ACCESS Arts Live Tender Offer Criteria

ACCESS Arts Live is intended to serve as a launch pad for promoting current livestreams of the performing arts to global audiences. The basic idea is that the platform will showcase listings of such livestreams with a brief description, date, time, and an active link to the livestream. Each new listing will also be announced across a range of social media (FB, Insta, TikTok, Twitter, etc.) An update or reminder notice of an upcoming livestream will also be sent out across the range of social media. The ACCESS phone app will allow people to access all this information in the app, rather than by receiving notifications beeping their phones. Over time, additional video and interactive functions will be added to the platform and the application (see para. 6 below and page 2.) Tender offers for the contract to build the ACCESS Arts Live platform and application will be evaluated according to the following criteria.

1. **Platform functions and maintenance.** This platform and the accompanying application will initially have to be managed by an administrator(s) who are not digital experts. Managing the platform functions needs to be fairly straightforward and user friendly. A continuing technical support contract with the platform developer is also possible.

2. **User friendly---content creators/online audiences**. Similarly, the end users of the platform and the app will be people interested in the performing arts, who are often not digitally advanced either. The more user friendly the platform and the application are, the better. It needs to be simple and clear for the end users to find links to livestreams which we are promoting and to click through to view the livestreams. In addition, it needs to be simple for content creators of livestreams to upload the links to their livestreams on the platform, providing information about the livestream in a format which is standardized for all the listings. Such viewer suggestions will likely be directed into a separate section of the platform, but we do not wish to pose obstacles to the free uploading of this material.

3. **Full functionality---social media promotion.** Ease of operation for the platform administrator(s) means that it should be easy to load new listings using a standardized formula. It should also be simple for the administrator to launch notifications of new listings across the range of other social media platforms simultaneously as one action. It would be even more advantageous if a new listing were automatically sent out as a cross-platform notification, as well as the update or reminder when the livestream is about to begin. A recommended format which will make the platform listings compatible with the notifications or announcements on other social media platforms will also be of value. Also, a format which can be adjusted to allow for a sponsor/advertiser to be identified in the cross platform notifications will be essential. With respect to viewer submitted listings, it needs to be simple and easy for the administrator to delete undesirable uploads, since we do not want to pose an obstacle to such listings by screening them in advance.

4. **Platform and application interface.** It is important that the platform and the application work smoothly with each other. It is important that an application user will not need to consult the platform at all, but can access all the platform content in the app itself. If possible, it could be useful if the application is set up as the only way that end users can submit listings to the platform, in a way which requires the end user to identify him or herself.

5. **Marketing Analytics**. Another key function which the platform (and the app) must perform is to provide detailed analytics about views on social media, and about click throughs to view the livestreams, so that we have the best possible information about how successful the project is in capturing attention and also in promoting actual global viewership of the listed livestreams. Ideally the back end of the platform will collate and present the analytics on an ongoing basis so that they can be consulted at a glance by the administrator. This information will be critical to securing sponsors/advertising and to developing partnerships with particular content creators.

6. **Evolution of the Platform and App over Time.** The platform architecture must allow for adding certain functions in the near future. These will include embedding links to livestreams so that they can be viewed on the platform or in the app itself, streaming live video reports which we produce on the platform and in the app, a chat box or other forms of interaction which allow for viewer feedback and commentary to be displayed for other viewers. However, at the very beginning of the project, we will not be ready to start using and moderating these functions. See page 2 below. So we look to launch a simplified beta version of the platform and app to start, which focuses exclusively on listings of links to livestreams. Additional functions would be added six to nine months later. Creative and/or practical suggestions about how to manage this transition will be useful parts of any tender offer.

7. **Design.** Finally, the attractiveness and user-friendly aspect of the platform and app design are of critical importance, given their marketing functions. The fundamental goal of the design is for the platform NOT to look like a website. This platform is the first step in a longer term project with the ambition of creating an independent platform for the promotion and broadcasting of the performing arts to global audiences. Visitors to FB, YT, Insta, TikTok, Twitter and the like do not get the impression they are visiting a "website". These platforms do not look like websites, nor is the experience there designed like website viewing. Similarly, the design of the ACCESS Arts Live platform should look more like what it is, a portal to all of the live performing arts activities going on in the world 24/7, or a virtual performing arts center whose different stages are accessed not through physical doorways but through digital links. The artistry of gaming designs is worth considering, but the essence of this platform is that it is leads to real people doing real performances in the performance halls in the real world. The anti-metaverse, where the imagination is REAL not plastic.

ACCESS ARTS LIVE
Project Description

Access Arts Live is a launch pad for the Arts Live Network. The Arts Live Network will be an online global broadcast network providing live broadcasts of the performing arts in interactive formats (viewer controlled VR and multi-screen formats).   These interactive broadcasts will recreate the actual performance hall experience, were you decide who and what to watch when and why, from moment to moment. (Passive single screen formats destroy this experience, by forcing on all viewers the same viewing choices.)   The content providers will be a network of performing arts companies around the world, many of which have already started doing livestreaming of their performances.

The ALN business strategy is to scale up from an online "clearing house" known as ACCESS Arts Live to the Arts Live Network ("ALN").

ACCESS Arts Live will have two main functions. It will collect and present information about already existing livestreams of the performing arts. It will promote the Arts Live brand as the place to go if you want to find live broadcasts of the performing arts.

The ACCESS website should be scale-able. There can be a beta version and a later full version.

Beta ACCESS: A simple website, which could be only one page. On this page we would start to just present a list of all of the different livestreams going on in the performing arts, around the world. It should be easy to update.   Ideally, there would be a simple function which would allow us to type in information about a livestream, the kind of performance, and a link to go to the performance. It should be fairly inexpensive to create this website. It should have a function so that new listings on the website are automatically also sent out on an ACCESS Facebook page, as well as via instagram, twitter, and tiktok accounts. This will allow us to PUSH the information in an ongoing social media campaign.

Full ACCESS: This website should be buildable on the architecture of the beta version. It will have a separate landing page, and then a separate page for each of the categories of the performing arts (probably seven categories). On the landing page it should be possible to promote specific livestreams with more text and photos, as well as the link to the broadcast. On the separate category pages it should be possible to promote specific livestreams in the same way at the top of the page, and then list all the others in that category more simply underneath. In addition, we would want the landing page of the full website, as well as the separate category pages, to allow us to host live weekly videos in which we would provide live news about the most interesting livestreams to see in the coming week.

Here is the idea, we want to be able to keep track of all every time a viewer visits ACCESS and/or clicks on one of the links to the livestreams. If we can generate sufficient clicks, we might be able to approach specific performing arts companies and tell them that our website can bring them more viewers of their livestreams, that we will give them priority listings in return for a modest fee. We would also try to get sponsors or advertisers to cover the costs of running the website. Both versions of the website need to be simple enough to add information to by someone who is not a technical expert.

The plan is to generate sufficiently positive analytics with the first simple version of the platform so that sponsors/advertisers will be motivated to support it. The revenues generated thereby will help to finance the expanded operations of the full version of the platform and app.