

Request for Information

Platform for Audiovisual Enrichment and
Access

For the National Library of Israel

Date: 14, April 2014

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2 Introduction

This document is a Request for Information (“RFI”) for a Platform for Audiovisual Enrichment and Access (henceforth the “Solution” or the “Platform”) contract. This RFI contains the specifications of the requirements (see [Section 3](#)) for the Platform, its implementation and continuity.

The National Library of Israel (the “NLI”) is seeking a Platform which will enable the NLI to manage, enrich and provide value-added access to its video and audio collections, which are stored in the NLI’s digital repository.

The NLI was founded in 1892 as a world center for the preservation of publications relating to Jewish thought and culture. Today, the NLI is the National Library of the State of Israel by virtue of the Israeli National Library Law, 2007, pursuant to which the NLI is charged, among other things, with preserving the culture of the State of Israel and the Jewish people. One of its tasks is to permit and promote access to its collections - consisting of books, newspapers, journals, sound recordings, archival documents and video recordings - through the most advanced technological means available.

2.1 Digital Collections – current activities and statement of need

Over the last few years, the NLI has substantially expanded both its collection of born digital video and audio documents and the digitization of existing text and audio collections. Thus, in the last five years, the NLI has digitized most of its audio collections of some 30,000 recording hours and has engaged in partnerships with several video collections of national importance, as a result of which it is in the process of acquiring access to and managing a fast-growing collection that is expected to reach at least 15,000 hours of video in the next two years alone. Such collections include the video archives of the Israeli Educational Channel, interviews containing oral history pertaining to the founding of the State of Israel, and additional materials, such as dramatic and documentary films, as well as other video recordings deposited through legal deposit with the NLI.

The aim of the NLI is to not only make its video and audio collections available to the public at large, but to provide “value added access” to its thousands of hours of audio and video recordings that is supported by its backend processes including, without limitation, providing for a Solution that provides the following:

- Enables users to search, discover and consume the NLI's audio-visual collections on the NLI's website (powered by [Microsoft SharePoint Content Management System](#)) across multiple platforms: modern browsers and mobile devices – smartphones and tablets.
- Interacts with existing NLI systems for storage, management and preservation of digital information (objects and metadata), especially [Rosetta](#) by Ex Libris.
- Can be indexed for searching by the NLI federated search engine [Primo by Ex Libris](#) and integrates metadata that already exists (and is updated from time to time) on library [catalog systems](#) using web services and standard XML parsing.
- Enables integration with third-party services for advanced technological applications, such as speech-to-text engines, captioning, semantic enrichment, additional layers of metadata, etc.
- Enables interaction with different types of users – NLI staff (on-site and at remote locations) who manipulate objects and both create and enrich metadata and the NLI's online user community, in order to allow its members to consume, re-use and remix the materials according to their licensing status or NLI access policies, as provided in Appendix A.
- Support for staff-powered and user-generated enrichment of video and audio, including workflows enabling staff moderation.

3 The Request for Information

This document is the RFI for the Solution contract. The scope and requirements of the Solution are detailed in [Section 3](#) of this document.

3.1 Purpose

The NLI is seeking information regarding a Solution from vendors to manage digital video and audio collections and provide value added access to users, which will be integrated with existing NLI systems, all as provided in this RFI.

3.2 Statement of Need

The Platform is a software solution that will be the main system by which the NLI will manage, enrich, provide access to and enable use and re-use of its audio-visual materials. As such, it has to be integrated both with existing NLI platforms which

currently manage its digital collections, metadata and facilitate user interaction and search/discovery.

