

APPROVED
SIA All Media Latvia
Ieva Meļķe
Board Member

Procurement Procedure
"Development of Personalized Advertising Solution for Digital Platforms"
regulations

Year 2025

1. Information about the contracting authority:

1.1. Contracting Authority

SIA All Media Latvia

Legal address: Dzelzavas iela 120G, Rīga, LV-1021

Reg.no.: 40103065880

1.2. Contracting Authority's Contact Person

Ieva Melķe

position: Board Member

e-mail address: ieva.melke@tv3.lv

2. Information about the procurement subject

Procurement name: **"Development of Personalized Advertising Solution for Digital Platforms"**

2.1. Subject of procurement:

Purchase of a permanent license for a Server-Side Ad Insertion (SSAI) solution (NEA-Composer or equivalent) to support 30,000 concurrent users with full functionality, including FreeWheel ad server integration throughout the system's operational period. The solution will enable automated and personalized video ad insertion in digital platforms for linear TV programs owned by All Media Latvia SIA (TV3, TV6, TV3 Life, TV3 Plus).

Within the scope of this procurement, a permanent license means permanent rights of use (perpetual license) the solution in accordance with the specified number of users and intended functionality.

The procurement is organized in accordance with Cabinet Regulation No.104 of 28.02.2017 "Regulations on procurement procedure and its application procedure for projects financed by the contracting authority".

The project is financed by the European Union Recovery and Resilience Facility Plan 2.2. reform and investment direction "Digital Transformation and Innovation of Enterprises" 2.2.1.5.i. investment "Promotion of Digital Transformation of Media Industry Enterprises" Round 1, administered by the Central Finance and Contracting Agency.

The expected procurement contract price is EUR 166 500 excluding VAT, which includes:

- Permanent license for a Server-Side Ad Insertion (SSAI) solution NEA-Composer or equivalent;
- Support 30,000 concurrent users across all platforms;
- Complete technical implementation, integration, and customization across all SIA All Media Latvia digital platforms (Android Mobile, iOS, SmartTV (Tizen, WebOS), STB (Android TV), web browsers);
- Integration with FreeWheel ad server and existing systems (CDN infrastructure, NEA-DVR);
- Development and configuration work to ensure full solution functionality on all supported platforms.

2.2. Contract completion deadline: till June 27, 2025 (including).

2.3. Validity period of the tenderer offer: December 31, 2025 (including).

2.4. Deadline for submission of tenders: The Tenderer shall submit the tender by 10:00 (EET) on March 12, 2025.

2.5. Place and procedure for submission of tenders:

The tender must be sent electronically to the e-mail address: ieva.melke@tv3.lv

2.6. Questions about the procurement documentation can be submitted until March 6, 2025, by sending them to kristaps.safranovs@tv3.lv. The response will be provided within 3 (three) working days.

3. Technical specification of the procurement

3.1. General requirements

The tenderer must provide a permanent license for a server-based video ad insertion (SSAI) solution NEA-Composer or equivalent solution.

The SSAI solution must provide:

- Personalized video ad insertion in LIVE TV streams on digital platforms (Android Mobile, iOS (HLS), SmartTV (Tizen, WebOS), STB (Android TV), web browser);
- Mandatory integration with FreeWheel ad server;
- Support 30,000 concurrent users;
- Integration with existing CDN infrastructure (NEA-DVR solution);
- Complete technical implementation, integration and customization on all required platforms;
- Necessary development work, configuration solutions and testing for full functionality;
- License usable for All Media Latvia TV channels (TV3, TV6, TV3 Life and TV3 Plus) for distribution via its own, group company or partner platforms.;
- Full solution functionality throughout the system's operational period (not less than 30.06.2030).

The solution must be based on modern cloud service architecture. The evaluation of the tender will take into account the solution's compliance with green public procurement principles (preferably energy efficiency or other green public procurement criteria).

Detailed technical requirements are specified in Annex 2 "Technical Specification" of these Regulations.

4. Other requirements for the Tenderer:

4.1. Experience and competencies

4.1.1. General experience

The tenderer must demonstrate relevant experience in SSAI solutions by meeting the following criteria:

Company Experience:

- At least 3 years of experience in providing SSAI or similar video ad insertion solutions;
- Successfully implemented at least 2 SSAI projects in media/broadcasting industry within the last 3 years;
- At least 2 active implementations with similar concurrent user base (25,000+ concurrent users);
- Compliant to ISO 9001:2015.

Technical Experience:

- Proven experience in integrating with advertising servers (specifically FreeWheel or similar);
- Experience with multi-platform implementations (Android Mobile, iOS, SmartTV, web browsers);
- Demonstrated capability in handling live TV stream ad insertion;
- Experience with CDN integration and video delivery optimization.

4.1.2. Turnover of at least EUR 10,000,000 in 2023 financial year.

4.1.3. The Tenderer is in good standing with the tax authorities and is not subject to any active tax debt. The Tenderer must provide confirmation of compliance with this requirement.

4.2. Resources and team:

4.2.1. Technical personnel

The tenderer employs at least 2 dedicated service employees, who provide implementation for All Media Latvia SIA project.

