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# NCRA –ANREC !Earshot Digital Distribution System Call for Proposals

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**Issue Date: March 23, 2017**

**Submission Deadline: April 14, 2017**

**Call To Canadian Software Developers**

## Summary

The National Campus and Community Radio Association (NCRA/ANREC) in conjunction with Canadian campus and community radio stations (c/c radio), Canadian independent artists, Canadian record labels, and music distributors (Canadian music industry) have come together to develop the !earshot Digital Distribution System (!eDDS). There currently exists several digital distribution systems within the commercial sector; however these systems do not highlight Canadian artists and do not fulfill the needs of c/c radio stations. The NCRA/ANREC is a small not-for-profit that represents 99 not-for-profit c/c radio stations, with 89 of them being licensed c/c radio stations across Canada. Collectively, they represent over 54% of the entire licensed c/c radio sector within Canada. Our sector plays a vital role in promoting Canadian artists. Our volunteer base of 15,000 keeps the c/c stations running, and work to promote artists from their local communities, and across Canada.

The !eDDS will be an online platform where c/c stations will have access to a database of Canadian artists musical recordings to broadcast over the radio. This database will be populated by the Canadian music industry, and independent artists (they will have a different interface), and used by campus and community radio station music coordinators and programmers to air at their local level across the country. We are looking for functionality and easy to use interfaces. This tool will be used by over a hundred radio stations and will be the go to tool for Canadian artists to upload their content. The current list of desired features is outlined in Appendix B - Phase One Goals. These goals include three different account types, a robust search function, reports for the different accounts, a review later bin, etc.

The !eDDS request for proposals will last for three weeks. At the end of those three weeks from March 23, 2017 to April 14, 2017, each proposal will be reviewed by NCRA staff, and a small number of representatives from the !eDDS steering Committee. This review process will take up to two weeks and you will be notified if your bid has been successful or not at the end of this time. Submissions for this RFP should be sent to [edds@ncra.ca](mailto:edds@ncra.ca). For more information you can contact [edds@ncra.ca](mailto:edds@ncra.ca), or call (613) 321-1440 during 9am to 5pm EST. If you are planning to submit, we invite you to email [edds@ncra.ca](mailto:edds@ncra.ca), in order for us to be able to alert you to any changes, or provide additional information.

National Campus and Community Radio Association  
L'Association nationale des radios étudiantes et communautaires

This project is being conducted in three phases; all three phases may have a RFP issued. The NCRA reserves the right to sole-source the submissions for the second and third phase. You may, however, be contacted in the future to submit an additional submission for the second and third phases of our project. Phases two and three may be accelerated based on funding availability.

## **Introduction**

This project is looking to create an online digital distribution system for the Canadian music industry to provide their content to the c/c radio sector. The eDDS will have a number of different audiences. As such, the final product is expected to have multiple interfaces, which are adapted for each type of user account. In the first phase of our development, we will be looking to create an interface for the administration of the system, the Canadian music industry, and the staff of c/c radio stations.

This project comes after substantial research within the sector for what c/c stations need in order to excel. We surveyed our c/c stations and the music industry to get a list of features that would be most desired. Using this research we have broken this projection down into three phases of development.

This RFP relates solely to the first phase of the project development. A successful submission for phase one may be requested to submit without competition for phase two and phase three. We reserve the right to issue an open RFP for the second and third phases. A copy of our report on the aforementioned survey, is available upon request.

Phase one will take 10 months and needs to be completed by February 1st 2018. A consultation will take place between the 7th to the 11th of June with members of the NCRA during our annual National Campus and Community Radio Conference (NCRC) in Abbotsford, BC. A midterm report is required by the 1st of September as it will be used to apply for the grant needed for phase two. A timeline with specific dates can be found below.

## **The Vision**

The vision for this project is to create a digital distribution system that would allow the Canadian music industry to upload songs for Canadian c/c radio stations to find relevant material to meet their needs. The goal is to have an online portal, where people can log in as one of the user types (Administration, Broadcaster, Music Industry). Once logged in they will have access to the database of Canadian artists and additional features.

**For Broadcasters:** When logging in using a Broadcaster account, our aim is for volunteers, and programmers to search through the database and find songs, and artists. The search filters will have a number of options built in outlined in Appendix A - Filter & Search. They should be able to add songs to a playlist which can be exported for use in specified applications (for example Winamp, Virtual DJ, Airtime, etc), this will be done in a standardized format. Broadcasters will have the ability to update, or edit 'tags' on songs, in order to ensure that the data is up-to-date and accurate. They will also have the capability to designate that they 'Support' an artist or song. This designation will be visible to other users and will help to show songs that are highly supported. Broadcasters will also be able to sign up for email alerts related to the database. These may include things such as new local releases, releases from a specific artist, label, genre, or other database query. Broadcasters will also be able to send messages to Music Industry accounts, allowing them to organize interview requests, schedule live performances, etc. Broadcasters will be able to rate songs on a 1-5 scale. Broadcasters will be able to designate if a song is being saved (downloaded), and will be prompted to estimate how many broadcast plays the song will receive. Broadcasters can select songs to be 'reviewed later' by allocating them to a review later bin.

**For The Music Industry:** When logging in using a Music Industry account, our aim is to have a way for them to add artists and songs to the database. The content will be tagged so that the filters can be used in searches. We would like to have an auto-complete option for content being added for artists that have already uploaded in order to expedite the process. This would be used to simplify the bulk-uploading of an artist's backlog catalogues. Music Industry users will be notified of an update, or edit to the 'tags' on songs, in order to ensure that the data is up-to-date and accurate. They will also be notified when a song is designated as 'Supported' by Broadcasters. Music Industry will be able to send messages to Broadcasters. Music Industry users will be able to see song reviews and will receive weekly or monthly updates on when songs are streamed or downloaded.

