Concacaf

RFP – Live Bilingual Digital Match Coverage and Statistical Data Support

PROPOSING ORGANIZATION QUESTIONS	CONCACAF RESPONSE
GENERAL QUESTIONS	
The timeline is very compressed, which makes it hard for anyone not intimate with the current solution. Since the week after is Thanksgiving, would it be possible for everyone to have that extra week/days and be able to deliver the proposal by 11/29?	The deadline for submission of the bids has been extended to December 2, 2019, at 10:00am EST per the email communication sent by Procurement on November 19, 2019.
How many, what, and where are the events in which, there should be in-person coverage? E.g.: Gold Cup.	Considering the 2020 Competitions Calendar and Tiers of the events, in-person statistical coverage should only be considered for the Concacaf Nations League Finals (4 matches) in one U.S. market (TBC). However, this is not a hard and fast requirement if premium data coverage can be achieved by other means.
What is the maximum number of Live Coverage matches that can happen simultaneously?	The number of live matches occurring simultaneously is dependent on the official Competitions Calendar. Typically, the most matches simultaneously has been up to 5 games; with some in the final minutes while others in were in the first half. This is mainly a concern during months with concurrent tournaments.
In what instance and with what function would you require the Quality Assurance process? Or does the provider only take it for the validation of the information we publish?	Concacaf would like to better understand how the provider ensures accuracy and quality within the typical workflows. The provider should have sufficient controls or Quality Assurance processes, for e.g. established work flow for reviewing content before it is published on social media or the website data modules. The Concacaf representative supervising the match night should be utilized as a resource for securing approvals, troubleshooting technical issues with tools or streams, and liaising with the in venue team, but should not be relied on as a copyeditor or QA personnel.
LIVE COVERAGE QUESTIONS	
Regarding the monitoring of streaming services, will the provider also be responsible for take-down requests for illegal Facebook, YouTube, etc., unauthorized links?	The provider should assist in reporting to the Concacaf representative supervising the match night if any unauthorized or suspect streams, but will not be directly responsible for requesting take-downs or disputing these types of rights violations.

In section 1.3.3. B. j. Social Listening and Community Management: - Would this be done daily? How many hours per day? - Concacaf speaks of the moderation of social networks. What time is this task contemplated? - Would the provider be required to answer all questions or only those that are easy to understand? Like the schedule of a match, if there will be broadcast, when a tournament starts, etc. - Will the responses be approved by Concacaf before being sent? Will the provider have some "guide" with some pre-created answers? - Should the interaction with players or brands be approved by Concacaf and suggested by the provider?	- For the purposes of this scope, social listening and community management functions should be contemplated during the live coverage hours as outlined in the RFP (approximately 2-3 hours before the first match of the day until 2 hours after the last match of the day), in addition to major announcements/events such as a live draw. - Moderation and listening should be completed in real time based on the competitions and events calendar. - The provider should monitor the questions and comments being made by Concacaf followers, and liaise with Concacaf to raise concerns or seek approvals for questions that are not as "easy to understand." - Concacaf can work with the provider to develop guidelines of Dos and Don'ts in relation to the responses as well as sample templates for answering the more common types of questions (kick off times, where to watch, etc.). - Interactions with other organizations, players or brands should be proposed by the provider and approved by Concacaf.
Do we have to create every piece of content in Spanish and English, or will the content language depend on the country involved in each match?	Concacaf has a guideline on the usual posting strategy for English and Spanish, which specifies the language of the copy and asset. The language is typically decided based on the teams/clubs participating in a match or by the main language of key markets.
Do you have a listening tool already hired?	Concacaf has a social media distribution and listening tool. We are currently using Khoros (previously known as Spredfast) on a day-to-day basis for live events.
DATA & STATISTICS QUESTIONS	
Do you have an example of what the Press Reports output looks like?	A sample of the report is available here: https://drive.google.com/open?id=1M-oiZuvB1OO-p2Ynf02moge7pLWga68m
When it says "Maintenance of Database with Official Tournament Information" (section 1.3.5.A.b) - is this an existing Concacaf owned database?	No. Concacaf owns the official information (match reports), but the database will have to be setup and maintained by the provider. Concacaf utilizes a competition management system, which contains

	official tournament data for the past 2 years of official competitions, which could be leveraged quickly.
Could you detail the Access to Database point in item 1.3.6?	The provider will setup and maintain a statistical database of all official tournament, player, and match-related information. The database should include metrics/datapoints such as those which are included in official match reports (goals, red cards, yellow cards, venue information, referees, player lists, etc.) as well as additional information collected from the provider's live statistical support coverage (such as pass-by-pass information, shots on target, minutes played by player, etc.). \n\n The provider should be able to give Concacaf and its other technology partners as needed access to these datapoints either through and XML, API or similar technology. This database should have the ability to feed the datapoints into other platforms and update in real time for various applications; for example, to render visualizations on the website and mobile application, index instances in video footage against the data, or to generate creative assets with data points. \n\n Access to a data portal refers to a client-facing interface in which Concacaf can look up key data points for a specific tournament or edition.
Regarding the reports in the "B. Business Intelligence" section, do you have an approximate idea of how many reports will be required per year?	The number of Business Intelligence reports will depend on the number of participating teams/clubs and the tournament format (number of phases). \n\n In general about 10-20 reports including the examples below are needed for Tier 1 & 2 tournaments, and 5-10 reports for Tier 3 tournaments. \n\n - teams preview reports before each tournament \n - preview reports per match or per phase \n - best players per phase/week \n - best players per tournament \n - interesting facts/trivia per tournament \n - historical information per tournament
We want to verify if the expected scope of work includes the following tasks as an example for each match (this may vary according to the tournament tier).	The scope of the agreement should contemplate all the requirements as outlined in the RFP, including but not limited to: content distribution to all digital touchpoints, social media coverage including content generation and community management, supporting fulfilment of live activations and sponsored deliverables, tracking all official data and statistics, and providing business intelligence reports. Specific deliverables and posting

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Should we add or remove anything else from the list below? A. 2 notes for the website. B. Site update, mobile app, and social media (from two hours before the first game, until two hours after the last one - except in the case of finals, where more time is contemplated for awards ceremony). Includes copywriting, and editing of the material provided by CONCACAF. C. Real-time game player selection. D. Statistics report generation of the match. E. Distribution of statistical material to media and stadiums. F. Comment moderation in social networks.	rules will be discussed and agreed upon on a per tournament basis, according to the Tournament Guide Concacaf will provide. A. The provider is not responsible for writing notes for the website; however, they will be required to publish articles from editorial resources. B. Site, mobile app and social media updates should be contemplated during the live coverage window (2-3 hrs prior and 2 hours post game). Copywriting functions of the provider are mainly related to social media post copy or creating titles for videos posted on the website and mobile app. To clarify, activation of tournament data and statistics modules will need to be completed prior to the kick off of each tournament (usually around the time of the draw). C. Player/Man of the Match selection will be required in real time for select higher tier tournaments. D. Statistics reports are needed for all tournaments with premium/live coverage at halftime and full time. E. Game notes and statistical materials will be distributed to media and in-venue teams. F. Community management functions including moderating and interacting with users on our pubic-facing channels will be integrated into the live coverage process as the support provider prepares for, covers, and wraps up coverage for the live events.