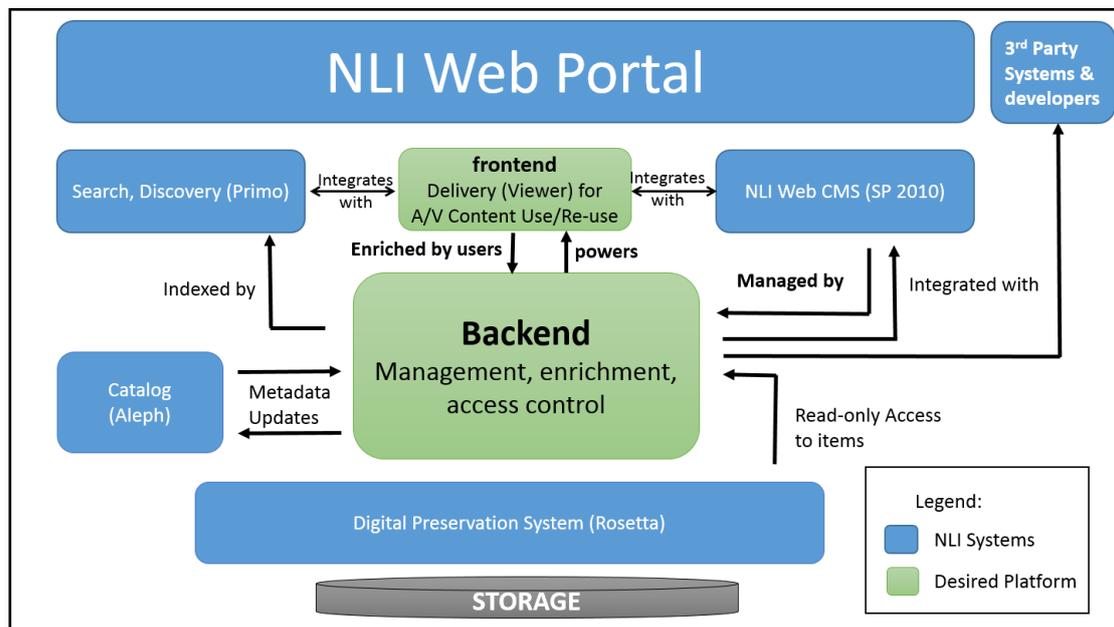
3.3 Solution Scope

The Solution is envisioned to be a software solution which will consist of the following elements (see Diagram 1 below):

1. **A backend system** to manage the NLI's audiovisual collections – apply group processes, add and revise metadata, manage front-end components such as player appearance, employ access control specifications. The actual source video and audio materials will be stored on NLI's digital collection preservation platform, [Ex Libris' Rosetta](#), through its open interfaces and APIs.
2. **A metadata repository** which will contain all medium-specific cataloguing (such as annotations, rich data, user generated content, etc.) and will synchronize with the NLI catalog (Ex Libris' Aleph) for item-level metadata.
3. **A front-end presentation and user interaction system** allowing streaming of media from our digital repositories, consuming of audio and video content by users, enrichment of items by users (annotations, tags and comments, creating playlists and various other users), and re-use by the NLI's users according to the scenarios described in Appendix A. Users must be able to interact across multiple platforms and all modern browsers need to be supported, as well as touch and other mobile interfaces.
4. **An integration interface** with third-party systems, as well as independent developers, for advanced processing and enrichment of audio-visual materials, e.g. for interfacing with speech-to-text engines, adding metadata layers to the data, systems for creation and extraction of closed captioning, or pop-ups similar to [Mozilla popcorn maker](#).

The Solution may initially be a Cloud / SAAS solution, which may thereafter be transitioned to an on-premises managed Solution. However, in either deployment option, it is imperative that audio/video may be restricted for viewing by IP or authentication types.

Follows is a schematic diagram (Diagram 1) which contains most interfaces of the solution to existing NLI platforms and services:



4 Administrative Requirements

4.1 Language

This RFI is written and published in English so that a maximum of potential solution providers from Israel and around the world can read and respond to it.

4.2 Legal Provisions

By agreeing to receive and/or by responding to this RFI, each party responding to the RFI (each, a "Respondent") accepts and undertakes to comply with the following terms and conditions:

4.2.1 Non-Committal

Nothing in this RFI or any communication made by the NLI or any of its agents, employees, or advisors shall constitute an offer of a contract or a binding agreement between the NLI and any potential Respondents, nor shall it be taken as constituting any representation that rights or licenses will be granted in accordance to this RFI. The RFI may form the basis for a future and separate RFP tendering process for the supply and implementation of a Platform as set out in this RFI document, but no guarantees or representations are made in this RFI as to whether or not such tendering process will take place, its basis or its contents.

