



**REQUEST FOR PROPOSALS**

**VIDEO PRODUCTION / EDITING SERVICES & DIGITAL  
CONTENT FOR ICC MAJOR EVENTS 2022-2023**

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#### **1. INTRODUCTION**

- 1.1 The International Cricket Council Limited (the "ICC"), acting through its wholly-owned subsidiary company, ICC Business Corporation FZ LLC ("IBC"), which is incorporated under the regulations of the Dubai Development Authority in the United Arab Emirates, and was incorporated by the ICC and is sanctioned by the ICC to organise ICC events and to exploit all commercial rights pertaining to ICC events throughout the world.
- 1.2 IBC wishes to appoint a company to provide video production and editing services & digital content including, without limitation, the services set out in Appendix B (the "Services").
- 1.3 Unless otherwise defined elsewhere, capitalised terms used in this RFP have the meanings set out in Appendix A.

#### **2. OBJECTIVES**

- 2.1 The purpose of this RFP is to invite interested and qualified Applicants to submit Proposals for the right to provide the Services to IBC, as described in the overview of Services set out in Appendix B and on the terms and subject to the conditions set out in this RFP.
- 2.2 This RFP invites Proposals from Applicants with:
- (a) extensive proven experience in providing services similar to the Services;
  - (b) a strong financial position;
  - (c) staff located in (at a minimum) the United Kingdom, India and Australia;
  - (d) sufficient resources (in particular staffing) to provide the Services and additional services if required; and
  - (e) trained, experienced personnel.
- 2.3 In submitting a Proposal for the right to provide the Services each Applicant must:
- (a) complete, sign and return the form as set out in Appendix E, together with its detailed Proposal, by the applicable date specified in the Timetable;
  - (b) provide adequate and detailed answers and information to meet the requirements of the Criteria (as set out in Appendix C); and
  - (c) provide a full, detailed breakdown of costs in relation to creating the full list of deliverables required as part of the Services within the Price Quotation (as detailed in Appendix F).
- 2.4 In submitting its Proposal, each Applicant will have to establish that it satisfies (or will satisfy in a timely fashion) the Criteria and the Requirements. IBC will evaluate the Proposals based on the extent to which they satisfy such conditions and requirements.

- 2.5 Each Applicant should provide satisfactory evidence to IBC in its Proposal of its financial standing and of its ability to meet the commitments it makes in its Proposal. IBC reserves its right to require appropriate bank guarantees and/or parent company performance guarantees.
- 2.6 IBC may, in its absolute discretion, waive any of the conditions and/or requirements set out in this RFP in respect of any or all of the Applicants. Each Applicant will be evaluated on the overall merits of its Proposal and the Successful Applicant(s) may not have satisfied all conditions and requirements and may not necessarily be the one which offers the most competitive financial terms.

### **3. ENQUIRIES**

- 3.1 IBC shall, where possible, answer questions or provide additional information reasonably requested by Applicants at any time during the Selection Procedure with respect to the contents of this RFP or the means by which the Successful Applicant(s) shall be appointed.
- 3.2 Queries should be addressed in an e-mail with the subject line "**Content RFP - Query**" to the following addresses:

[ben.wise@icc-cricket.com](mailto:ben.wise@icc-cricket.com)

- 3.3 IBC shall attempt to respond to all queries in as expeditious a manner as possible and in such a form as IBC considers appropriate. IBC reserves the right to make its response to any query from any Applicant available to all relevant Applicants without revealing the identity of the initial enquiring party.
- 3.4 IBC may not be able to provide responses and/or additional information to all queries and it shall definitely not be able to do so if such requests are sent less than 5 (five) business days before the due date for receipt of Proposals as set out in the Timetable.

### **4. SELECTION PROCEDURE OVERVIEW**

- 4.1 Each Applicant must submit to IBC its Proposal documents, in English, by email by no later than the due date prescribed in the Timetable to the following addresses:

[ben.wise@icc-cricket.com](mailto:ben.wise@icc-cricket.com)

- 4.2 Each Applicant must attach all applicable documents in support of its Proposal in accordance with the requirements set out in paragraph 2.3 of this RFP as well as any other relevant materials, weblinks, photographs and/or attachments. IBC may issue supplementary requests for information which, once issued, will form part of this RFP. IBC may also ask any Applicant for such further information, guarantees and/or documents as IBC deems necessary in connection with any Proposal at any time and any such further information, guarantee and/or document may be used at any point in the Selection Procedure by IBC to evaluate a Proposal.
- 4.3 Each Proposal, once submitted, constitutes a binding and irrevocable offer to provide the Services on the terms set out in the Proposal, which offer cannot be amended or withdrawn after its date of submission (in either case unless requested by IBC).
- 4.4 IBC is not obliged to accept or consider any Proposal in full or in part or any responses or submissions in relation thereto and IBC may reject any Proposal, responses or submissions (or any part thereof) and, in its sole discretion, may refuse to award any business in connection with this RFP. Without prejudice to the foregoing, IBC reserves the right to appoint the Applicant(s) whose Proposal (in the absolute discretion of IBC) most successfully conforms to the Criteria and

the Requirements in accordance with the terms and conditions described in this RFP or to make alternative arrangements for the provision of the Services, including (without limitation) issuing a revised or different RFP or providing the Services itself.

