

ANNEX “C”

TECHNICAL SHEET

**FAST CHANNEL SERVICE
(Free Ad-supported Streaming TV)**

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INTRODUCTION AND SUBJECT

Rai Com - a Rai Group company - is interested in launching channels in FAST (Free Ad-supported Streaming TV) mode within the offer of OTT operators (i.e. Samsung TV +, Pluto TV, LG, Roku, etc.). The launch is for 5 channels, which may be extended up to a maximum of 20, live and library, in the Italian territory and, in a subsequent phase in the EU, US and LATAM.

The supply will concern the technical distribution of FAST channels on one or more platforms, in Italy and abroad, through the loading of content, scheduling for programming, playout and the provision of a tool for the analysis of viewing data.

Channel refers to a linear streaming flow of content, in Italian or another language, broadcast on one or more platforms, in different countries.

Please also note that there are no obligations for RAI COM, with reference to the initial bouquet of channels, to set limitations relating to modifications or the integration of the editorial offering, either of existing channels or the expansion of the offering. RAI COM assumes no obligation with regard to a minimum number of live channels for the duration of the Service.

The duration of the service is 36 (thirty-six) months.

In this context, RAI COM launched a market consultation in order to gain a better understanding of the quality standards applied by the companies present in the market with regard to the activity mentioned above.

The purpose of this document is to describe the way in which channel integration and distribution services must be provided by the participating company (Integrator) in order to meet the needs of RAI COM.

DESCRIPTION

The following sub-sections set out in detail the requirements to be met by the Integrator, which are divided into two categories:

- **Mandatory requirements:** these are all and only those requirements that must necessarily be met by the candidate Integrator, as they are considered necessary for the proper functioning of the system.
- **Optional requirements:** these are requirements, the fulfilment of which and the degree of compliance/satisfaction with the requirements expressed through this consultation may be used by Rai Com in order to better define the characteristics, even exclusively qualitative, of its needs, which will be subject to a possible and subsequent competitive procedure for the awarding of the Services indicated.

REQUIREMENTS

This section states the requirements that must be met by the Integrator:

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1. **Mandatory requirement:** live channel and SCTE35
the Integrator must be capable of acquiring an existing broadcast signal through transcoding and managing advertising breaks through the insertion of SCTE 35 markers.
2. **Mandatory requirement:** integration with ad-server
the Integrator must be integrated with the following ad-servers: Google Ad Manager, Freewheel, Smart Clip, XANDR, Publica.adform, Equativ, SpringServe.
3. **Mandatory requirement:** Gracenote integration
the Integrator must be integrated with Gracenote for metadata management.
4. **Mandatory requirement:** CET working hours
the Integrator must maintain working hours based on the Central European time zone.
5. **Mandatory requirement:** inventory monetisation
the Integrator is capable of monetising the channel inventory, either directly or through third parties.
6. **Mandatory requirement:** maintenance and support service
a maintenance and support service is required for remote problem resolution, 7 days a week, 24 hours a day, with a description of disaster recovery procedures.
7. **Optional requirement:** The company and its assets.
Please provide the following information:
 - a) List of platforms certified at global level
 - b) Number of FAST channels managed in Italy and the rest of the world as at 30 June 2024
8. **Optional requirement:** Platform functionality.
Please specify the following operating options:
 - a) Capacity to manage live events, both through scheduled insertion into the schedule and cut to live on the fly
 - b) Ability to geoblock the channel
 - c) The characteristics of the audiovisual material formats and metadata required for loading and how to submit them to the platform
 - d) List the main features of the schedule composition and management tool (fast-cut*, drag and drop, copy and paste of blocks, etc.)
 - e) Indicate the time required between the loading of materials on the platform and channel broadcasting.

*Software that allows advertising breaks to be inserted in a "smart" way, without interrupting scenes or dialogue.

9. **Optional requirement:** Analytics.
Please provide the following information:
 - a) List of the type of data provided (views, hours, etc.)

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- b) Data granularity (per hour, per day, per month) and collection frequency (real time, daily, etc.)
 - c) Data availability in csv/xlsx format
10. **Optional requirement: Advertising management**
Please provide the following information:
- a) Inclusion of innovative advertising formats, in addition to pre- and mid-roll.
 - b) Flexibility of advertising break duration during a 24 hour period
 - c) Break compression when lacking a sufficient number of commercials, without compromising the day's schedule.
 - d) Any other ad servers with which the company is integrated

RESTRICTIONS

The Supplier must undertake to:

- Process the private and confidential data of which it may become aware with the utmost confidentiality, and not disclose them.
- Use the above-mentioned data and information exclusively in order to carry out project-related activities.