4.2.2 Confidentiality

All information received in this RFI will be kept confidential and solely for the knowledge of the NLI and for the purposes of this RFI.

4.2.3 Liability for Errors

While the NLI has made considerable effort to ensure an accurate representation of information in this RFI, such information is supplied solely as a guideline for potential Respondents. The information is not guaranteed or warranted to be accurate by the NLI, nor is it necessarily comprehensive or exhaustive.

4.2.4 Modification of Terms

The NLI reserves the right to modify the terms of RFI any time until the last date for submission of Responses, whether upon its own initiative or in response to queries received from potential Respondents, at its sole and absolute discretion. This includes the right to cancel this RFI at any time. Updates to the RFI will be published on NLI website under "news" and will be deemed to be an integral part of the RFI. Respondents are required to follow such updates.

The NLI also reserves the right to delay the last dates for the submission of queries or responses to the RFI, at its sole and absolute discretion.

4.2.5 Ownership of Proposal

All documents, including responses and proposals, submitted to the NLI, become the property of the NLI. They will be received and held in confidence by the NLI as provided herein.

4.2.6 No Tender

It is hereby clarified that this RFI is not a tender and that none of this RFI, the Solution or the NLI is or shall be bound by the requirements of the Mandatory Tenders Law, 5752 – 1992. Likewise, the jurisdiction for any disputes related to the RFI shall be the competent civil court in the Jerusalem District and not the administrative affairs courts.

4.3 RFI Response Instructions

To answer this RFI please fill in the attached form.

The contact person listed below is available for assistance if necessary.

. For each requirement, you are requested to fill out the Response and Explanation column. Each requirement is followed by a detailed explanation in smaller print.

Response Column:

Answer "**Fully Supported**" if your solution FULLY meets the requirement "out of the box" with no further development and/or customization necessary.

Answer "**Partially Supported**" if your solution PARTIALLY meets the requirement and/or some further development and/or customization may be necessary to meet the requirement. Please state how many man days of work are required in order to fully complete this feature.

Answer "**Not Supported**" if your solution DOES NOT currently meets the requirement and/or it must be fully developed. Please state the amount of man days of work are required in order to fully complete this feature if it's in your roadmap.

Answer "**3rd Party Supported**" if your solution DOES NOT currently meet the requirement however a 3rd party has successfully developed and implemented a solution for the requirement and it works successfully with your solution.

NOTE: The responses must **reflect the current status and features of your platform**. If your solution does not currently meet the requirement but will do so in the future, please describe the future planned development in the response field.

Details Column: For each requirement, please provide a full and detailed explanation on how your solution meets or exceeds the requirement. You may include charts and illustrations where necessary. A requirement left blank will be evaluated as "NOT SUPPORTED".

At the end of each section there are two blank fields "Additional Features" and "Additional Comments". Any additional features or comments that the Respondent may wish to describe should be entered here.

4.3.1 Contact Person

For questions regarding this RFI, you are welcome to contact:

Mr. Hadar Miller

Manager of Digital Programs

The National Library of Israel

E-Mail: Hadar.miller@nli.org.il

Or to the contract committee:

E-Mail: Contract.committee@nli.org.il

4.4 Process and Timeframe

The NLI reserves the right to send a future Request for Proposals to selected vendors in its sole and full discretion, which may also include vendors that did not participate in the RFI process.

The following timetable outlines the anticipated schedule for the RFI and contract process. The timing and sequence of events resulting from this RFI may vary and shall be determined by the NLI. All events beginning with “RFP publication” are discretionary.