- 4.5 IBC shall conduct the Selection Procedure in accordance with the Timetable set out in Appendix D. Each Applicant is and shall be required to comply fully with the applicable deadlines in the Timetable as well as such other deadlines as are imposed by IBC throughout the Selection Procedure (unless otherwise approved by IBC on a case-by-case basis).
- 4.6 The Selection Procedure shall consist of:
- (a) a technical evaluation of each Proposal examining each Applicant's ability to provide the Services in accordance with the Requirements, including evaluation of the examples provided;
  - (b) a financial evaluation of each Proposal examining each Applicant's ability to secure or offer the best possible prices in connection with the Services; and
  - (c) an evaluation of each Applicant's suitability, experience and qualifications, including (without limitation) its compliance with the Criteria as well as the organisational structure and infrastructure proposed by the Applicant to provide the Services.
- 4.7 IBC may, for any reason and at any time during the Selection Procedure, request any Applicant to supply further information and/or documentation. Each Applicant shall supply such further information and/or documentation requested within 7 (seven) calendar days (or such other period of time as may be required by IBC) following receipt of the written request for that information and/or documentation. Any and all costs and/or expenses associated with the provision of the additional information and/or documentation shall be borne by the Applicant.
- 4.8 IBC reserves the right (in its absolute discretion) to determine how to progress any discussions and/or negotiations with Applicants following submission of the Proposals.
- 4.9 After careful consideration and thorough examination of the Proposals and, if applicable, the presentations, IBC shall, in its absolute discretion, confirm which Applicant(s) (if any) it proposes to appoint as the Successful Applicant(s). The relative competitiveness of the financial terms offered may not necessarily be a decisive factor in choosing between Proposals. IBC reserves the right to make the appointment of the Successful Applicant(s) subject to such further terms and conditions as it considers appropriate in relation to this RFP process and/or the provision of the Services. Applicants who have not been selected shall be informed accordingly in writing. IBC shall not be obliged to give any reason(s) for the selection and/or rejection of any Proposal or any part thereof.
- 4.10 The appointment of the Successful Applicant(s) is subject to the conclusion of Agreement(s) between IBC and the Successful Applicant(s) governing all rights and obligations related to the Services. The Agreement(s) shall be prepared by IBC to include such terms and conditions commonly included in agreements of such nature, together with any other terms and conditions which are required by IBC (whether arising from the specifications of the Proposal of the Successful Applicant(s) or otherwise). Each Applicant agrees and acknowledges that IBC shall have the absolute right to determine at its absolute discretion whether or not negotiations shall be conducted on an exclusive basis.
- 4.11 Notwithstanding any other provision of this RFP, IBC reserves the right, at any time and in its absolute discretion, to accept or reject Proposals (or to permit any Applicant to resubmit its Proposal in the event that such Proposal fails to meet any or all of the Criteria and/or the Requirements), to pursue negotiations with any number of Applicants, to withdraw from

negotiations with any Applicant at any time, to pursue negotiations in respect of some or all of the Services and to suspend, discontinue, modify and/or terminate this RFP process (or any part thereof) at any time.

## **5. LEGAL PROVISIONS**

In participating in this RFP process, responding to this RFP and/or submitting a Proposal, each Applicant accepts and agrees to be bound by and to comply with the terms of this RFP generally, including (without limitation) the following terms and conditions (which apply in each case equally to all Applicants):

- 5.1 Nothing in this RFP, or in any communication made by IBC or its officers, employees, representatives, agents and/or advisers shall constitute an offer of a contract or a binding contract between IBC and any Applicant, nor shall it be taken as constituting any representation that rights or licences will be granted in accordance with this RFP and/or the Selection Procedure.
- 5.2 IBC reserves the right, at any time during the Selection Procedure, to change any aspect of this RFP, to issue any separate amendment or addendum to this RFP (which will become part of this RFP upon issue) or to issue an amended RFP in place of this RFP, to refuse to consider any Applicants or to withdraw this RFP. Applicants acknowledge that IBC may decide to organise the Services on its own or without appointing any third party and that IBC may increase, decrease, suspend, discontinue and/or modify its requirement for the Services.
- 5.3 Following consideration of the desirable contractual structure for the Services in light of the location and identity of the Successful Applicant, IBC may (at any time prior to execution of the Agreement) elect for the contracting party to be the host of an ICC event or other appropriate entity rather than IBC.
- 5.4 Whilst IBC has taken all reasonable care to ensure that this RFP is accurate in all material respects at the date of its issue, neither IBC, nor any of its officers, employees, representatives, agents and/or advisers make any representation or warranty or accept any responsibility for the accuracy or completeness of the information contained in this RFP or in any subsequent correspondence by IBC in relation to this RFP, nor shall they be liable for any loss or damage suffered by any Applicant or any other third party in reliance on this RFP or any subsequent communication with IBC.
- 5.5 Without prejudice to paragraph 5.4 above, this RFP does not contain any representation upon which any Applicant or other recipient may be entitled to rely at any point in time in order to bring any claim, action or proceedings against IBC and/or its associated entities and/or any of their respective officers, employees, representatives, agents and/or advisers (whether for misrepresentation or otherwise). This RFP is incapable of creating any liability for IBC and/or its associated entities and each Applicant hereby irrevocably and unconditionally waives any and all rights it may have, now or at any time in the future, to bring any claim in any court of competent jurisdiction in relation to the appointment or manner of appointment of any Applicant, the Selection Procedure or otherwise in relation to the RFP process.
- 5.6 Each Applicant represents, warrants and undertakes to IBC that any and all information contained in its Proposal and/or submitted in connection with its Proposal, and any and all representations made by or on its behalf to IBC, during the course of the Selection Procedure shall not be false, inaccurate or misleading in any respect (including, without limitation, by the omission of any material, information or facts) and that if, after submitting its Proposal there is any change in the Applicant's circumstances or any other event occurs which may adversely affect and/or impact such information and/or representations and/or the manner in which they may be interpreted by IBC, the Applicant shall promptly notify IBC in writing setting out the relevant details in full. IBC is and shall be fully able to rely on the accuracy and authenticity of any and all information

contained in any Proposal and/or submitted in connection with any Proposal in assessing any Applicant's ability to perform and deliver the Services.

