

TECHNICAL SPECIFICATION
THE RENTAL OF MEDIA APPLICATION DEVELOPMENT AND PUBLISHING PLATFORM FOR CREATING MEDIA APPLICATIONS FOR SMART TV DEVICES

1. The object of the procurement is the rental of media (video, audio, images) application development and publishing platform for creating media applications for Smart TV devices (hereinafter referred to as the **Platform**).

2. The Platform must be provided as a Software-as-a-Service.

3. The rental term of the Platform is 12 (twelve) months from the signing of the Agreement, but not before 08/09/2025 with the possibility to extend the rental period of the Platform 1 (one) time for 12 (twelve) months, but the total rental term of the Platform will not exceed 24 (twenty-four) months.

4. The Platform functionality requirements:

4.1. Application development and management:

4.1.1. The platform must have at least the following components:

4.1.1.1. Application content page unit.

4.1.1.1.1. Text input (*Text Box*)

4.1.1.1.2. Text label (*Label*)

4.1.1.1.3. Select from the list (*Drop down list*)

4.1.1.1.4. Display Media list with pictures (*Carousel or Grid*)

4.1.1.1.5. Layout of application components in the application graphical interface (Application pages).

4.1.1.2. Media Player– offered by the platform’s vendor. The media player must have the option to view media with or without subtitles.

4.1.1.3. Presentation of media by formed groups in media management system.

4.1.1.4. Development "Menu" application with a link to the pages.

4.1.2. Design, color selection. Creating and assigning color palettes to an application.

4.1.3. Media search in the application:

4.1.3.1. „Full text search “– an indexed search when performed on all media-related metadata

4.1.3.2. „Advanced search “– the search is performed according to one or more components of the description (for example: Show title, Media category)

4.2. Media content management publishing system

4.2.1. Creating / hosting media for VOD (*Video on demand*) broadcasts:

API – application programming interface

No.	Functionality	Standard system functionality (enter – “yes” if standard functionality, enter – “no” if there is no functionality)	Ability to access functionality using an API (enter – “yes” if standard functionality, enter – “will be” if will be implemented during installation, enter – “no” if no functionality)
4.2.1.1.	Media publishing on a platform	/fill in/	/fill in/
4.2.1.2.	Ingesting of media-related metadata into the publication platform	/fill in/	/fill in/
4.2.1.3.	Creation of text fields for media description	/fill in/	/fill in/
4.2.1.4.	Publication validity (restriction) dates (from, to)	/fill in/	/fill in/
4.2.1.5.	Assignment media tags, using a common list of tags	/fill in/	/fill in/
4.2.1.6.	Audience management / age restrictions	/fill in/	/fill in/

4.2.1.7.	Attaching an image to a media using an image file or link	/fill in/	/fill in/
4.2.1.8.	Hierarchical classification and search of media by series, seasons, collections (Show), content categories	/fill in/	/fill in/
4.2.1.9.	The platform must display information about the media - image, video resolution, publication status, creation date, update date, expiration date	/fill in/	/fill in/
4.2.1.10.	Media publication ordering management	/fill in/	/fill in/
4.2.1.11.	Editing of media, related metadata, and objects	/fill in/	/fill in/
4.2.1.12.	Removal of media, related metadata, and objects	/fill in/	/fill in/
4.2.1.13.	Search for media on the platform by related metadata	/fill in/	/fill in/
4.2.1.14.	Hosting media subtitles by sending a subtitle file to the supplier or a link to the subtitle file in the LRT media library	/fill in/	/fill in/
4.2.1.15.	Geo-blocking	/fill in/	/fill in/

	Functionality	The supplier's system can fully access the content of the LRT media library and publish the content using LRT media library enter - "yes". All or part of the content of the LRT media library must be fully transferred to the Supplier's platform enter - "no"	
4.2.1.16.	Location of the media content	/fill in/	

4.2.2. Live broadcasts:

	Functionality	The LRT live broadcast server will be used to distribute the broadcasts enter - "yes". The Supplier's live broadcast distribution server will be used to distribute the broadcasts enter - "no"	
4.2.2.1.	Creation and management of live broadcast channels (audio, video and audio)	/fill in/	

4.2.2.2. Management of live audio, video broadcast channels.

	Functionality	Standard system functionality (enter - "yes" if standard functionality, enter - "no" if there is no functionality)	Ability to access functionality using an API (enter - "yes" if standard functionality, enter - „will be" if will be implemented during installation, enter - "no" if no functionality)
4.2.2.2.1.	Geo-blocking (real-time stream termination / activation of the broadcast to foreign users)	/fill in/	/fill in/
4.2.2.2.2.	Publication of a live programs list (EPG - electronic program guide), the relationship of the published media	/fill in/	/fill in/

	with the elements of the broadcast program linking to the recordings of the broadcast media		
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4.3. Platform management and application development user management.

