



**Request for Proposals
Content Production and Management
for the
HbbTV Developer Portal**

March 2024

Introduction and Scope of Work

The HbbTV Developer Portal (<https://developer.hbbtv.org/>) aims at offering a clear understanding – with examples, guidelines, specification references and available resources – of the programming additions required by the HbbTV specification to manage and to programme specific TV related features such as, for example, an application launch and its lifecycle, its signalisation on delivery means, the remote-control interaction, handling of the broadcast a/v object etc.

It is online since early 2022 targeting HbbTV application developers to support their work.

The purpose of this document (the “RFP”) is to request from your company (the “Supplier”) a technical and economical proposal (the “Proposal”) for the production and management of the portal content and certain related services. Our aim is to build a wider possible network of contributors to the HbbTV Developer Portal.

This RfP has been drafted by the “HbbTV Marketing and Education Working Group” (the “MEWG”) in charge of managing the Developer Portal on behalf of the “HbbTV Association”, an association under the laws of Switzerland, having its registered office at l’Ancienne-Route 17A, CH-1218 Grand-Saconnex, Switzerland (“HbbTV”); it is a global initiative aimed at harmonizing the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices; this is achieved through open standard specification developed by industry leaders to improve the video user experience for consumers by enabling innovative, interactive services over broadcast and broadband networks.

The HbbTV Developer Portal (“HDP”) provide quick access to technical information in a structured, searchable and crawlable way. They play a critical role in application development and professionally made developer portals support thriving a vital developer community.

HbbTV technical information and knowledge is spread across different places, sources and people of the connected TV industry.

Since its launch, we struggle to maintain the HDP up to date and adjourned with fresh new content of app developers’ interest. This is mainly due to a lack of resources, i.e. people time bandwidth, to produce valuable HDP content from the association working group works, task forces and internal expertise; this work produce knowledge through data, experiences, bugs, information from members, news, and lots more around our specification and we are not able to learn a lesson in favour of the application developer’s community.

This RFP compiles the initial set of content we would like to have produced by the Supplier. The following clauses describe the details of the main topics and the Supplier is asked to make a proposal to cover the content production and the related publication costs, together with any potential additional cost.

Required Content

We are looking at a wide variety of content. This may include, but not is limited to, the following:

- write/edit text (e.g. paper, document, tutorial, code)

- offer app code example (e.g. gaming, voting)
- offer references to UI usability and UEX best practices (e.g. relevant docs, examples)
- Usage and explanation of app validation, app testing, emulation environment tools
- Zoo and app testing basics (e.g. HbbTV zoo directory, remote access, testing material)
- Translate/adapt HbbTV webinar content to DP topics in relevant, condensed documentation to be published on an HDP section. A starting point to be considered are the following archived webinars (see the hbbtv.org related section <https://www.hbbtv.org/hbbtv-webinar-series/>):
 - 26th webinar, February 15, 2024: The HbbTV OpApp specification update
 - 25th webinar, July 27, 2023: HbbTV in DVB-I environments
 - 24th webinar, March 6, 2023: The WAVE Test Environment for HbbTV and ATSC
 - 21st webinar, June 13, 2022: Deploying new developments in DASH – hardware-based DRM, multiple Periods and more
 - 20th webinar, April 26, 2022: Ultra HD services via HbbTV
 - 18th webinar, February 22, 2022: HbbTV in programmatic advertising and GDPR compliance
 - 15th webinar, September 21, 2021: Accessibility solutions with HbbTV
- Specific topics related to interoperability issues and findings from the membership that have been identified and would suite writing up, for example:
 - <https://github.com/HbbTV-Association/Developer-Portal-Issues/issues>
 - Issues raised with the association’s internal Redmine issue tracking tool (access will be arranged for non-members)
 - Selected sessions from the HbbTV [Symposium 2023 “Unconference”](https://www.hbbtv.org/11th-hbbtv-symposium-and-awards-2023/unconference-hub/) (<https://www.hbbtv.org/11th-hbbtv-symposium-and-awards-2023/unconference-hub/>)

Together with the above content, the usual content related with the HDP existing sections (e.g. APIs, Common Mistake to Avoid, FAQs, Blog) can be considered and proposed.

The requested articles should be composed of text, code snippets, images, and diagrams. Articles must be written in tutorial style and explain at best the related topic.