- 5.7 Each Applicant agrees to keep confidential at all times, whether during or after the Selection Procedure, all Confidential Information and to take all necessary steps to preserve the strict confidentiality of such Confidential Information, including (without limitation) by disclosing relevant material to its officers, employees, representative, agents and/or advisers only on a strictly "need to know" basis and only for the purpose of this Selection Procedure.
- 5.8 Each Applicant agrees that it will not discuss any part of this RFP, any Proposal it is considering or which it has submitted and/or any other aspect of the Selection Procedure with any other Applicant at any time for any reason. Any breach of this obligation by an Applicant may result in its immediate elimination from the Selection Procedure.
- 5.9 No Applicant is entitled to make any announcement relating directly or indirectly to this RFP, the Selection Procedure and/or its Proposal. Each Applicant acknowledges and agrees that IBC shall have the absolute right to make any announcement in connection with this RFP and/or the whole or any aspect of the Selection Procedure.
- 5.10 Each Applicant is responsible for any and all costs, expenses and liabilities incurred (directly or indirectly) by or on its behalf in the preparation and submission of its Proposal and/or otherwise in relation to the Selection Procedure and/or any negotiations with ECB following receipt by IBC of its Proposal (whether or not an Agreement(s) is entered into with such Applicant). Under no circumstances will IBC and/or its associated entities and/or any of its respective officers, employees, representatives, agents or advisers be responsible for any costs of any Applicant associated in any way (whether directly or indirectly) with the Selection Procedure.
- 5.11 Each Applicant acknowledges that any and all intellectual property rights of IBC and the ICC remain the exclusive property of IBC or the ICC (as appropriate). Furthermore, any materials provided by IBC to any Applicant shall belong and/or accrue exclusively to IBC. No Applicant shall claim ownership over any rights including (without limitation) intellectual property rights, in relation to the ideas, concepts, material or any other rights contained in this RFP, including the examples provided as part of this RFP which shall be owned by IBC.
- 5.12 In consideration of IBC receiving and reviewing its Proposal, each Applicant confirms and warrants that it has read, understood and accepted the terms and conditions set out in this RFP, which take precedence over any provisions contained in any other communications between the Applicant and IBC. Each Applicant further acknowledges that, except as set out in the Proposal and in the Agreement(s), there is no existing agreement, arrangement or understanding in place (whether in writing or oral) between IBC and the Applicant in relation to this RFP, its subject matter and/or the provision of the Services.
- 5.13 Each Applicant acknowledges that, save as set out in the Agreement(s), all rights and opportunities in and in relation to ICC events or the Services shall be exclusively reserved by IBC and/or the ICC (as appropriate).
- 5.14 IBC shall be able to rely on any and all representations made by each Applicant in its Proposal and/or in connection therewith.
- 5.15 No terms seeking to restrict in any way the discretion of IBC in the Selection Procedure will be accepted.
- 5.16 This RFP, the Selection Procedure and any and all related documentation, correspondence (including, without limitation any Proposal), any non-contractual obligations and any Agreement(s) (or other agreements) entered into between IBC or any of its affiliates and any

Applicant or prospective Applicant shall be governed by and interpreted in accordance with English law and any dispute arising from or in relation to the same shall be subject to the exclusive jurisdiction of the English courts.

## **6. CONFLICTS AND COLLUSIVE BEHAVIOUR**

- 6.1 A conflict of interest arises when an Applicant's integrity, objectivity or fairness in performing the Services is at risk due to a personal interest or conflicting business arrangement of the Applicant, or a person or organisation associated with the Applicant.
- 6.2 An Applicant must accordingly disclose in their Proposal any potential or actual conflicts of interest that they may have or may be perceived to have in respect of their responsibilities to IBC and other parties in the course of delivering the Services, should they be selected as the Successful Applicant. Applicants with such conflict or perception of conflicts must specify within their Proposal how they will manage the conflict or perception of conflict to provide assurance that it will not adversely impact the performance of any Services.
- 6.3 The Applicant and any person or organisation associated with the Applicant must not directly or indirectly provide any form of inducement or reward to any employee, member or shareholder of IBC, the ICC or any affiliates or associated concerns or any of their respective representatives in relation to the Selection Procedure under this RFP.
- 6.4 Without prejudice to any criminal liability an Applicant may attract and any other remedies available to IBC or the ICC, each Applicant hereby undertakes that it shall not:
- (a) fix or adjust the costs of its Proposal by or in accordance with any agreement or arrangement with any other party;
  - (b) communicate to any party the costs or approximate costs of its proposed Proposal or information which would enable the amount or approximate amount to be calculated (except where such disclosure is made in confidence in order to obtain quotations necessary for the preparation of the Proposal or insurance or any necessary security);
  - (c) enter into any agreement or arrangement with any other party that such other party shall refrain from submitting a Proposal;
  - (d) enter into any agreement or arrangement with any other party as to the costs of any Proposal submitted; and/or
  - (e) collaborate or collude with any third party with a view to unfairly influencing the outcome of the Selection Procedure under this RFP or otherwise misleading or concealing information from IBC.

