



## Digital Platform Creative Brief - Q&A's

- *What volume of traffic do you anticipate going to the site?*

We currently have no data to base this upon, so we would suggest a number equivalent to the IVCA membership, plus a percentage overhead should the details get forwarded on. We would therefore expect no more than around 1,000 people to be looking at the site overall. While it is unlikely that all of them would visit at once, but some provision for scaling of the hosting solution would be desirable. •

- *Is there a need for geographic limitations to access?*

Not from a technical point of view. We will not be expecting any sort of GeoIP-based solution as this has a tendency to be unreliable and does also incur a cost overhead. Any rights issues would need to be dealt with prior to agreement to supply the footage.

- *Are we happy for the site to be hosted in the UK or elsewhere?*

UK is fine.

- *Will IVCA manage getting the content?*

Yes we will be.

- *What sponsorship and advertising options are you considering and what options are there for external sponsors?*

To begin with we see this simply taking the form of conventional company logos on the pages along with Skyscraper and Banner ads. We are however keen that the successful company is able to work with us funding ideas.

- *Do you want a solution which is hosted or serviced?*

The IVCA needs to be in a position where there is no dependency on one particular supplier should there be commercial issues that necessitate changing suppliers. Therefore, while candidate organisations are welcome to pitch their own hosting solutions, it is a prerequisite that the resultant solution is transportable to another company should the need arise. The target specifications for the application are as follows: \* Linux, BSD, or Solaris-based Operating System (preferably Linux) \* PostgreSQL, MySQL, Oracle or Sybase database \* Flash Video (potentially streamed as the application and candidate company recommendations dictate)

- *Do you want to see finished designs?*

No we would much rather companies are able to highlight what they see best practice from sites currently in the public domain that working either in a similar method or are great examples of how the IVCA digital presence can develop.

- *Do you want the site to be able to take membership subscriptions?*

No, not at this stage

- *If the site is password protected how can it be shared?*

The application should ensure that URLs are easily copied and pasted. These URLs can be redistributed, but upon accessing them, the user would be required to log in.

- *There are certain key target markets how will they be able to get access?*

We plan an e-mail distribution of passwords.

- *Are you looking for advice on how to manage the promotion of the site?*

We would very much welcome this.

- *Do you need a CMS?*

Yes. This is a prerequisite.

- *When do you want the site fully populated?*

In the first instance the site will be populated only with this year's Main Awards, we then plan to have each of the other awards sections populated immediately after each of the subsequent awards ceremonies happen.

- *Will you be using just Flash?*

Flash alone will be the target output medium. Depending on the nature of the CMS system build by candidate organisations, an ingest of other video formats may be desirable.

- *Will you be asking winners for digitbetas?*

Initially, no. The IVCA already has all the footage on DVD. However, depending upon the capabilities of the technology to be implemented by the winning candidate organisation, there may well be a requirement for higher quality footage, in which case a digitbeta will be necessary or indeed some mechanism for delivering uncompressed digital content.

- *What does “High Quality” video mean?*

Uncompressed video which has not been through any encoding process.

- *What does “to build community” mean?*

To open up the content created by IVCA member companies for viewing by other members or indeed people outside the IVCA. This is not intended to be a direct request to add discussion forums.

- *What about analytics?*

All candidate organisations are required to have some capacity for measuring the throughput of users through the system. While Google Analytics is free and widely available, the IVCA is also happy to entertain suggestions of using licences of packages such as WebTrends and NetTracker.

- *Why does IVCA want to own the IP for the site?*

It should be made clear that this is not ownership from the point of view of wanting to exercise the IP for financial gain elsewhere, but merely to ensure that the IVCA can continue to maintain the software and grow it over a longer period of time without being tied to a particular supplier. It is therefore suggested that candidate companies embrace open standards as much as possible in order to ensure that their own IP is not compromised as a result of these developments.

- *Why not have just one stage programme of the site development?*

This is an important and bold new step towards growing the IVCA to keep in step with new technological developments in the industry. It would be foolhardy to attempt to address all of these in one stroke. Therefore, a phased approach will allow both a smaller and more manageable set of deliverables to be achieved, and therefore allow the IVCA to measure the results before proceeding to the next stage of development.

- *What are the budget lines you want to see specified?*

These are: \* Software development - Bespoke elements - Content Management System - User and password management \* Encoding of videos \* Design elements and integration \* Hosting (and, where applicable streaming)

- *Should there be an archive of past awards?*

Going forward we would want all films to be archived, but are not looking initially at archiving anything prior to 2009.

- *Do you need community tools such as forums, blogs, and internal messaging system?*

A key ambition of the site is to create a community so forums, blogs and messaging would be important.

- *Would all (or a part of) the content be password protected?*

It's clear that administrative functions should have password protection. Access to the site will be password protected but this is to enable data capture.

- *Do you want to present all video materials for the awards on one site or on three separate sites?*

We want to create one site but with separate elements.

- *What content besides short films do you plan to put on this site?*

The site will contain information about the IVCA but the primary requirement is to showcase film.