The supplier will present the articles to the HbbTV MEWG group for an approval to be published on the HDP.

Project Budget

The Supplier is asked to make a proposal considering the following:

- There is a set of initial “editorial” content that the Association wishes to see produced as described in “Required Content” clause above.
- There will be an ongoing need to add and improve the HDP to it remains a source of useful information for the HbbTV ecosystem.
- The process of publication of the produced content, including gathering suitable contributions, editorial review by experts of drafts, addressing feedback.

HbbTV does not have a specific budget in mind but anticipates buying an initial fixed price package of effort, to address the Required Content list, plus an ongoing “per article or per day” activity to maintain and enhance the site over the following months.

Proposal Submission Deadline

Proposals shall be submitted by the Supplier via email to angelo.pettazzi@kinton.it, Chair of the HbbTV Marketing and Education Working Group, not later than **April 15, 2024**

Further Information

Contract, administrative and technical queries should be sent to:

HbbTV Marketing and Education Working Group
angelo.pettazzi@kinton.it

Queries should be clearly marked as confidential if the Supplier wishes them to be treated as such.

Suppliers are allowed to send in questions related to RfP subjects within the first week from the date on the accompanying letter to this RfP. Anonymized responses to these questions will be provided by HbbTV within 5 working days to all Suppliers.

Requirements

The Suppliers and the Proposals must fulfil the following requirements.

1. Proposal Structure and Contents

Proposals shall follow the proposal structure given in Annex 1.

2. Pricing

The preferred model for the creation of the initial HDP content and management is a fixed payment, with a per article or per day fee for additional support. HbbTV is open to other payment models as well.

Suppliers should indicate any maximum or minimum limits on effort they can supply.

All pricing must be in Euros including all applicable fees and taxes.

Appointment Process

The process of making any appointments of a Supplier or Suppliers is described below.

1. Evaluation and Appointment

Proposals will be opened and reviewed internally at the convenience of HbbTV Association. Within four weeks of the submission deadline, HbbTV Association will have completed a comparative assessment of received Proposals to make a decision as to which Proposals should be selected.

2. Clarification of Proposals / Changes to Process

Notwithstanding any other provision of this RfP, HbbTV Association reserves, at its entire discretion, the right to:

- a) Conduct discussions with any or all potential Suppliers for the purpose of clarification of Proposals;
- b) Waive, or decline to waive, any defect in any Proposal;
- c) Accept, reject, or negotiate any or all Proposals or the terms of any Proposal for the purpose of obtaining the best and final offer;
- d) Cancel or amend this RfP or issue other requests for proposals (and in doing so will endeavor to communicate transparently and in a timely manner with all Suppliers);
- e) Request Suppliers submitting Proposals to resubmit Proposals;
- f) Select no Proposals at all.

3. Not Accepted Proposals

HbbTV Association has no duty to provide Suppliers any explanation or justification of its decisions not to accept a Proposal or to accept a Proposal only in part.

Intellectual Property

The HbbTV Association retains all rights to all materials accompanying this RfP or materials made available separately by the HbbTV Association for the purpose of preparation of Proposals to this RfP. Nothing in this RfP gives recipients the right to use these materials for any purpose other than preparing Proposals to this RfP.

The HbbTV Association shall own all intellectual property rights of all material produced as part of the logistics support contract excluding elements licensed from third parties.

Exclusion of liability / Costs

The HbbTV Association has prepared this RfP in good faith with a particular interest for the implementation of the HDPP content. To the extent permitted by law, the HbbTV Association excludes any liability (whether in contract, tort, negligence or otherwise) for any incorrect or misleading information contained in this RfP. Any costs or expenses incurred by any Supplier or other person under the present submission process will not be reimbursed by the HbbTV Association and neither the HbbTV Association nor any of its representatives will be liable in any way to any Supplier or other person for any costs, expenses or losses incurred by any Supplier or other person in connection with this RfP.

Confidentiality

All sections of the Proposals may be shared with any member of the HbbTV Association.

Applicable Law and Dispute Settlement

This present RfP, as well as subsequent negotiations shall in all respects be governed by and construed in accordance with Swiss law.