## **7. OTHER OBLIGATIONS**

- 7.1 The engagement of the Successful Applicant(s) pursuant to this RFP is subject to the conclusion of the Agreement(s) between IBC (which shall for the purposes of this paragraph 7 be deemed to include such other ICC entities as IBC nominates) and the Successful Applicants, governing all rights and obligations related to the Services to be provided by the Successful Applicant(s). The Agreement(s) shall be prepared by IBC to include such terms and conditions commonly included in agreements of such nature, together with any other terms and conditions which are required by IBC (whether arising from the specifications of the accepted Proposal or otherwise). Some key principles in relation to the Agreement(s) are set out below:

<b>Subject</b>	<b>Principle</b>
<i>Payment Schedule</i>	All monetary consideration to be payable in United States dollars by IBC which will be inclusive of all taxes, deductions, withholdings etc. IBC shall make payments accordingly (subject only to any deduction for withholding tax that IBC may be obliged at law to make, if applicable).
<i>Assignment and sub-contracting</i>	The Successful Applicant(s) will only be able to assign/ sub-contract any or all of its rights and obligations under the Agreement(s) with the express written permission of IBC. However, the Successful Applicant(s) shall at all times remain primarily liable for the performance of all of its obligations under the Agreement(s) notwithstanding any such sub-contract.
<i>Intellectual Property Rights</i>	IBC shall own and retain ownership of all of intellectual property rights which it provides to the Successful Applicant or which arise as a result of the Services from creation. The Agreement(s) will require assignment by the Successful Applicant(s) for any intellectual property rights that may be created or become vested in the Successful Applicant(s) (or any sub-contractor) in the course of the performance of Service(s) from creation and a full indemnity for any intellectual property rights infringement.
<i>No Partnership</i>	Nothing in the Agreement(s) and no action taken by the parties pursuant to it shall constitute, or be deemed to constitute, the parties as a partnership, association, joint venture or other co-operative entity.
<i>Liability</i>	IBC shall not be liable to the Successful Applicant(s) under the Agreement(s) for any indirect or consequential loss arising out of or in connection with the performance of its obligations under the same or any breach thereof even if it was advised in advance of the possibility of such loss or damage.
<i>Termination</i>	The Agreement(s) will detail termination events which will entitle the parties to terminate the Agreement(s).

## **APPENDIX A**

### **DEFINITIONS**

<b>"Agreement(s)"</b>	means each long-form written agreement to be entered into between IBC and the Successful Applicant(s) governing the provision by the Successful Applicant(s) of the Services (or any part of them).
<b>"Applicant"</b>	means any party which is considering whether or not to submit or which submits from time to time a Proposal in response to this RFP.
<b>"Confidential Information"</b>	means any and all aspects of this RFP, the Selection Procedure, and/or the business and/or affairs of the ICC and/or IBC which is or which comes into an Applicant's possession (except where such information is generally available to the public).
<b>"Criteria"</b>	means the list of criteria to be addressed by each Applicant in its Proposal as set out in Appendix C.
<b>"ICC"</b>	means the International Cricket Council Limited, the international governing body for the sport of cricket, which has its registered address at Executive Desk 13D, Second Floor, Building 2, Dubai Media City, United Arab Emirates, and its administrative office at Street 69, Dubai Sports City, Sheikh Mohammad Bin Zayed Road, P.O. Box 500070, Dubai, United Arab Emirates.
<b>"Proposal"</b>	means all documents and information submitted by an Applicant supporting its bid to provide the Services to IBC, as required under this RFP, including the Price Quotation as set out at Appendix F.
<b>"Requirements"</b>	means the guidelines, directions, requirements, instructions and requests of IBC issued to any Applicant with respect to the Selection Procedure and/or the Services from time to time.
<b>"RFP"</b>	means this Request for Proposals, including all of its appendices and as amended, supplemented or replaced from time to time.
<b>"Selection Procedure"</b>	means the entire procedure conducted by IBC to select and appoint the Successful Applicant(s) for the provision of the Services pursuant to the RFP process and the subsequent negotiation, finalisation and execution of the Agreement(s).
<b>"Services"</b>	means the services set out in Appendix B.
<b>"Successful Applicant(s)"</b>	means the Applicant(s) selected by IBC to provide the Services pursuant to the Selection Procedure.
<b>"Timetable"</b>	means the timetable for the Selection Procedure as set out in Appendix D.

## **APPENDIX B**

### **SERVICES**

The Successful Applicant shall be required to provide the services listed below, such services to be delivered by the Successful Applicant always in accordance with any instructions issued by or on behalf of IBC from time to time.

- Operations & Resource Management (Appendix G)
- Digital Stream Creation & Video Editing (Appendix H)
- Social Media Content Creation, Publishing and Tracking (Appendix I)

These three components form the mandatory core of this RFP. A respondent may outline how they can meet each component or, may feel free to join forces with a third party if they feel a collaborative approach best suits their capacity to deliver.

The ICC's digital channels have grown in recent years to be some of the most followed and engaged channels in world sport. As the global governing body, we have a duty as custodians of the game to be accurate, fair and balanced with our content, but we also want to entertain and delight both avid and new fans of our sport.

We have numerous commercial partners investing in our content and reach and the related deliverables within these partnerships are integrated within the Services.

IBC is seeking to appoint a partner who – in collaboration with our core content team of around 10 people – will not only run the day-to-day publishing and “hygiene” aspects of our platforms during our major events in 2022 and 2023, but will also be responsible for ideation, copy generation, content optimisation and delivery and publishing of new and exciting graphic and video content.

We seek a highly qualified, passionate, multi-faceted creative team that has a proven ability to provide technical and creative production services as well as create great content both via highlights from cricket matches IBC has the rights to or from cricket stadia around the world.

