

Playtoome – Development Partner RFP



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1. Overview

1.1 Introduction/Audience

Playtoome live streams performances of artistes on its platform. Since the start of operations, Playtoome has streamed 50+ performances, Playtoome has plan to significantly ramp up the operations and start doing 60+ shows a month. Each show is a ticketed at the moment and is live only performance.

Viewers on Playtoome gets options to request for a song, virtually send gifts to artist and chat with artist or fellow viewers. This is a unique intimate experience that is brand Playtoome.

Weekends is the busiest period on Playtoome and sometimes there are 3 simultaneous shows that are live. This may go up to 5 simultaneous show by the year end.

As we move forward, we want to expand the Genres on the platform as well as venture in to playback (VOD). Introduction of VOD is going to provide Playtoome following befeits:

- 1) Tap in to the market segment, when people are not free when we livestream the performance
- 2) Provide something on our website for people to spend more time on it, this is likely to result in more ticket buys.
- 3) Increase the number of registered users, leading to more revenue

Majority of user on Playtoome access our platform on mobile, as of now, this is possible using responsive Playtoome website design. This limits the native functionality that can be provided to mobile users. We have plans to deploy Mobile App as well.

This RFP is being floated, so that we can identify potential partners we would like to be associated with for our future. This RFP covers three broad items.

1. Our Live Streaming solution
2. VOD solution
3. Mobile Apps

Responders of this RFP have options to bid for entire end-to-end solution or just individual components.

1.2 Goals/Objective

Playtoome is currently using AWS cloud to host Application as well as streaming engine, which is capable of simultaneously transcoding 5 or more incoming streams. The objective is to look for established partner with reliable infrastructure to stream our live as well as recorded content to our viewers worldwide at lowest possible cost to Playtoome.



The second objective is to be able to shorten the time to market for the solution mentioned in this document.

1.3 Current System

Playtoome currently uses AWS cloud based Application, DB and Streaming server (Wowza). Wowza is perpetually licensed by Playtoome. The plan is to add streaming server to auto scale group and bring new on-demand instances of Wowza based on the need.

Playtoome is also developing backend infrastructure for Video Chat between Artist and fan

1.4 Limitation in Current System

1. Playtoome does not have VOD as of now
2. Phone Apps is pending to be developed
3. AWS pricing is expensive for Playtoome.
4. Playtoome live streaming scaling is manually managed for servers, the automation is in pipeline
5. One EC2 (exp: M4.2X Large) instance for 1-year would cost around USD 2026 + USD 1000 for Streaming server license
6. Adding to it Amazon Cloud front estimated to be 100TB per month (first year) - USD 6000/month, leading to USD 72000/yr

1.5 Proposed System

1. Playtoome partners with a streaming/VOD/OTT platform and uses it for live stream as well as playback of recorded content. There is a possibility of using two partners one for live streaming and one for playback of recorded content.
2. Playtoome would like to keep its own website for viewing and intimate experience, which is unique and customizable without dependency on partners, however if Partners has the solution for this we would like to evaluate and consider it.
3. Partner having white label App, which would allow registered viewers to view events, live stream and VOD

1.6 References

NA

1.7 Stakeholders



Name	Role
Keerthivasan Subramanian	CEO, Business Decision Maker
Manoj Makadia	CTO, Technology Decision Maker
Shibu Shankaran	Finance

1.8 Definitional/Acronyms/Abbreviations

Name	Role
HLS	HTTP Live streaming
ABR	Adaptive Bit Rate
RTMP	Real time Media Protocol

2. Current website functionality

- Register using Facebook/Email ID (fan/Artist)
- Login using Facebook/Email ID
- Forgot Password
- Profile - update
 - o Basic info, Awards, picture uploads, social media links etc
- Home page
 - o List of Upcoming events
 - o List of Past Events
 - o Navigation to Event Detail Page, play videos on past events
- Upcoming Event Detail
 - o Details of the event, including banner, desc, show timings, price
 - o Chat/comment box
 - o Gift Ticket
 - o Refer Friends (and earn bonus)
 - o Set Reminder
 - o Count down timer (when person has bought the ticket)
 - o Actions: View Artists profile, Buy Ticket
- Live Streaming Page
 - o Depending on status of live streaming, shows different banners with Play Button
 - o Plays HLS stream with Adaptive bit rates
 - o Set of Reactions icon, which when clicked sends reactions to all viewers (priced)
 - o Chat Box
 - o Leaderboard (gamification based on reaction icons)
 - o Rating of event
- Past Event Detail
 - o Very Similar to upcoming event details except, no ticket buying option but shows event rating and comments
- Artists
 - o Show list of artists and option to view their details