The present RfP must be regarded as a modality of a negotiation subject to the general rules of the Swiss Code of Obligations. Swiss law does not subject requests for proposals in the present context to any specific rules, such as e.g. public procurement rules, and the HbbTV Association is entirely free to enter into contract with whatever Supplier it considers best suited for the awarded work. As a consequence, no claims can be brought against the HbbTV Association out of the present procedure.

For all practical purposes, the following dispute settlement rules shall nevertheless apply:

1. All disputes arising out of or in connection with the present RfP shall be submitted, in the first instance, to the Dispute Adjudication Board (“**DAB**”) in accordance with the Dispute Adjudication Board Rules of the International Chamber of Commerce (the “**DAB Rules**”), which are incorporated herein by reference.
2. The DAB shall consist of three (3) members to be appointed as follows: when a dispute arises that could not be amicably settled, each of the potential Supplier and the HbbTV Association (each a “**Party**”, collectively the “**Parties**”) may send a written notice to the other Party requesting the establishment of the DAB. Each Party shall then within 10 business days appoint one independent DAB member who must have the following credentials: (i) be demonstrably experienced in the subject matter of the dispute, and (ii) be an employee or representative of a company that is a member of the HbbTV Association. The two appointed DAB members shall appoint, within 10 business days, the third independent DAB member, who shall act as chairman of the DAB.
3. The DAB procedure shall be purely private, and the parties shall not revert to the ICC Dispute Board Center. Problems arising from not having the support of the ICC Dispute Board Center shall be resolved ad hoc by the DAB.
4. For any given dispute, the DAB shall issue a decision in accordance with the DAB Rules and within a time period of 2 months. The deadlines for the various steps of the procedure shall be set (and if longer deadlines are mentioned in the DAB Rules be systematically reduced) to allow for a swift rendering of the decision of the DAB within the time limit of 2 months.
5. If (i) any Party fails to comply with a decision when required to do so pursuant to the DAB Rules, (ii) any Party sends a written notice to the other Party and to the DAB expressing its dissatisfaction with a decision, as provided in the DAB Rules, (iii) the DAB does not issue the decision within the time limit of 2 months, or (iv) if the DAB is disbanded pursuant to the DAB Rules, the dispute shall be finally resolved by arbitration in accordance with the Swiss Rules of International Arbitration of the Swiss Chambers of Commerce (the “**Swiss Rules**”) in force on the date when the notice of arbitration is submitted in accordance with these Swiss Rules. The number of arbitrators shall be one (1). The applicable procedure shall be the expedite procedure under Article 42 para 1 of the Swiss Rules (in particular: award to be made within six months). The seat of the arbitration shall be Geneva and the arbitral proceedings shall be conducted in English.
6. Each Party hereby: (i) irrevocably consents to the exclusive jurisdiction of such arbitral tribunal for the resolution of such disputes; (ii) irrevocably waives any objection that it may now or hereafter have to the venue of any such action or proceeding in such arbitral tribunal or to the convenience of conducting or pursuing any action or proceeding in such arbitral tribunal; and (iii) irrevocably waives any right to a trial by jury regarding the resolution of any dispute between the Parties hereto.
7. Neither the DAB procedure, nor the arbitration under the Swiss Rules oblige the HbbTV Association to suspend or abort its work on the submission, assessment and testing of test material.

Annex 1: Proposal Structure

1. Table of Contents
2. Executive Summary
3. Content Preparation, Packaging and Serving
 - 3.1. Tools that the Supplier intends to use for content preparation and packaging. Suppliers to also indicate any costs and/or licence(s) needed for such tools or utilities that would be needed by the Association or 3rd parties to maintain or adapt the content in future.
 - 3.2. Expected source of the content (e.g. 3rd party, created by Supplier for the purpose of this RfP, re-use of existing content) with details.
 - 3.3. Other relevant resources or reference.
4. Deviations from the RfP
5. Supplier's Project Personnel
 - 5.1. List of Project Members and contact information
 - 5.2. Background, Experience and Skill Sets of Project Members
 - 5.3. Source of specialised or scarce expertise
6. Schedule for Deliverables
7. Supplier Information
 - 7.1. Corporate Information
 - 7.2. References
 - 7.3. Other relevant involvement
 - 7.4. QA processes
 - 7.5. Contact Information
8. Payments and Terms & Conditions
 - 9.1. Prices and terms & conditions relating to Pricing, Pricing models, warranty.
 - 9.2. Support and maintenance prices and terms.
 - 9.3. Any other costs