5. Tender formatting requirements and documents to be submitted

5.1. The tender consists of the following parts:

- 5.1.1. Financial tender (according to the form attached in Annex 1);
- 5.1.2. Confirmation of compliance with clause 4.1:
 - Description of tenderer's experience;
 - The tenderer must submit the 2023 Annual Report or indicate a public source where financial turnover data for the 2023 financial year can be verified.
- 5.1.3. Confirmation of compliance with clause 4.2 - description of tenderer's employees' experience has been submitted;
- 5.1.4. Confirmation of the conformity of the solution with the principles of green public procurement, including documentation or technical description certifying the energy efficiency of the solution or fulfilment of other green public procurement criteria.

5.2. Document formatting

The tenderer submits the tender electronically - all documents must have an electronic signature by using any European Union approved qualified electronic signature service in EDOC or PDF format or by using DocuSign. Documents must be prepared either in Latvian or English language.

6. Evaluation of tenders and contract conclusion

6.1. Evaluation criteria

The Contracting Authority selects the tender with the lowest price from received tenders that comply with all procurement regulation requirements as stated above, including at least one green public procurement principles. Tenderers or tenders that do not comply with all of the procurement regulation requirements listed above shall be excluded from participation in the procurement.

6.2. Contract conclusion

If the selected tenderer refuses to conclude a contract with the contracting authority or the contract is not concluded within 2 weeks from the day of announcing the Contracting Authority's decision on the winner, the contracting authority may decide to conclude a contract with the tenderer who has offered the next lowest price or terminate the overall tender.

SIA All Media Latvia
procurement procedure
“Development of Personalized Advertising Solution for Digital Platforms”
regulations Annex 1

_____, *
Document signing location name

PROCUREMENT PROCEDURE
“Development of Personalized Advertising Solution for Digital Platforms”
FINANCIAL PROPOSAL

Tenderer _____ (hereinafter– Tenderer),
Tenderer's name

Unified registration number

submits the following financial tender for the procurement "Development of Personalized Advertising Solution for Digital Platforms" (hereinafter -- Procurement):

The contract price for the works provided in the procurement regulations is:

Package	Quantity	Amount EUR excl. VAT (for total quantity)
Permanent license for a server-based video ad insertion (SSAI) solution for 30,000 concurrent users	1	
Total amount EUR excluding VAT:		
VAT, EUR:		
Total amount EUR including VAT:		

I hereby certify that the tender offer and price is determined in accordance with the conditions of Annex 2 "Technical Specification" of SIA All Media Latvia procurement procedure "Development of Personalized Advertising Solution for Digital Platforms" regulations.

I hereby certify that we have familiarized ourselves with the criteria of SIA All Media Latvia procurement procedure "Development of Personalized Advertising Solution for Digital Platforms" regulations, fully comply and understand them.

We confirm that neither our organization, nor its shareholders, beneficial owners or officials are included in any Latvian and European Union sanctions lists that would prohibit entering into a service provision agreement.

I certify that the tender validity period is December 31, 2025.

Tenderer's contact information:

Tenderer's official
(name, surname, position)

* The document date is the date of adding its secure electronic signature

*THIS DOCUMENT IS SIGNED WITH A SECURE ELECTRONIC
SIGNATURE AND CONTAINS A TIME STAMP*

Technical Specification

To implement the digitalization of the company's content distribution cycle, the company needs to create a personalized advertising solution

Component	Minimum technical requirements
1. Server-based advertising insertion (SSAI) solution	
1.1. Functionality and performance	- Support 30,000 concurrent users - System availability at least 99.9% - Real-time advertising insertion in live TV signal - Support for personalized video ad delivery - Original content display in case of problems, or when there isn't enough advertising to replace the specific ad break
1.2. Protocol and format support	- VAST 3.x and 4.x protocol support - SCTE-35 marker support in MPEG-DASH format - SCTE-35 marker support in HLS format - H.264/AVC codec support - H.265/HEVC codec support - Adaptive streaming (ABR) support
1.3. Security requirements	- IP address filtering - Data encryption during transport - Compliance with security standards
1.4. Integration requirements	- Mandatory integration with FreeWheel ad server - Integration with existing CDN infrastructure (NEA-DVR solution) - Support all digital platforms (Android Mobile, iOS (HLS), SmartTV (Tizen, WebOS), STB (Android TV), web browser) - License can be used for All Media Latvia owned channels not only on All Media Latvia owned platforms, but also on group companies' or cooperation partners' platforms, complying with all relevant contract and licensing requirements - Compliant to ISO 9001:2015
2. Advertisement Processing requirements	
2.1. Transcoding capabilities	- Support for processing at least 2000 ads per day - Multi-bitrate support (ABR) - H.264/AVC and H.265/HEVC codec support - AAC audio codec support
2.2. Video profiles	- At least 3 video quality profiles - Adaptive streaming (ABR) - Resolution support up to 1080p - Frame rate up to 50fps
2.3. Audio profiles	- Stereo and multichannel audio support - Multiple audio track support - Dynamic volume control (-22 LUFS volume /EBU R128)
2.4. Supported input	- MP4 container formats - MOV container - MXF container
3. Cloud Infrastructure requirements	

3.1. AWS or equivalent cloud service platform	- Solution must be based on AWS or equivalent cloud platform - Automatic scaling according to load - Data replication across multiple regions - Resource-efficient cloud infrastructure
3.2. Performance monitoring	- Real-time system performance monitoring - Detailed reports on system operation - Resource usage optimization - Automatic warning system
4. System implementation	
4.1. Implementation requirements	- Development of detailed implementation plan - Integration with existing systems - Staff training - Provision of technical documentation
4.2. Support requirements	- Problem submission and resolution system - Optimization consultations - Regular system performance optimization - Implementation of necessary updates and improvements