You will find more specific information on each component on the ensuing pages.

<b><u>Assets</u></b>		
Platform	URL	Followers/Users
Website	<a href="http://www.icc-cricket.com">www.icc-cricket.com</a>	To be disclosed to Successful Applicant
App - iOS	<a href="http://bit.ly/ICC-ios">http://bit.ly/ICC-ios</a>	To be disclosed to Successful Applicant
App - Android	<a href="http://bit.ly/ICC-Android">http://bit.ly/ICC-Android</a>	To be disclosed to Successful Applicant
Facebook	<a href="http://www.facebook.com/icc">www.facebook.com/icc</a>	24.3 million
Facebook	<a href="http://www.facebook.com/cricketworldcup">www.facebook.com/cricketworldcup</a>	9.6 million
Facebook	<a href="http://www.facebook.com/t20worldcup">www.facebook.com/t20worldcup</a>	2.6 million
Instagram	<a href="http://www.instagram.com/icc">www.instagram.com/icc</a>	21.1 million
Instagram	<a href="http://www.instagram.com/cricketworldcup">www.instagram.com/cricketworldcup</a>	2 million
Instagram	<a href="http://www.instagram.com/t20worldcup">www.instagram.com/t20worldcup</a>	1.8 million
Twitter	<a href="http://www.twitter.com/icc">www.twitter.com/icc</a>	14.2 million
Twitter	<a href="http://www.twitter.com/cricketworldcup">www.twitter.com/cricketworldcup</a>	1.3 million
Twitter	<a href="http://www.twitter.com/t20worldcup">www.twitter.com/t20worldcup</a>	0.5 million

*\*Information correct as of December 26, 2021*

## **APPENDIX C**

### **CRITERIA**

Each Proposal must include information to allow IBC to evaluate the Relevant Experience, Organisational Criteria, Operational Criteria and Financial Criteria about the Applicant (together the "**Criteria**") set out below. Proposals may, where appropriate, include the provision of documentary evidence in support of the relevant Criteria and Applicants are requested to address as fully as possible the questions set out below in respect of each of the Criteria. IBC reserves the right to evaluate Proposals by reference to the below evaluation criteria and any other criteria in its absolute discretion.

#### **Relevant Experience**

1. What relevant experience does the Applicant have in relation to major international sporting events? Please highlight any specific cricket event experience and provide a visual portfolio of your work in sport.
2. What event content have you delivered for clients, with a specific focus on audience engagement growth via vertical video for platforms such as Instagram Reels and delivering against commercial agreements? Please provide detailed metrics to support your examples and any cricket examples alongside.
3. What innovations, concepts, products or processes has the Applicant previously introduced in the delivery of digital streams and video editing and distribution for a sports rights holder? How did they serve your client's strategy?
4. Please provide examples of how the Applicant has delivered end-to-end during a sporting event since the Covid pandemic began, including operations and resource management planning and execution as well as remote and in-stadia content creation and publishing.

#### **Organisational Criteria**

5. Does the Applicant have offices and staff based in at least Australia, the United Kingdom and India? How much staff coverage can the Applicant provide across a 24-hour window during an ICC event?
6. Please include a detailed staffing plan of how the Applicant intends to deliver of the Services in line with the required timescales (including an organisation chart, the size and composition of the proposed team, respective responsibilities and escalation paths) and how the Applicant believes each team member's experience makes them suitable for these roles.  
Within the staffing plan indicate whom the Applicant proposes to act as its Account Director/Manager for the Services and how the Applicant believes their experience makes them suitable for this or these role(s). Please indicate staff that will be available for video conference interviews.  
Please provide a sample roster of staff at each ICC cricket event listed in Appendix H for all Services to indicate coverage and allocation of resources.
7. How will the structure, composition and experience of the Applicant's project team(s) ensure delivery of the Services in line with the required timescales?
8. Will the Applicant have the capability to change staffing rapidly as required? Does the Applicant propose to sub-contract any aspect of the Services? If so, please provide full details about proposed sub-contractors and any other material information.

### **Operational Criteria**

9. Please provide an in depth “reverse brief” in which the Applicant details its understanding of the Services delivery requirements and strategies, highlighting cost effective solutions for the delivery of digital streams to supplied endpoints, manual video editing in-play via clipping software and other editing and content solutions / staffing plan.
10. In addition to the staffing plan, please provide an overall project summary which sets out a proposed detailed project timeline, highlighting the key dates and milestones in the planning and implementation process that covers off the lead-in and lead-out of an example ICC event.
11. Please provide a full list of all exclusions or dependencies expected to be provided by or on behalf of IBC for the delivery of the Services.
12. Please identify any material risks in the provision of the Services and how the Applicant will manage any risks associated with the delivery of the Services.
13. What are the Applicant’s current levels of insurance in relation to Professional Indemnity, Public Liability and Directors’ and Officers’ E&O insurance? IBC has the right to request the Successful Applicant to take out and maintain throughout the Term appropriate professional indemnity insurance with a reputable insurer, in an amount not less than US\$5,000,000 (five million United States dollars) for any one claim, to cover any claim that may arise under or in connection with the Services, including but not limited to cover against defamation, negligence, malpractice, breach of duty or any other act or omissions in the performance of the Services. IBC shall be named as a beneficiary under this policy and provided with a copy of the policy if requested. The terms of the policy shall not operate to relieve the Successful Applicant of any of its liabilities under the Agreement. In addition, the Successful Applicant would be expected to maintain public liability insurance in an amount not less than US\$5,000,000 (five million United States dollars) for any one claim.

