixed fee." Is replaced with the following;

HbbTV Association requires the Supplier to provide pricing for a) annual maintenance for a fixed fee and b) a time and materials price for maintenance services.

3.9 Test Harness

This clause is redundant and does not apply.

4 Appointment Process

4.1 Evaluation and Appointment

HbbTV hopes to be able to notify the provisionally appointed supplier on April 17th 2020.

Supplier's response shall explain how they intend to be proactive in driving the targeted advertising test material through the Test Material Approval Process to final acceptance and inclusion in the HbbTV test suite.

4.2 Clarification of Proposals / Changes to Process

[No Change]

4.3 Negotiation and Execution of Agreements

[No Change]

4.4 Not Accepted Proposals

[No Change]

5 Intellectual Property

[No Change]

6 Exclusion of liability / Costs

[No Change]

7 Confidentiality

[No Change]

8 Applicable Law and Dispute Settlement

[No Change]

Annex 1: Proposal Structure

Clause 4.2 of the proposal structure, “Sourcing a Test Harness” does not apply.

Clause 6.3 of the proposal structure, “Source of specialised or scarce expertise” does not apply and is replaced with “Staff overlap with other HbbTV-related work”.

A new clause 3.7 is added to the proposal structure as follows;

3.7 Independent review

If an internal employee of supplier, please indicate the cleanroom principles that will be applied in order to ensure that the review is independent of the implementation.

If an external resource then please provide information on the capability and veracity of the resource being used.

Please provide details on how HbbTV will be given visibility of the progress and results of the independent review.

Annex 2: List of Tests

Package 1 (93)

./10.2.2/org.hbbtv_TA900101
./10.2.2/org.hbbtv_TA900109
./10.2.2/org.hbbtv_TA900111
./10.2.2/org.hbbtv_TA900113
./10.2.2/org.hbbtv_TA900208
./10.2.2/org.hbbtv_TA900303
./10.2.2/org.hbbtv_TA900305
./10.2.2/org.hbbtv_TA900309
./10.2.2/org.hbbtv_TA900402
./10.2.2/org.hbbtv_TA900406
./10.2.2/org.hbbtv_TA900410
./10.2.2/org.hbbtv_TA900504
./10.2.2/org.hbbtv_TA900607
./10.2.2/org.hbbtv_TA900702
./10.2.2/org.hbbtv_TA900801
./10.2.2/org.hbbtv_TA900809
./10.2.2/org.hbbtv_TA900811
./10.2.2/org.hbbtv_TA900908
./10.2.2/org.hbbtv_TA900910
./10.2.2/org.hbbtv_TA900912
./10.2.2/org.hbbtv_TA901001
./10.2.2/org.hbbtv_TA901104
./10.2.2/org.hbbtv_TA901203
./10.2.2/org.hbbtv_TA901213
./10.2.2/org.hbbtv_TA901302
./10.2.2/org.hbbtv_TA901304
./10.2.2/org.hbbtv_TA901308
./10.2.2/org.hbbtv_TA901310
./10.2.2/org.hbbtv_TA901312
./10.2.2/org.hbbtv_TA901401
./10.2.2/org.hbbtv_TA901405
./10.2.2/org.hbbtv_TA901407
./10.2.2/org.hbbtv_TA901409
./10.2.2/org.hbbtv_TA901506
./10.2.2/org.hbbtv_TA901508
./10.2.2/org.hbbtv_TA901510
./10.2.2/org.hbbtv_TA901512
./10.2.2/org.hbbtv_TA901601
./10.2.2/org.hbbtv_TA901603
./10.2.2/org.hbbtv_TA901605
./10.2.2/org.hbbtv_TA901607