Event	Anticipated Date (DD/MM/YYYY)
RFI publication	10/04/2014
Questions / clarifications submitted by Respondents by	01/05/2014
Answers to questions by NLI	15/05/2014
RFI Submission	30/05/2014

4.5 Important Issues

The answers should include, *inter alia*, the following information:

Item
Technical Requirements Adequacy as described in Chapter 5
Support availability + SLA – may be added
Licensing / Deployment Flexibility (Including different deployment options – SAAS/Cloud, on-premises, hybrid) – may be explained
Experience with Library Sector and prior customers – may be added as an appendix
Price and Pricing Model – may be described

5 Technical Requirements

5.1 Part 1 – company information

Item	Details
Company name	
Company address	
Company website	
Main products/services	
Main market/customers	
Ownership structure with ownership status in percentage	
Structure of mother corporation, joint ventures, subsidiaries, partnerships or other relevant relations	

Number of years on the market	
Company location(s)	
Describe your business continuity management	
Employees	
Professional Services	
R&D	
Marketing and sales	
Technical Support	
Financial information	
Previous year turnover	
Previous year gross margin	
Previous year profit	
Contact person and responsible for answering this RFI	
Position of contact person	
Telephone	
Email	
Cellphone	

5.2 Referral Projects

Three (3) past projects that are similar to the Solution and can demonstrate relevance to the Solution:

Project Details	Details	
Name of project		
Customer		
Project description including implementation		
Project duration and completion date	Length (months):	Completion date:
Customer contact details (e-mail, telephone)		
Additional notes		

Project Details	Details	
Name of project		
Customer		
Project description including implementation		
Project duration and completion date	Length (months):	Completion date:
Customer contact details (e-mail, telephone)		
Additional notes		

Project Details	Details	
Name of project		
Customer		
Project description including implementation		
Project duration and completion date	Length (months):	Completion date:
Customer contact details (e-mail, telephone)		
Additional notes		

5.3 Part 2 - HW / SW requirements

Item	Details
Name of Solution/Product that pertains to the RFI	
Product/Solution Description	
Number of customers using the Solution	
Solution developed by	
Different deployment options available (SaaS / Cloud, On premises , hybrid), as well as options to switch between options	
Licensing Options (If different licensing applies to deployment options, please specify)	
Purchasing cost model	
System Requirements (OS, Software, Hardware)	
What technologies does the Solution use?	
Database (default/ supported)	
Technical Architecture	
64-bit OS support	
Windows 2008 Server support	
Virtual Servers Support	
Solution Hosting Option	
Integration / Partnership with CDN providers	
Demo/Sandbox Available?	
Please include a list of current customer references (including contact information)	
UTF-8 encoding support	
Language Support	
Availability of software in Israel	
Frequency of major version releases	
Frequency of minor releases (bug fixes)	
Are bug fixes and feature developments	

included for all customers in each version of the software?	
Customization flexibility – how customizable is the Solution. (Please describe)	
Solution Scalability How scalable is the Solution? (in terms of hardware, software, how many records and institutions can be added)	
Source code escrow (Is your company willing to commit the software source code to an escrow)	
Support <u>in Hebrew</u> is available in Israel	
Customer support forum	
Help manual in English	
Support SLA – Please describe your levels of SLA	
Technical Documentation	
Customer support methods and availability (phone hotline, web chat, email, remote support access, etc.)	

5.4 Part 3 – Backend Requirements

The backend of the Solution will deal with managing the following:

Item	Response	Details
Support for all modern browsers (describe which)		
User management and authentication		
Multilingual management interface		
Management of collections of tens of thousands of video / audio collections, including maintaining sub-collections/"channels" (defined by NLI cataloguing metadata)		
On-demand or offline transcoding of video and audio		
Tools for video editing and syncing between video and audio		

Ability to publish / hide items and control access / bandwidth used		
Multilingual metadata support		
Support for workflows for enriching an item's metadata (e.g. adding captioning, tags, assigning a group of videos/sound clips to a collection, etc.), including quality control / moderating of content by authorized users		
Support for adding time-based display and metadata elements (e.g. adding a popup that will be displayed from minute X to minute Y), or a title for "chapters" in the video / audio file		
Support for spatial tagging (e.g. for identifying people or specific items / areas in a video frame)		
Enabling publishing content to commercial search engines (e.g. by publishing video sitemaps)		
Collecting user analytics, and allowing for creation of customized usage reports		
Support for user generated content – storing, editing, commenting, playlists		
Control over ranking when collection is searched (e.g. by popularity, or best metadata match)		
"Push" support (alerting users when new items are added to a collection/channel) – RSS or other methods		
REST / json API support		

