

TERMS OF REFERENCE

The Maldives Media & Broadcasting Commission of Maldives is seeking to acquire a broadcast monitoring system. The commission is the regulatory body for all media in the Maldives. Formed under The Maldives Media & Broadcasting Regulation Act, 16/2025, the commissions key functions include, issuance of registrations and licenses to News Media, Broadcasters and Rebroadcasters, monitoring of published and broadcasted content to ensure all registered and licensed parties follow the necessary published ethical codes, regulatory and technical compliances.

Objectives:

The acquisition of a broadcast content monitoring system is to uphold the commissions mandate to monitor and regulate all media in the Maldives. The commission requires a cost-effective and efficient solution which include efficient monitoring of broadcasted content with an archive, comprehensive reporting on regulatory compliances. The data collected will be used as an objective overlook on the broadcasting industry in the Maldives which will help the commission to take the necessary steps developing the industry in Maldives.

Requirements:

The system should be able to ingest content from Broadcast Feeds (TV and Radio) inclusive of Web Streams no less than 70 video channels and 30 radio channels (expandable).

Minimum Ingest Requirements:

- SDI, SDI over IP (2110, 2022-6/7)
- Transport Stream (ASI, IP, DVB-S/S2, QAM)
- OTA Television (ASTC 1.0/3.0, DVB-T2, ISDB-T)
- OTA Radio (FM, AM, DAB+)
- IP Streaming (SRT, Zixi, RTMP, CMAF)
- OTT/Fast Channels (HLS, MPEG-DASH, Web)
- HDMI (Set Top Box)
- EPG Integration

Content Archiving:

- The System should be able to archive all content to a minimum of 90 days for all monitored broadcaster feeds.
- Recorded files should not be proprietary file types and should be playable by any third-party player.
- Storage type should be any storage type. Eg. DAS, SAN, NAS. S3 etc.

Content Monitoring:

The system should be able to cater the following requirements in regards to content monitoring.

- Monitor media which is Live or Archived
- Fast Navigation to quickly find relevant content
- Archive the content for any duration
- Content should be accessible from anywhere, any time and from any device
- Should work from any browser
- Should not require to install a client
- Easily create and share clips
- Multiple mark in/out of the relevant content
- Easily export clips to any destination (mail, FTP, Network share, download, etc.)
- Add any data, graphics and overlays
- Avoid expensive and cumbersome editing systems
- Can be used by anyone – not only by video editors
- Automatic clip options based on rules/Metadata
- Share content also with users that are not a user of the system
- Metadata Tagging:
 - Add tagging and Bookmarks
 - Any metadata: any number of fields, any type
 - Import from external sources (as run, EPG, schedule, rating, etc.)
 - Load pre-defined values
 - Tagging and adding metadata manually
 - Automatic metadata extraction: CC, subtitles, etc.
 - Advanced searching
- Automatic Alerts and Clipping:
 - Easily create and edit clips
 - Attach any metadata
 - Easily exclude parts that are not relevant
 - Share and export clips to any destination, via mail, S3, etc.
 - Share clips also with non-system users
 - Automation
 - Receive clips automatically:
 - Based on rules
 - Based on specific topics
 - Based on any metadata
- Repository Management should have the following features:
 - All clips should be saved in a catalog for longer than the retention period.
 - Should be downloadable and shared via email, edited and deleted.
 - Categorization should be possible.
 - Advanced searching should be possible.
- Metadata Monitoring:

- System should cater Loudness Monitoring with following features:
 - US CALM Act, ATSC A/85 Practice, EBU R128 3341 PLOUD
 - Measurement to ITU rec BS.1770-1 & BS.1770-2
 - Export clip with Burn-In Loudness Data
 - Logs with all measurements
 - Reporting on Loudness issues
 - Average loudness per program/Content ID
 - Loudness reports/export
 - Average loudness per content ID
 - Interactive loudness graph
- Closed Captions (CC/Subtitles):
 - CC Logging
 - CC Searching
 - Reporting on Missing CC/Subtitles
 - Optional burn-in on clips
- Quality of Service:
 - QoE, QoS
 - No Video, No Audio, Frozen Image, No input, Color Bars, Audio Threshold, Loudness, Missing metadata (CC/Subtitles, SCTE, etc.)
 - Reports (pie charts, graphs, etc)
 - Realtime Alerts:
 - Dashboard, Log, Email, SNMP
 - Alerts Reports/statistics
 - Penalty Box
- Multiview:
 - Should be Browser-based and accessible from anywhere, anytime.
 - Have Ability to Monitor all live content from one large screen
 - Have Ability to Customize the number of channels and layout of display
 - Have Ability to Any mix of inputs, TV, Radio and internet
 - Should have no additional server requirements
- Automatic AD Detection
 - Have Ability to automatically detect AD content on all Radio, TV and internet streaming channels.
 - Have Ability to Add any metadata to the detected content.
 - Have Ability to track if broadcasters keep AD Regulations rules.
 - Have Ability of Visual Proofing AD Reports.
 - Have Ability to generate customized reports:
 - Selected time frames
 - Selected ad
 - Selected campaign
 - Selected brand

- Other...
 - Technical Monitoring:
 - Have Ability to send Alerts on audio and video issues: no audio, frozen image, pixelization, blue screen, color bars, etc.
 - Have Ability to detect and report technical violations such as Audio above the threshold
 - Have Ability to detect and report Missing closed caption, subtitles, etc.
 - Have Ability to generate reports with technical issues and statistics.