./10.2.2/org.hbbtv_TA901609
./10.2.2/org.hbbtv_TA901611
./10.2.2/org.hbbtv_TA901613
./10.2.2/org.hbbtv_TA901701
./10.2.2/org.hbbtv_TA901709
./10.2.2/org.hbbtv_TA901713
./10.2.2/org.hbbtv_TA901802
./10.2.2/org.hbbtv_TA901806
./10.2.2/org.hbbtv_TA901903
./10.2.2/org.hbbtv_TA901909
./10.2.2/org.hbbtv_TA901911
./10.2.2/org.hbbtv_TA902002
./10.2.2/org.hbbtv_TA902008
./10.2.2/org.hbbtv_TA902010
./10.2.2/org.hbbtv_TA902103
./10.2.2/org.hbbtv_TA902105
./10.2.2/org.hbbtv_TA902111
./10.2.2/org.hbbtv_TA902208
./10.2.2/org.hbbtv_TA902301
./10.2.2/org.hbbtv_TA902313
./10.2.2/org.hbbtv_TA902404
./10.2.2/org.hbbtv_TA902406
./10.2.2/org.hbbtv_TA902412
./10.2.2/org.hbbtv_TA902606
./10.2.2/org.hbbtv_TA902610
./10.2.2/org.hbbtv_TA902701
./10.2.2/org.hbbtv_TA902812
./10.2.2/org.hbbtv_TA903013
./10.2.2/org.hbbtv_TA903108
./10.2.2/org.hbbtv_TA903205
./10.2.2/org.hbbtv_TA903302
./10.2.2/org.hbbtv_TA903411
./10.2.2/org.hbbtv_TA903607
./10.2.2/org.hbbtv_TA903705
./10.2.2/org.hbbtv_TA903707
./10.2.2/org.hbbtv_TA903802
./10.2.2/org.hbbtv_TA903803
./10.2.2/org.hbbtv_TA903812
./10.2.2/org.hbbtv_TA903901
./10.2.2/org.hbbtv_TA904004
./10.2.2/org.hbbtv_TA904008
./10.2.2/org.hbbtv_TA904109
./10.2.2/org.hbbtv_TA904111
./10.2.2/org.hbbtv_TA904205

./10.2.2/org.hbbtv_TA904305
./10.2.2/org.hbbtv_TA904310
./10.2.2/org.hbbtv_TA904505
./10.2.2/org.hbbtv_TA904605
./10.2.2/org.hbbtv_TA904610
./10.2.2/org.hbbtv_TA904611
./10.2.2/org.hbbtv_TA904612
./10.2.2/org.hbbtv_TA904613

Package 2 (39)

./8.1.4.1/org.hbbtv_TA_ERRORS01
./8.1.4.1/org.hbbtv_TA_ERRORS02
./8.1.4.1/org.hbbtv_TA_INTHEPAST01
./8.1.4.1/org.hbbtv_TA_INTHEPAST02
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR01
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR02
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR03
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR04
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR05
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR06
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR07
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR08
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR09
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR10
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR11
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR12
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR13
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR14
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR15
./8.1.4.1/org.hbbtv_TA_NOTSUPPERR19
./8.1.4.2/org.hbbtv_TA_ERRORS03
./8.1.4.2/org.hbbtv_TA_ERRORS04
./8.1.4.2/org.hbbtv_TA_HTML501
./8.1.4.2/org.hbbtv_TA_HTML502
./8.1.4.2/org.hbbtv_TA_INVALIDSTATEERR01
./8.1.4.2/org.hbbtv_TA_INVALIDSTATEERR02
./8.1.4.2/org.hbbtv_TA_INVALIDSTATEERR03
./8.1.4.2/org.hbbtv_TA_NOTSUPPERR16
./8.1.4.2/org.hbbtv_TA_NOTSUPPERR17
./8.1.4.2/org.hbbtv_TA_NOTSUPPERR18
./8.1.4.2/org.hbbtv_TA_SELECTLANGUAGE01
./8.1.4.2/org.hbbtv_TA_SELECTLANGUAGE02
./8.1.4.2/org.hbbtv_TA_SELECTLANGUAGE03
./8.1.4.2/org.hbbtv_TA_SELECTLANGUAGE04