### **Financial Criteria**

14. Please detail the total cost of the Proposal as detailed in Appendix F. The budget shall be provided in United States dollars (inclusive of all applicable taxes (e.g. service tax or VAT), clearly identifying inclusions and exclusions and pricing separately each part of the scope of Services set out in Appendix B. The Applicant’s detailed budget should include a line-by-line breakdown of expenses. Full assumptions and specific costs should be provided to support how the pricing has been structured.

### **Style Criteria**

15. Please provide a range of examples of the Applicant’s editorial projects - focusing mainly on major events/tournaments - including various tones and genres used across their clients. Also include the targets for each and what they achieved. Please provide links to social media channels that the Applicant has run or is running 24/7, 365 and the outcomes of your strategy in those cases.
16. Furthermore, (if applicable), please describe how the Applicant has previously devised a social media strategy delivered by staff in-stadia, e.g. how did the strategy incorporate fans in the venue, at-match activations, providing fans watching on TV a different experience.
17. Please provide examples of sports multimedia content produced in-stadia by the Applicant such as still images, video, interactive social media polls and stories, fan-led pieces, etc.

In addition to the above, as part of your Proposal, IBC asks that Applicants provide:

- a basic review of the ICC's social media output from October 17 – November 14 (ICC Men's T20 World Cup 2021). What you like, what you don't and how you could elevate these channels if appointed. Format is at your discretion, but please aim to only keep to a couple of pages/slides.
- three ideas or concepts for what in-stadia content producers could create and deliver from venues during events.

**APPENDIX D**

**TIMETABLE**

The current timetable for the Selection Procedure is as follows:

	<b>Date *</b>
RFP published on ICC website and sent to potential Applicants	Friday, 7 January 2022
Deadline for receipt of enquiries, requests for information or clarification from Applicants	Friday, 14 January 2022
Deadline for receipt by IBC of Proposals from Applicants	Monday, 24 January 2022
Selection and appointment by IBC of the Successful Applicant	Early February
Signature of Agreement	February

*\*Applicants are reminded that these dates may be amended by IBC, in its absolute discretion, for whatever reason and at any time.*

**APPENDIX E**

**DETAILS OF APPLICANT**

IBC shall treat the following information as confidential:

1	Type of business activity:	
2	Address and headquarters:	
3	Phone number:	
4	Fax number:	
5	Email address:	
6	Website:	
7	Contact person, position in company and contact details:	
8	Trade register entry and legal status	
9	Composition of board of directors and management, including total number employees:	
10	Summary (in table form) of key personnel, including name, position, summary of skillset, estimated time commitment to implementing the Services as a percentage of their overall time:	
11	Parent company and/or holding structure and substantial shareholdings in other companies (> 25%):	
12	Details (including supporting documents) of the Applicant's financial status including, but not limited to, details of the most recent audited reports and accounts (last 3 years), Copy of the trade licence, general financial	

	performance and any applicable credit ratings.):	
13	References (previous business involvement in sport events and other major events); please indicate name, title/function, phone, email:	
14	Years of experience in the current business:	

By submitting a Proposal, I confirm for and on behalf of my organisation that I have read and understood the terms and conditions of the RFP issued by IBC for the appointment of an organisation to provide the Services, and I agree for and on behalf of my organisation that the organisation which I represent is and shall remain bound by such terms and conditions.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

## **APPENDIX F**

### **PRICE QUOTATION**

Applicants should provide as part of the Proposal a fully itemised unit breakdown of costs for the Services, including the day rate for each of the specific resources / roles called out in the response.

Management fees and other costs (such as insurance for travelling staff and visa-related costs) must be clearly stated and must be **inclusive** of any and all taxes that may be chargeable thereon.

Applicants are requested to note the following:

- (a) All costs detailed in the price quotation must be in United States dollars and all invoices shall be issued and paid in United States dollars; and
- (b) The cost budget and any management fees shall be deemed to be inclusive of any and all taxes (including sales tax and VAT) and, further, shall be subject to any deduction or liability for withholding tax as may be applicable, provided that in such circumstances IBC shall deliver to the Successful Applicant(s) evidence that withholding taxes have been deducted and deposited with or paid to the relevant taxing authority and shall provide a certificate to the Successful Applicant(s) in accordance with the provisions of the relevant law.
- (c) IBC shall pay the total cost budget in instalments aligned to the scope of services, invoices for such shall be issued monthly in arrears based on completion of the services to IBC's satisfaction. The final instalment shall be payable upon reconciliation (post event) of all services delivered to the reasonable satisfaction of IBC. Subject to the above all approved invoices shall be paid within 30 days of receipt of such invoice.

It is IBC's intention that the Successful Applicant will be appointed to cover all the events set out in Appendix H. As such, please provide a price quotation for the two-year Term.