4.3.1. The supplier must provide an administrative interface (GUI) and an API that enable the execution of the following tasks:

4.3.1.1. Application development process management (creation of new applications, duplication, version control);

4.3.1.2. Creation, editing, and deletion of application components (pages, menus, UI elements);

4.3.1.3. Application of design templates across multiple applications or within a single application (support for a template library);

4.3.1.4. The platform must provide real-time access to application view statistics, usage data, and traffic;

4.3.1.5. Permission management at the application development and publishing levels (who can edit, create, or publish content);

4.3.1.6. Separation of content testing and publishing processes (e.g., test/prod environments);

4.3.1.7. Support for multilingual localization in the application (both UI and content levels), including at minimum English and Lithuanian;

4.2.2.3-4.3.1.8. Automated scheduling of content or application publication based on time.

4.4. Developed applications for authenticated users / consumers and their rights management.

4.4.1. The platform must support the management of authenticated users, including:

4.4.1.1. Creation, modification, and deletion of users via GUI or API;

4.4.1.2. User authentication via OAuth2.0 / OpenID Connect / SAML 2.0 protocols;

4.4.1.3. Grouping of users and assignment of different roles and permissions to different user groups (RBAC – Role-Based Access Control);

4.4.1.4. Functionality must be available to assign access rights to specific applications or their components (pages, content);

4.4.1.5. Storage of login logs and functionality to audit user activity (who did what, when);

4.4.1.6. Functionality must exist to restrict user access based on geolocation, IP address, or time (if required);

4.2.2.4-4.4.1.7. Self-service functionality for users (password change, updating profile information).

5. The platform must be compatible with the following services:

5.1. LRT's existing multimedia service OVP (online video platform) shall be integrated using the API of the proposed platform. An example of LRT's API functionality can be used/seen in standardised versions (lrt.lt/?rss; <https://www.lrt.lt/naujienos/verslas?rss>). In the case of a specialised platform, LRT will adapt each of the above to the respective platform.

5.2. "Google analytics" data analysis platform.

5.3. "Gemius analytics" data analysis platform. Gemius SDK specifications:

5.3.1. gemiusSDK for iOS has tvOS specifications, and code samples (gemiusSDK iOS URL: https://prism.gemius.com/app/app/docs/sdk/gemius_mobile_plugin_ios.zip) (Documentation -> GemiusSDK_iOS_Audience.pdf) Supported tvOS versions for Audience: 12.0 and later.

5.3.2. For AndroidTV, the main gemiusSDK documentation is used: https://prism.gemius.com/app/app/docs/sdk/gemius_mobile_plugin_android.zip (Documentation -> GemiusSDK_Android_Audience_documentation.pdf)

5.3.3. For Tizen, Gemius does not have an SDK tailored specifically for Tizen, in which case the main Gemius documentation is used (HTML code inserted). If Gemius releases an SDK for Tizen during the term of the contract, the Supplier will have to ensure that such functionality is implemented.

5.4. Multiplatform push notifications services for mobile devices.

6. Applications must support the following platforms:

6.1. Apple TV (from tvOS 13 version).

6.2. Samsung smart TV (from 6.0 version).

6.3. Android TV (from 10 version).

6.4. LG WebOS TV (from 22 version).

7. The provided service must be licensed, and the offer must include:
- 7.1. 9 live (video with audio) broadcast channels.
 - 7.2. VOD (Video on demand).
 - 7.3. AOD (Audio on demand)
8. The provided platform must support media files used by LRT for VOD broadcasts:
- 8.1. Video (*Constant bitrate - CBR*): *HD/SD/4K MPEG-4, AVC, Main@L4*.
 - 8.2. Audio (CBR): *MPEG-4, AAC LC*.
 - 8.3. Picture: *JPG, PNG*.
9. The rental of the Platform must include all licenses required for the use of the Platform and a database for data storage.
10. A test environment is required for testing new applications.
11. Full description of the user's usage platform and the proposed API.
12. Platform Capacity Requirements
- ~~10.1.~~12.1. The maximum number of concurrent users must be 30,000 (thirty thousand). This requirement applies to the entire Platform, including both video-on-demand (VOD) and live-streaming services during peak usage periods. Suppliers submitting proposals must ensure that their proposed architecture, server capacity, and network infrastructure are capable of smoothly and reliably supporting the specified number of 30,000 concurrent users without disruptions.
- ~~11.~~13. National Security Requirements
- 13.1. This procurement is considered to be a national security procurement, so the goods/software offered by the Supplier and referred to in this Technical Specification have specific requirements to ensure the national security interests of the country. The national security requirements are set out in Section 5 of the Special Conditions of Contract.
14. Green requirements
- 14.1. The Contracting Authority shall apply the environmental criteria set out in the table below to the goods to be procured in this procurement:

<u>Row no.</u>	<u>Environmental requirements</u>	<u>Technical specification clauses subject to environmental requirements</u>	<u>Documents proving compliance</u>
<u>1.</u>	<u>The object of this procurement is software rental, therefore the Contracting Authority considers this procurement object to be an environmental protection criterion as specified in the Procedure for the Application of Environmental Protection Criteria in Green Procurement, approved by Order No. D1-508 of the Minister of the Environment of the Republic of Lithuania of 28 June 2011, paragraph 4.4.3 (A procurement is considered green when <...> the following goods are purchased: <...>, software rental, <...>).</u>	<u>For the Goods specified in this Technical Specification</u>	<u>No documentation required</u>