- Artist detail Page
 - o Shows artist details with option to follow him
 - o Shows similar artists on the side
- Create Event Page (accessible to Artists only)
 - o Multi step process – Basic event info, Gifts, Song requests and submit for Approval
- Gift Ticket
 - o Allows a fan to gift tickets to his friends by paying for them
- Booking History
 - o Allows fans to view shows for which they have bought tickets and rate them from here
- Wallet and Coupons transaction details
 - o Sort of passbook for his/her wallet
 - o Shows list of Coupons he/she has
- Genre selection
 - o Select different Genre interests
- Refer Friends with social media contacts integration
- Emails (template based)
 - o On Registration
 - o On Forgot Password
 - o On Event Approval
 - o On Event Rejection
 - o On Buying a ticket
 - o 1 days before the event – To all registered users
 - o On Event Approval – To all registered users
 - o 1 Hr before the event – To all who have bought ticket
- Admin portal to do following
 - o View list/details of upcoming events and approve/reject
 - o View list of people who has bought the tickets
 - o Issue Bonus to Users
 - o View streaming details
 - o Create Coupons
 - o Control Streaming – Start and End
 - o List/Details of Artists, Approve/Reject the applications
 - o Create/Update List of gifts
 - o Create Site wide Coupons
 - o Create/update new Admins for the portal
 - o View logs based on different filter criteria
 - o View Dash board – Count of events, fans, artists, pending approval counts for artist and events
- Upcoming functionality: Video Chat between Artist and fans with rest of fans viewing it.

3. Requirement for Partner – Scope of work

Req	Requirement Description	Priority	Response
A. Complete live streaming website			
A.1	List of functionality as defined in previous section		



A.2	Should be HTTPS		
A.3	Should support scaling with # of instances as load increases		
A.4	Should be integrated with Payment gateway – Credit card, Debit card, net banking and wallets		
B. Partners who are going to just provide Streaming infrastructure for Live Streaming and VOD			
B.1.0	Streaming partner should have API to create ingest point to be used for live streaming		
B.1.2	Streaming partner should be able to accept RTMP stream of high quality (780P and 1080P)	High	
B.2.0	Streaming partners should be able to publish RTMP as well HLS (ABR) stream at the minimum (Adobe HDS, Microsoft smooth is added advantage). The delay in HLS streaming shouldn't be more than 30 second and RTMP stream should have less than 5 seconds delay	High	
B.3.0	RTMP incoming source in to partner's streaming engine should have authentication mechanism	Med	
B.4.0	Partners should have API to be able to create RTMP ingestion point (which include stream name, ID, Password provided by Playtoome)	High	
B.5.0	Streaming partner should have API to start/stop recording, and also option to record all incoming RTMP source	High	
B.6.0	Streaming partner should not publish the stream to any other website for viewing	High	
B.7.0	Published stream should be encrypted, which player having key can decrypt it	High	
B.8.0	Streaming partner having their own player, which can be white labeled and which can play HLS on ios/android/windows/desktops is added advantage	High	
B.9.0	Streaming partner should have mechanism to allow Playtoome to download recorded content	High	
B.10.0	Streaming partner should be able process multiple ingestion (in order to take care of simultaneous shows)	High	
B.11.0	The platform should support thousands of users watching it simultaneously from various geographies	High	
B.11.0	Streaming Quality bitrates/frames should be configurable	High	
B.12.0	At any point, it should provide stats as to number of users connected to each end point (people watching) on a time scale	High	
B.13.0	Partner should have live streaming studio for streaming in to the server. This studio should be able to encode stream in popular formats and send it to streaming server. Studio should interface with External Camera's through video capture cards and should have functionality to switch shots and add banners, logos, text etc. Should have multiple layers to accomplish this.	Med	
C. VOD			
C.1.0	For VOD – Playtoome should be able to upload processed videos in to streaming partners cloud	High	
C.2.0	Each uploaded video should be able to be played back in ABR in our own player or Streaming partner's player.	High	
C2.5	Each uploaded video should have following attributes Title, Description, Artist, Active Start date, Active End date, Price,		



	Associated Event (from live streaming), Split % of revenue for Artist		
C.3.0	Stored videos should have enough protection from download by unauthorized person	High	
C.4.0	Stored Video Content should be in encrypted form and for this reason, platform should have encryption and decryption built in	High	
C.5.0	Availability of platform should be 99.9%	High	
C.6.0	Should have ability to whitelist IP's from where it can be played	High	
C.7.0	The quality of Playback should be controllable	High	
C.8.0	Platform should be able to list all the videos and its detail by different ordering parameter (like artist, rating, Trending etc)	High	
C.9.0	Each video will have Artiste/Artistes who have performed, there should be a link to the profile of the person and it should lead to another page	High	
C.10.0	Each video can have a price and fan should be able to buy it and view it for defined period of time		
C.11.0	A fan can have option to buy subscription (1 month, 3 month, 1 year etc) and platform should support the payment gateway for India as well as International cards. It should also support popular wallets and net banking	High	
C.12.0	Once the subscription has been bought by the fan, he should be able to watch all the videos covered under subscription as long as his subscription plan is active	High	
C.13.0	Fan can opt to watch video supported by Advertisement, in that case platform should support various Ad mechanism	High	
C.14.0	Videos should be searchable with search terms – search terms will check in video title, artist name, video description	High	
C.15.0	Platform should have intelligence to support “next videoes” to watch suggestion	High	
C.16.0	Fan can add videos to “WATCH LATER” category	High	
C.17.0	Fans should have ability to browse through library of videos that they have bought already	High	
C.18.0	When a particular video is being played, a fan should have option to rate it		
C.19.0	When a particular video is being played, a fan should have option to comment on it	High	
C.20.0	When a particular video is being played, a fan should have option to gift/tip artists by clicking on button (gift could be priced and it could be Heart, Kiss, Flower etc	High	
C.21.0	Platform should have ability to define gifts to be displayed on VOD play page	High	
C.22.0	Platform should have feature where one user can gift video to his friend by paying for his TVOD or subscription	High	
C.23.0	A fan should be able to share the video links on social media platforms, which when played, should play short clip of the video and then end up with “Watch full”	High	
C.24.0	Video analytics – How many minutes viewed, how many views, region wise, etc	High	
C.25.0	Revenue reports by Artist – Platform should generate, based on TVOD and prorated subscription revenue, Artist's share and Playtoome's share. The split of share can be defined at video level	High	
C.26.0	Should be integrated with Payment gateway – Credit card, Debit card,		