**For Administration:** When logging in using an administration account, our aim is to have a weekly update on new content uploaded. Administrators will have the ability to query user accounts and filter them based on criteria that will be developed based on the information contained in the accounts. Administrator accounts will have access to the database and the ability to administrate user accounts.

**Proposals must include the following characteristics:**

1. The proposal must involve work that is above, and a breakdown of hours.
2. The proposal must clearly identify the methods to be used

**Project Scope**

While the project description provides bidders with general information about the project, this part of the Request for Proposal includes details of what exactly is required for the project. In addition to the description of the project, this section of the RFP details any additional work required to achieve the desired result. The scope of this project includes all design, development, coding, and hosting (during development) of the !eDDS.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically pleasing interface design.
- User-friendly environment that is easy to navigate.
- Consistency of design across all pages/sections of the site in a design theme.
- !eDDS can be changed/modified easily for future phases (using language that is not proprietary).
- All software and licensing requirements should be included as part of this project.
- The !eDDS site should be searchable with the filters outlined in Appendix A - Filter & Search.
- Site should be compatible with all current web browsing technology, easily upgradeable, and compatible with the API's as set out by the NCRA/ANREC.
- Plan and perform a complete testing process on !eDDS site and database to ensure functionality.
- All features outlined in Appendix B - Phase One Goals, must be implemented and functional.
- Budget Scope: Our budget will be \$20,000 to \$35,000 for Phase one as per this RFP.

**Timeline**

This is our current timeline for this project:

- March 23, 2017 RFP released
- April 14, 2017 RFP submission deadline
- April 28, 2017 RFPs are reviewed and a proposal has been chosen
- June 7th-11th 2017 Consultation at the NCRC
- Sept 1st 2017 Midterm progress report
- February 1st 2018 Project Completion Deadline with any necessary reports needed to complete granting body requirements

## **Budget**

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC). Pricing should be listed for each of the following items in accordance with the format below:

- Project Initiation and Planning
- Market Research
- Site/Database Development
- Site/Feature Development
- Site/Database Testing
- Site/Database Deployment

NOTE: All costs and fees must be clearly described in each proposal.

## **Bidder Qualifications**

We require the following items of information from bidders as part of the proposal:

- Contact information
- Description of experience in planning, and building corporate websites and similar services
- List of how many full time, part time, and contract staff currently work within your organization
- Examples of three or more corporate websites designed and implemented by your organization
- Testimonials from past clients on website building and hosting work
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of the project
- Project management methodology
- A breakdown of expected costs for the project
- Must be registered as a Canadian company

## **Proposal Evaluation Criteria**

The NCRA will evaluate all proposals based on the following criteria.

To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of past work
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit a copy of their proposal to [edds@ncra.ca](mailto:edds@ncra.ca) by April 14, 2017 at 5pm EST.

Each bid will be reviewed by the NCRA staff with input from the !eDDS Steering Committee. You will be contacted regarding your bid in order to notify you if you were successful or not.

## Appendix A – Filter & Search Options

- Artist Name
- Album Name
- Song Title
- Location – County/City/Province
- Song Length
- Genre (Multiple)
- Hyper Genre
- Clean/Context Not Required
- Lyricist/Composer
- Related to (Artist)
- Original Artist (Covers)
- Release Date
- Rating
  
- Mood Theme
- General Temp
- Beats Per Minute (BMP)
- Instrumental
  
- Label/Distributor
- Publisher
- License (Open/CC/Themeable/Beddable)
- International Standard Recording Code (ISRC)
  
- Most Played
- Recently Played
  
- Charted/Not Charted (!earshot)
- Top 40/Not Top 40
- Canadian Radio-television and Telecommunications Commission (CRTC)  
Category/Subcategories
  
- QueerCon
- FemCon
- IndigenousCon
- FrancoCon

This list is subject to change.

## Appendix B – Phase One Goals

### ***Features:***

- User accounts with varying access to features
  - Broadcaster Account (BA)
  - Music Industry Account (MIA)
  - Administration Account (GAA)
- Ability for the MIA to upload songs
  - Upload a single song
  - Bulk-Upload many songs
  - Auto-fill for artists that have already been created within the database
- Ability for the BA to download songs
  - Ability to create a playlist and export it using specified API's
- Ability for the BA to mark a song/artist for later review
- Ability for BA to note a song or artist as ‘Supported’
- BA can add additional 'tags' or filter option to artists and songs
  - Ability for BA's to disable ability to see added tags
- Internal messaging system between accounts
- A Robust search/query function for all songs/artists uploaded into the system
  - Must include filters outlined in appendix A - Filter & Search
  - BA users must be able to save a search for future use
- Weekly Reports
  - BA for new songs, artists, and label users
  - MIA should include:
    - Total number of downloads/streams
    - !earshot chart/charting artists
    - comments from BA on artist/song pages
    - Interview Requests
  - GAA for reports on user accounts, and uploaded files
- Ability for MIA to add, alter and update information to related to artists/songs
- Ability for GAA to filter and query user accounts
- Ability for GAA to approve MIA and BA accounts
- Ability for GAA to deactivate/delete accounts
- Ability for GAA to delete uploaded material from the system