**Any travel and associated costs to cover these events will be borne by IBC.**

## **APPENDIX G**

### **OPERATIONS AND RESOURCE MANAGEMENT**

The Successful Applicant will be responsible for supporting the logistical efforts of the ICC Digital and Events team in the four weeks leading into the event and it's suggested this is done by way of a Chief of Staff / Operations Manager type role addressed as part of the Applicant's response. This role would need to work an average of x4 days per week for four weeks leading into the tournament and then an average of x4 days for first three calendar weeks from the date of the first tournament match (Rota for this period to be agreed between parties). The major roles and responsibilities for this Applicant-engaged person, who could be asked to travel to the host country for the Event, comprise:

- Liaising with ICC stakeholders to manage travel, accommodation, accreditation and general enquiries from ICC Digital FTE and staff from ICC-approved media vendors, e.g. live scorers, photographers, etc.;
- Working with relevant ICC, Local Organising Committee (LOC), broadcast teams and cricket team management to assist with the pre-planning and execution of pre-event content capture days with athletes, including creation of run-sheets for all participating teams;
- Acting as a conduit between ICC Protocols and Security teams to ensure ICC Digital FTE and staff from ICC-approved media vendors, e.g.: live scorers, photographers, etc. are kept across the latest Covid safety and other relevant protocols; and
- Executing other administrative and support tasks including, but not limited to; helping organise ICC Digital corporate hospitality, ad hoc accreditation requests and changes in-event, managing the dynamic brief for the ICC's official photographers, providing support for the Applicant's at-match resources.

## APPENDIX H

### DIGITAL STREAM CREATION & VIDEO EDITING

#### ITEM 1

The ICC requires editing of various pre-match, in-match and post-match digital clip deliverables to be clipped and edited from the ICC TV world feed and exported for use. These will be required across all Category A ICC Tournaments until the end of 2023 (see below for event schedule):

ICC Event	Dates	Location	Number of Matches	Number of Televised Matches
ICC Women's Cricket World Cup 2022	March 4 - April 3	New Zealand	31	31
ICC Men's T20 World Cup 2022	October 8 - November 14	Australia	45	45
ICC Women's T20 World Cup 2023	February 9 - 26 2023	South Africa	23	23
ICC World Test Championship Final 2023	TBC	TBC	1 (5 days plus reserve day)	1
ICC Men's Cricket World Cup 2023	October – November 26 2023	India	48	48

*\*These events, locations and dates may be amended by IBC, in its absolute discretion, for whatever reason at any time.*

Please see a typical content schedule below for a list of production deliverables (subject to minor changes) that are required for each fixture. Approximate durations and total number of instances are marked as anticipated for each match. These deliverables are required as soon as possible upon completion of each moment/session/day.

Clip Type	Description	Approximate Duration (secs)	Instances Per Match
Broadcast Opener	Broadcast Coverage Daily Opener	30	1
Broadcast Closer	Broadcast Coverage Daily Closer	30	1
The Toss	The toss and subsequent captains interviews	120	1
Pitch Report	Pitch report with commentator	60	1
Flash Interviews	Pre-play interviews	60	1-2
Powerplay Highlights	Highlights of each powerplay (overs 1-6)	180-240	2
Innings Highlights	Highlights of each innings (overs 1-20)	180-240	2

Winning Moment	The winning moment (regardless of stature of play)	30	1
Match Presentation	Interviews with both captains + POTM	180-240	1
Player Highlights Compilation	Various players of note (50+, 100+, 5+ wickets)	180-240	0-5
5-min Match Highlights	Short-Form Highlights Clip	300	1
9-10min Match Highlights	Mid-Form Highlights Clip	1200	1
POTM Highlights	Full highlights from the POTM	180-240	1
Post-play media conferences	Daily Recorded	500	2
Sponsor Deliverables	Various footage-led sponsor items of branded content	30-90	4
7-min Highlights	Member Highlights	420	1
3-min Highlights	ICC Highlights	180	1
90-sec Highlights	News Highlights	90	1

The following export/upload locations will be utilised:

- Imagen Go (asset management platform) – API delivery preferred
- Brightcove (online video platform) – API delivery required (draft format)
- Facebook Creator Studio – API delivery required (draft format including preset geo-gating and global delivery options)
- Backup FTP Server – including set-up and server costs

The satellite feed will be made available at BT Tower and access details will be made available in advance prior to each matchday.

Please provide a quotation for all scheduled matches including a breakdown of the staffing plan and roles, as well as equipment provisions, with rate card applied for reserve days.

It is anticipated that Item 1 will also be required for ad hoc additional warm-up matches as requested, so please submit a further quotation for these matches on a rate card basis.

## ITEM 2

IBC requires the creation of a digital stream for each of the fixtures (plus reserve days, if required). If you are able to support this service request, please provide a proposal for provision of a digital stream of the world feed production in full, based on the following format:

- Codec: For HD 1080p, H.264 at 8-10 Mbps / Level 4 preferred, H.265, MPEG-2 TS
- Audio: AAC (128Kbps or above for stereo / AAC-LC at 384Kbps for 5.1. preferred), mp3 (MPEG2-TS streams)
- Container types: RTMP / RTSP / HLS (preferred)
- Frame Rate: 25fps

The satellite feed will be made available at BT Tower and access details will be made available prior to each matchday.

Please provide a quotation for all scheduled matches, with rate card applied for reserve days.

It is anticipated that Item 2 will also be required for ad hoc additional warm-up matches as requested, so please submit a further quotation for these matches on a rate card basis.

## **APPENDIX I**

### **SOCIAL MEDIA CONTENT CREATION, PUBLISHING AND TRACKING**

IBC is also looking for a partner to support the publishing and tracking of digital content created by:

- Resources appointed by the Successful Applicant in stadia during the major ICC events (mobile phone content);
- Resources appointed by the Successful Applicant from Appendix H / Item 1; and
- IBC FTE and core third-party content teams already in place, e.g. incumbent content agencies and IBC-appointed broadcast production teams

As well as having organic content plans in place for events, ICC Digital also has numerous commercial deliverables for media and commercial partners, e.g. Facebook and ICC event sponsors. Tracking documents will need to be maintained daily during the events as guided by ICC Digital to ensure we are servicing our partner agreements.