	net banking and wallets		
C.27.0	It should integrate with main website seamlessly for VOD and for Events/Artist details		
C.28.0	Produce revenue Report based on Artist Split for each video		
D. Phone App			
D.1	App should have Register using facebook/email ID	High	
D.2	App should remember the user who has logged in	High	
D.3	<p>App should display following menu items (depending on whether he has logged in or not logged in)</p> <ol style="list-style-type: none"> 1. Settings (login required) <ol style="list-style-type: none"> a. Notifications preferences b. Genre preferences c. Change Password 2. My Profile (login required) 3. My Booking history (login required) 4. My transaction history (login required) 5. Wallet Balance and Recharge (login required) 6. Home 7. Events 8. Artists 9. Recordings 		
D.4.1	As soon as user logs in, he is shown upcoming events list based on his Genre preference and few more for him to discover outside his Genre	High	
D.4.2	<p>Each event listed will have following information:</p> <ul style="list-style-type: none"> - Banner - Date/Time, Duration - Price - Event Title and Description - Artist (to be linked to Artist profile) <p>Each event will have following Actions</p> <ul style="list-style-type: none"> - Set Reminder - Share (Social media/whatsApp) - Buy Ticket (if he has not bought the ticket) - View Details 	High	
D.5	When fan logs in, if any event is live it should be highlighted and if he has bought the ticket for a show which is live, take him to live streaming UI	High	
D.6	Taping on each event should take him to the detail of the event which details out the event	High	
D.7	Fan should be able to buy ticket, gift ticket	High	
D.8	fan should be able to see short promo clips of the show	High	
D.9	Fan should be able to set reminder about the show	High	
D.10	fan should be able to comment on the show		
D.11	When he is buying the ticket, he should be able to go through multiple add-on options	High	



	- Song Requests - Gifts - Video Chat		
D.12	When he has bought the ticket for a event, it should show count down timer for that show to go live	High	
D.13	He should be able to like the event	High	
D.14	When the show is live, and when he is watching it on the phone, he should have option to watch in full screen or partial screen.	High	
D.15	In Partial screen mode, fan will see list of gifts below the video and chat message below the gifts. The chat message will be scrollable. He will have option to type his chat and send it to the group	High	
D.16	In full screen mode, he can tap on small icon on the screen to expand/collapse gift list and tap on the gift to see it animate and fly across the screen. The same will be visible to other fans. Similar to facebook likes and reactions.	High	
D.17	fans can send their picture reactions, in which case other fans would see their images flying across the screen, slightly bigger though	High	
D.18	Fans should be able to video chat with Artist (artist will see set of fans who wants to video chat with him and he will initiated the Video call, rest of the fans would be able to watch the video chat between artist and fan)		
D.19	Phone App for Both Android and iOS store is required	High	
		High	
		High	
		High	
		High	

4. Partners Response Format

- Partners must respond by 6th of Oct 2017
- Streaming parts can respond for individual pieces or on entirety. The format of response is included below. This is a summary RFP and hence keep your responses brief and to maximum two pagars. You can mail Document to Playtoome@Playtoome.com
- If partners have questions, please fill in the questionnaire format and list of responses will be published.
<https://goo.gl/forms/zwsT4DWWJjfHGjHu2>
- For Requirement “A- Website” fill up following:
<https://goo.gl/forms/dlhQ8Hs0ygLH6eIC2>
- For Requirement “B-Streaming and VOD infrastructure” fill up following
<https://goo.gl/forms/H3TO0KZW2REVfMaE3>



6. For Requirement “C-VOD” and “B. Live streaming and VOD infrastructure”

<https://goo.gl/forms/7pJLI8MPqLfo981J3>

7. For Requirement “D-Apps”

<https://goo.gl/forms/li8rwBIO3BOjzVUB3>

8. If you are bidding for All together, please fill up below

<https://goo.gl/forms/CH1eqwNzmWMT979R2>

5. Evaluation and Award process

1. We will shortlist the companies based on responses
2. Invite them for presentation and discussion
3. Invite final bid and award the contract
4. Commence work
5. Deployment