

ONLINE INTERACTIVE BROADCAST PLATFORM Tender Offer Evaluation Criteria

These are the evaluation criteria for the online interactive broadcast platform, the studio console for uploading the video to the platform, and the accompanying app for end users as well.

1. User friendly---content creators/online audiences. Our goal is to make it easy for typical performing arts technicians to produce and upload the multiple videos to the platform themselves. The more user friendly it is to upload video to the platform, the better. We also want to make it as easy as possible for the online viewer to log on, find a broadcast, and view it in interactive formats. The more clear and simple it is for end users/viewers to navigate the site and work the controls, the better.

3. Full functionality---broadcast functions. The platform will be the most exciting for online viewers if it incorporates all the viewing options mentioned in the platform specifications. Three key aspects are: 1. Making sure the videos which the viewers see are synchronized, so that they can switch from one video to another without interruptions, 2. Providing a function which allows the viewer to be watching one stream full screen, but to move the cursor so he can check what's showing on the other screens, so he can change cameras sometimes, 3. Including the ability to view two videos at a time on a split screen or window in a window format full screen, 4 including multiple VR cameras, 5 allowing viewers the option of viewing in passive single screen format as well.

4. Platform, Studio, and Application Interface. It is important that the platform and the uploading studio work together smoothly and simply, on the production side, and it is important that the platform and the application work together smoothly and simply, on the viewer side.

5. Full functionality---non-performance related functions. It will very much improve a tender offer from our point of view if it includes a real time chat box function, and also a function where viewers can leave a review of a live broadcast which they have experienced. We would also like to have a skype or webcast style interactive function for press conferences, educational broadcasts with question and answer sessions with the students and teachers, and professional conferences between performance arts professionals.

6. Marketing Capabilities. As much as possible marketing competencies must be built into the platform. New listings of upcoming live broadcasts should be automatically relayed across the range of social media platforms (FB, Insta, TikTok, Twitter, etc.). Updates or reminders of upcoming broadcasts should also be automatically sent out. All of these notifications should also automatically be registered in the phone app.

7. Design. The platform design is a critical feature. Tender offers which lack any draft of the platform design will be less than optimal. In any event no contract will be signed absent an approved draft of the design of the platform and the app. The platform should not look like a website. It should have its own independent look, the way other major platforms do. People visiting FB, Insta, TikTok, or Twitter do not experience looking at a web page. They enter into a virtual place where specific forms of communication and behavior take place. So it must be with the design of this platform. It is not a website but rather an online portal to live performing arts taking place around the world 24/7. It is like a virtual performing arts center where the stages, although virtual, are real. It is the opposite of the usual VR and/or metaverse concepts, which creates a virtual space to replace the real world. The goal of this platform is to provide end users with the ability to experience the performing arts as if you were actually in the performance hall itself, not a fake virtual performance hall, but the actual performance hall.

ONLINE INTERACTIVE BROADCAST PLATFORM SPECIFICATIONS

EU Arts Live seeks a developer to design and build an online platform for exclusively live interactive broadcasts of the performing arts in three formats: passive single stream livestreams, VR, and a viewer-controlled multi-screen display. The multi-screen format will present the viewer with at least seven multiple streams of live video from the same performance venue which he or she can choose to view full screen, or two cameras side by side, or picture within a picture. The platform should be accompanied by the uploading studio/console which will be used by local performing arts technicians to upload multiple videos to the platform. The platform should also be accompanied by an app with which end users can enjoy the broadcasts on their phone or pad. Desired functions include:

Multi-screen Format: A format displaying at least 7 synchronized livestreams from the event.

Interactive: The viewer should be able to see all the video on all of the screens, and then be able to choose which of the videos to view full screen.

Double-video viewing: The viewer should be able to view two streams of live video at the same time on the full screen split in two, or two streams of live video with one full screen and the other in a smaller screen within the full screen.

VR: The platform should also be capable of transmitting multiple live video streams in VR format.

SmartPhone Application: The platform should be accompanied by an application which allows end users to view the various video offerings on their phone or pad.

Sound: The goal of the sound system should be to reproduce as closely as possible the actual sound in the rehearsal hall, not to create augmented or amplified sound which characterizes conventional film and television.

Studio Compatibility: The platform needs to be accompanied by an uploading studio which will deliver multiple synchronized streams of video to the platform, which will then be re-adjusted for synchronization on the platform if needed. Ideally, the studio will combine PTZ and/or remote controls of the cameras in the same console. The more compact and lightweight the uploading studio can be, the better. Uploading systems involving multiple separate components linked together will be considered unusable.

Social Interaction Functions: There should be a chat board where viewers can exchange opinions about the live broadcast in real time. The viewer should be able to choose whether the chat board is visible or not. In addition, there should be provision for viewers to leave reviews and commentary on livestreams which they have viewed on the platform. Viewers should also be able to easily share a link to the live broadcasts on their own social media accounts while watching the broadcast itself.

Open Ended Architecture: As much as possible, the platform should be designed so that multiple channels for broadcasting different performances simultaneously, even if that capacity will not be used when the platform is first put into operation.

Webmaster Functions: You are welcome to submit offers to maintain the platform and provide technical support, as well as to provide training the technicians of performing arts content creators to operate the system.

Metrics: The platform should record as much information as possible about viewership, how many viewers visit the site, when they did so, and how long they viewed the website.

Marketing: Automated publication of notices and reminders of upcoming livestreams across the range of other social media platforms (FB, Insta, TikTok, Twitter, etc.).