./8.1.4.3/org.hbbtv_TA_ERRORS05
./8.1.4.3/org.hbbtv_TA_ERRORS06
./8.1.4.3/org.hbbtv_TA_INVALIDSTATEERR04
./8.1.4.3/org.hbbtv_TA_INVALIDSTATEERR05
./8.1.4.4/org.hbbtv_TA_ERRORS07

Package 3 (29)

./10.3.1/org.hbbtv_TA_CAPABILITIES21
./10.3.1/org.hbbtv_TA_CAPABILITIES22
./10.3.1/org.hbbtv_TA_CAPABILITIES23
./10.3.1/org.hbbtv_TA_CAPABILITIES24
./10.3.1/org.hbbtv_TA_CAPABILITIES25
./10.3.1/org.hbbtv_TA_CAPABILITIES26
./10.3.1/org.hbbtv_TA_CAPABILITIES27
./10.3.1/org.hbbtv_TA_CAPABILITIES28
./A.2.2/org.hbbtv_TA_CAPABILITIES01
./A.2.2/org.hbbtv_TA_CAPABILITIES02
./A.2.2/org.hbbtv_TA_CAPABILITIES03
./A.2.2/org.hbbtv_TA_CAPABILITIES04
./A.2.2/org.hbbtv_TA_CAPABILITIES05
./A.2.2/org.hbbtv_TA_CAPABILITIES06
./A.2.2/org.hbbtv_TA_CAPABILITIES07
./A.2.2/org.hbbtv_TA_CAPABILITIES08
./A.2.2/org.hbbtv_TA_CAPABILITIES09
./A.2.2/org.hbbtv_TA_CAPABILITIES10
./A.2.2/org.hbbtv_TA_CAPABILITIES11
./A.2.2/org.hbbtv_TA_CAPABILITIES12
./A.2.2/org.hbbtv_TA_CAPABILITIES13
./A.2.2/org.hbbtv_TA_CAPABILITIES14
./A.2.2/org.hbbtv_TA_CAPABILITIES15
./A.2.2/org.hbbtv_TA_CAPABILITIES16
./A.2.2/org.hbbtv_TA_CAPABILITIES17
./A.2.2/org.hbbtv_TA_CAPABILITIES18
./A.2.2/org.hbbtv_TA_CAPABILITIES19
./A.2.2/org.hbbtv_TA_CAPABILITIES20
./A.2.2/org.hbbtv_TA_CAPABILITIES30

Package 4 (20)

./10.1.1/org.hbbtv_MSE0240
./10.1.1/org.hbbtv_MSE0250
./10.1.1/org.hbbtv_MSE0260
./6.2/org.hbbtv_MSE0010
./6.2/org.hbbtv_MSE0020

./6.2/org.hbbtv_MSE0030
./6.2/org.hbbtv_MSE0040
./9.1.1/org.hbbtv_MSE0050
./9.1.1/org.hbbtv_MSE0070
./9.1.1/org.hbbtv_MSE0080
./9.1.3/org.hbbtv_MSE0090
./9.1.3/org.hbbtv_MSE0100
./9.1.3/org.hbbtv_MSE0150
./9.1.3/org.hbbtv_MSE0160
./9.1.3/org.hbbtv_MSE0170
./9.1.3/org.hbbtv_MSE0200
./9.1.3/org.hbbtv_MSE0210
./9.1.5/org.hbbtv_TA_MSE1001
./A.3.2/org.hbbtv_MSE0290
./A.3.2/org.hbbtv_MSE0300

Package 5 (26)

./10.1.3/org.hbbtv_TA8130
./12/org.hbbtv_TA8140
./4.2.1/org.hbbtv_TA8010
./4.2.1/org.hbbtv_TA8020
./4.2.1/org.hbbtv_TA8030
./4.2.1/org.hbbtv_TA8040
./4.2.1/org.hbbtv_TA8050
./4.2.1/org.hbbtv_TA8060
./4.2.1/org.hbbtv_TA8070
./4.2.1/org.hbbtv_TA8080
./4.2.1/org.hbbtv_TA8090
./4.2.1/org.hbbtv_TA8095
./4.2.2/org.hbbtv_TA8100
./5.2.2/org.hbbtv_TA7001
./5.2.2/org.hbbtv_TA7002
./5.2.2/org.hbbtv_TA7003
./9.2/org.hbbtv_TA_RELIABILITY01
./9.2/org.hbbtv_TA_RELIABILITY02
./9.4.2/org.hbbtv_TA8110
./9.4.2/org.hbbtv_TA8120
./A.1/org.hbbtv_TA8150
./A.1/org.hbbtv_TA8155
./A.3.3/org.hbbtv_WEBCRYPTO0010
./A.3.3/org.hbbtv_WEBCRYPTO0020
./A.3.4/org.hbbtv_VTTCUE0010
./A.3.4/org.hbbtv_VTTCUE0020