Future Integration – AI-Driven Broadcast Monitoring (Optional):

AI-driven monitoring services are not part of the scope of this procurement and shall not be included in the bidder's quoted price or technical evaluation. The Commission may, at its own discretion, choose to integrate the following AI-driven capabilities in the future. The proposed platform shall therefore be built so that these capabilities can be added to the core system later, without replacing it.

- Bidders shall confirm in their proposal that:
 - The proposed platform has an open or modular architecture (e.g. APIs or plug-in modules) that allows AI modules to be added later.
 - Each capability listed below is available from the manufacturer or through a third-party integration, and the licensing model for it is stated.
 - The platform's compute, storage and network capacity can be scaled to support these modules.
 - Bidders may provide an indicative, non-binding price for the future AI modules separately. Any such price will not form part of the evaluated bid price.
 - Any future integration will be subject to the Commission's approval and a separate agreement.
- Capabilities that may be integrated in the future:
 - Audio
 - Have Ability to Monitor channels in all languages
 - Have Ability to convert spoken words into searchable text
 - Have Ability to Translate from any language to any language
 - Have Ability to transcribe the exported clips to any language.
 - Have Ability to search for everything that has been said
 - Have Ability to detect bad language, guns, nudity, etc.
 - Have Ability to give Automatic Realtime Alerts on relevant keywords, violence, etc.
 - Video
 - Have Ability to train the system for face recognition.
 - Have Ability to add metadata for each person.

- Have Ability to detect and send alerts on bad content such as alcohol, nudity, guns, etc.
- Have Ability to generate customized reports based on the analysis.
- Have Ability to convert the tickers into text for advanced searching.
- Metadata generation and automation
 - AI-based metadata generation: speech to text, face recognition, logo detection, ad detection, OCR, etc.
 - Automatic clip creation based on AI-generated metadata

Evaluation Criteria

Technical Proposal	45%
Pricing	30%
Delivery	10%
Organizational Capacity	10%
Financial Capacity	5%
Total	100%

Evaluation Criteria Detail

DETAIL	MARKS
Technical Proposal 45% Compliance with Ingest Requirements 9% Archiving, Accessibility & Storage Compliance 6% Future Integration Readiness (Open Architecture and Modular Licensing for Optional AI Modules) 5% QoS/QoE Capabilities 5% Reporting & Compliance Analytics 7% User Interface, Ease of Use, Browser Accessibility 5% Implementation Plan, Timeline & Methodology 3% Security & Data Protection Measures 5%	
Pricing 30% The lowest evaluated responsive price shall receive the full 30 marks. Other responsive bids shall be scored using: $\text{Lowest Evaluated Price} \div \text{Bidder's Evaluated Price} \times 30$.	30%
Delivery 10% The shortest compliant delivery period shall receive the full 10 marks. Other bids shall be scored using: $\text{Shortest Compliant Delivery Period} \div \text{Bidder's Proposed Compliant Delivery Period} \times 10$. Delivery period shall be measured from the contract commencement date to completion of delivery, installation, configuration and commissioning, unless otherwise stated.	10%

Organizational Capacity 10% A. Similar completed projects – 5 marks 0 qualifying projects: 0 marks 1 qualifying project: 2 marks 2 qualifying projects: 3 marks 3 or more qualifying projects: 5 marks B. Key personnel and deployment capacity – 3 marks Meets minimum required project team and provides evidence of relevant experience/OEM or manufacturer certification: up to 3 marks. C. Manufacturer authorization and service/support capacity – 2 marks Authorized partner/reseller or manufacturer confirmation for the proposed solution, together with demonstrated capacity to provide the required implementation and support: up to 2 marks.	5% 3% 2%
Financial Capacity 5% Annual Average Turnover for the last two (2) financial years: USD 500,000–1,000,000: 2 marks Above USD 1,000,000: 5 marks Evidence shall be supported by audited financial statements or other documents acceptable under the bidding document.	2% 5%

Deliverables

The bidder shall quote and deliver all hardware, software appliances and related equipment to the Maldives Media and Broadcasting Commission (MMBC). The quoted price shall include all costs associated with packing, export handling, air freight, cargo insurance, transportation, and delivery of the equipment to MMBC's designated delivery location in the Maldives.

The bidder shall be responsible for preparing and submitting all documents required for customs clearance and coordinating the customs clearance process with MMBC. Any import duties, taxes, customs clearance charges shall be borne and paid by MMBC.

The bidder shall ensure that all equipment is delivered to MMBC in good condition within the agreed delivery period.

The selected vendor must provide:

System Deliverables

- Fully installed and configured monitoring platform as per TOR
- Integration of all broadcast ingest points
- Customizable dashboards, reporting modules, and alert systems
- Complete archive setup with indexing

Shipping and Logistics Deliverables

Delivery, Shipping and Logistics Requirements

- Pre-shipment notification and estimated arrival details
- Certificate of origin and other customs/shipping documents where applicable
- Cargo insurance certificate/policy
- Air Waybill (AWB) or Bill of Lading, as applicable.
- Commercial invoice and packing list
- CIF quotation and detailed freight/insurance breakdown, where applicable
- Freight forwarding and shipment tracking details.

Documentation

- System architecture documentation
- User manuals and SOPs
- Administrator technical guides
- Any Licensing Documents if Required
- Warranties for Hardware and Software

Training

- End-user training for MMBC staff
- Technical and administrative training for MMBC staff
- On-site or virtual refresher sessions for MMBC staff

Support & Maintenance

- Minimum 12-month warranty
- SLA-based support with agreed response/resolution times
- System updates and performance checks