Support for MARC/Dublin Core cataloguing data, and built-in thesauri support		
Support for user generated audio-visual content		
Support for managing different branding mechanisms for different collections - short lead video, player branding, watermarks, etc.		
Webcasting (including recording of live events) support		
Security measures - secure video/sound delivery, secure user management		
Ability to display/hide advertisements		

5.5 Part 4 - Interoperability with NLI Systems

Item	Response	Details
Please describe in general any APIs or other interfaces your solution supports, and provide documentation to such interfaces.		
Current databases and CMSs your solution supports interaction with, and examples of past projects where such interaction occurs		
General Support for MarcXML / Dublin Core & DCTERMS metadata element sets, and ISAD(G) archival description standard		
Sharepoint integration of front end components, especially the audio/video player		
OPTIONAL: Interfacing with Ex Libris' Rosetta , Ex Libris' Aleph Web Service , by Ex Libris' Primo		

5.6 Part 5 – Frontend Requirements

Item	Response	Details
Video and sound streaming support on all modern browsers (Chrome/Explorer/Firefox/Safari/Opera) as well as mobile/tablet devices running Android and iOS		
Support for player appearance customization and branding		
Social distribution built in with the player (embedding options, sharing on social media platforms, etc.)		
Support for adaptive streaming (adjusting quality to bandwidth)		
Streaming support of popular video containers and codecs (please specify which ones)		
Streaming support of popular audio containers and codecs (please specify which ones)		
Tools for users to manipulate videos – download, capture still images, crop (download part of video), create user-curated video playlists, remix videos to create new ones and remix videos with other digital items – images in particular		
Support for adding user generated content such as tags, comments		
Support for displaying annotations on items (captioning, time-based elements such as titles) and user control to show/hide these elements		
Templates for easily creating exhibitions / webpages showcasing the collection		
Built-in collections search support which includes metadata, captioning, time-based metadata, etc.		

Ability to offer related items based on user analytics (users who watched this video also watched...)		
Support for displaying LTR/RTL titles and metadata		
User page containing recently watched videos, user generated remixes, playlists etc., including dedicated searching of users' area.		
Dynamic display of user options in the player according to licensing model (e.g. disabling downloads or sharing when they are not permitted)		
Ability to present additional formats – images, digital books or PDFs		
Support for user uploaded videos		

5.7 Part 7 – Compatibility with Third-Party Systems

Item	Response	Details
Integration with external speech-to-text services		
Integration with systems for creation of captioning or addition of user generated tags and overlays on top of videos (like in Mozilla popcorn maker)		
Support for Indexing of metadata by commercial search engines		
SDKs for 3 rd party OS / Platforms (please specify)		
Integration with LMSs (specify which)		
Ability to export snippets to commercial sites to “lure in” traffic (Youtube, Vimeo...)		
Integration with Google Analytics		

6 Appendix A: Possible use cases for the system

6.1 NLI Users

- Casual User (non-specific):
 - Search / discovery of audio-visual materials, either on NLI websites or by searching in commercial search engines
 - Browsing of collections by metadata themes/organizing categories
 - Sharing on social media / embedding
 - Creating and publishing playlists
 - Re-using portions of videos or sound recordings

- Researcher
 - Search/discovery/browsing of collections
 - Quotation as a resource
 - Commenting on and annotating of a video – segmentation, captioning, chapters, etc.

- Educator
 - Re-using of portions of videos
 - Video annotation – segmentation, captioning, chapters, etc.
 - Allowing for mashing-up different clips into one
 - Publishing of mashed-up clips
 - Selection and display of items related to the clip

- Filmmakers
 - Category / period based search
 - Requesting usage of collections

6.2 Staff Users

- Audio-visual archivist / curator
 - Cataloging / describing materials according to NLI standards (metadata will be updated in the platform)
 - Moderating (performing Q&A) to existing A/V items.
 - Curation of digital exhibitions, adding exhibition specific data
 - Marking items as related to a certain collection
 - Publishing of video collection as a dedicated web page

- Volunteer / student (inexperienced user)
 - Enrichment of video – provision of captions, related items (Wikipedia articles, NLI items from other collections?)