To assist the Applicant with their response, a proposed resource structure for each event has been included below as a guide to support the Applicant responding on Appendix H Services. Appendix J breaks down each role's main functions.

#### **ICC Women's Cricket World Cup New Zealand 2022**

Remote Team:

- x2 Digital Producer / Editor working on NZ local time (during matches);
- x1 Reporter working on NZ local time (during matches) \*if resource is NZ-based they can attend matches where possible; and
- x2 Video Editors for the duration of the event period.

At-Match Team in New Zealand:

- x3 Content Producers (x1 per crew)

#### **ICC Men's T20 World Cup Australia 2022**

Remote Team:

- x2 Digital Producer / Editor working on AUS local time (during matches);
- x1 Reporter working on AUS local time (during matches) \*if resource is AUS-based they can attend matches where possible;
- x1.5 Video Editors for the duration of the event period; and
- x1 Commercial Tracking Manager.

At-Match Team in Australia:

- x3 Content Producers (x1 per crew)

#### **ICC Women's T20 World Cup South Africa 2023**

Remote Team:

- x2 Digital Producer / Editor working on South Africa local time (during matches);
- x1 Reporter working on South Africa local time (during matches) \*if resource is South Africa-based they can attend matches where possible;
- x2 Video Editors for the duration of the event period; and

- x1 Commercial Tracking Manager.

At-Match Team in South Africa

- x3 Content Producers (x1 per crew)

### **ICC Men's World Test Championship 2023 (United Kingdom - TBC)**

Remote Team:

- x2 Digital Producer / Editor working on United Kingdom local time (during matches);
- x1 Reporter working on United Kingdom local time (during matches) \*if resource is UK-based they can attend matches where possible;
- x1.5 Video Editors for the duration of the event period; and
- x1 Commercial Tracking Manager

At-Match Team in United Kingdom:

- x2 Content Producers

### **ICC Men's Cricket World Cup India 2023**

Remote Team

- x2 Digital Producer / Editor working on India local time (during matches);
- x1 Reporter working on India local time (during matches) \*if resource is India-based they can attend matches where possible;
- x2 Video Editors for the duration of the event period; and
- x1 Commercial Tracking Manager.

At-Match Team in India

- x4 Content Producers (x1 per crew)

## **APPENDIX J**

### **ROLES AND RESPONSIBILITIES: A GUIDE**

For the suggested resource plan (Appendix I), please find below a high-level overview of each role and its main responsibilities.

#### **Digital Producer / Editor**

This role must have advanced capability / strong experience in CMS publishing, sub-editing, reporting, photoshop, etc. Tasks include:

- Liaising with ICC Digital Head of Content around delivery of content plan across owned and operated channels with a view to optimising audience for video and news;
- Liaising with / managing Content Producers around their outputs from stadia, including the overseeing of Facebook Live shows and assisting with the delivery and publishing of Multilingual content;
- Other tasks include: Reporter management / story commissioning, home page management, sending app push notifications, link post management, EDM content management

#### **Reporter**

The role must have advanced capability / strong experience in writing cricket news articles and be able to both respond to direction around editorial content and proactively source their own ideas and content. Tasks include:

- Liaising with ICC Digital Head of Content, and Digital Producers around delivery of the editorial content plan;
- Writing news and feature articles as well as live blogging for ICC websites and apps and providing support around digital production and social media;
- Staying on top of all news, sourced via match content, team media releases, press conferences and talent-led comment and insight to create articles;
- Managing and updating a match day blog; and
- Assisting the Digital Producers with production tasks, including video publishing on owned and operated channels.

#### **Content Producer**

The Content Producer(s) will be based at matches, need to have great experience creating content from a mobile phone only and tasks include:

- Assisting with publishing live shows on Facebook pre and post-match;
- Capturing content for ICC social media channels, with a strong focus on Instagram Reels and Stories, e.g. short clips or photos of venue activations, short clips or photos of fans at sponsor activations at the venue, short clips or photos of dressed-up or cheering fans, particularly before the start and after the end of the game;
- Capturing interviews with players and commentators for various outputs; and
- May also need to help with production of non-English match highlights.

#### **Commercial Tracking Manager**

Supporting the delivery and management of all sponsored content through the tournament(s). A strong attention to detail and experience working in a sponsored / branded content space is critical to the role. Tasks include:

- Working with ICC to understand and help manage sponsor content deliverables across the tournament; Key messaging, Branding mandates, Social tagging

- Working with video editors and designers to deliver content in time for ICC digital partnerships manager to get partner approvals;
- Coordinating with the ICC content team to ensure partner content publishing timelines are met;
- Assisting ICC digital partnerships manager with ICC and Partner online presence: Cross-posting, paid partnerships and other content amplification;
- Gaining a deep understanding of our reserved digital rights and video content plans to maintain a video content tracker across our websites, apps and Facebook channels (including Instagram products) and ensuring we are adhering to duration and geo-blocking requirements; and
- Ensuring we are optimising our video content strategy, e.g.: maintenance of thumbnails and headlines, uploading content to relevant Facebook playlists.

### **Video Editor**

Creating a variety of video content for ICC social media and owned and operated channels. Advanced Adobe Premiere Pro and After Effects skills and experience creating 9:16 video formats for Instagram Reels desired. Tasks include:

- Creating unique video content with a heavy focus on Instagram Reels outputs utilising various footage, e.g: from vision supplied by ICC from pre-event shoots with teams, training sessions, press conferences, match vision and unique ICC interviews and shows; and
- Collaborate with ICC in-house editors and at-match digital 'predators' to ensure consistent video output and brand guidelines are adhered to.