Package 6 (27)

./Errata/9278/org.hbbtv_GAPFILLING2810
./Errata/9278/org.hbbtv_GAPFILLING2820
./Errata/9279/org.hbbtv_GAPFILLING2960
./Errata/9279/org.hbbtv_GAPFILLING2970
./Errata/9279/org.hbbtv_GAPFILLING2980
./Errata/9280/org.hbbtv_GAPFILLING2920
./Errata/9280/org.hbbtv_GAPFILLING2930
./Errata/9280/org.hbbtv_GAPFILLING2940
./Errata/9280/org.hbbtv_GAPFILLING2950
./Errata/9283/org.hbbtv_APP2AV0111
./Errata/9284/org.hbbtv_APP2AV1111
./Errata/9284/org.hbbtv_MDEVSYNC4111
./Errata/9285/org.hbbtv_GAPFILLING2990
./Errata/9288/org.hbbtv_RELIABILITY01
./Errata/9288/org.hbbtv_RELIABILITY02
./Errata/9288/org.hbbtv_RELIABILITY03
./Errata/9288/org.hbbtv_RELIABILITY04
./Errata/9288/org.hbbtv_RELIABILITY05
./Errata/9288/org.hbbtv_RELIABILITY06
./Errata/9289/org.hbbtv_GAPFILLING2910
./Errata/9291/org.hbbtv_GAPFILLING2890
./Errata/9292/org.hbbtv_GAPFILLING2880
./Errata/9296/org.hbbtv_GAPFILLING2850
./Errata/9296/org.hbbtv_GAPFILLING2860
./Errata/9296/org.hbbtv_GAPFILLING2870
./Errata/9297/org.hbbtv_GAPFILLING2840
./Errata/9300/org.hbbtv_00002441

Annex 3: Documentation Provided

No additional documentation is provided as all parties receiving the RfP are members of the HbbTV Association.

Annex 4: Example side letter for DASH validator

31st March 2018

To:

<TBC>

From:

HbbTV Association

L'Ancienne-Route 17A

1218 Le Grand-Saconnex

Switzerland

Side Letter to the Agreements between <TBC> and HbbTV Association

Agreement:

Date:

Parties:

Dear Sir or Madam,

HbbTV Association would like to be able to distribute the HbbTV Test Material set forth in the above mentioned agreements to its supplier Nomor Research GmbH ("**Nomor**") for the purpose of validating the HbbTV Conformance Software tool being developed for HbbTV Association. HbbTV Association thus requests from <TBC> the right to deliver such material to Nomor as confidential information.

<TBC> hereby grants the authorization to HbbTV Association to deliver the HbbTV Test Material to Nomor pursuant to the above mentioned agreements, subject to the following:

- (i) The HbbTV Test Material shall be used by Nomor Research GmbH for validation of the HbbTV Conformance Software tool only;
- (ii) Nomor Research GmbH shall remove all copies of the HbbTV Test Material from its systems at the termination of its agreements concluded with HbbTV Association related to the validation of the HbbTV Conformance Software tool;
- (iii) Nomor Research GmbH shall not be allowed to pass on, sublicense or otherwise use for other purposes the HbbTV Test Material;
- (iv) All other terms of the above mentioned agreements shall continue to apply.

Signed on behalf of HbbTV Association:

Signed:

Date:

Signed on behalf of <TBC>:

Signed:

Date:
