



Bangladesh Satellite Company Limited
'Connecting Worlds for Enriching Lives'
116 Kazi Nazrul Islam Avenue, Dhaka-1000
www.bscl.gov.bd

Request for Expressions of Interest

GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

1	Ministry/Division	Post & Telecommunication Division	
2	Agency	Bangladesh Satellite Company Limited	
3	Client Name	Bangladesh Satellite Company Limited, represented by Managing Director	
4	Client Code	Not used at present	
5	Client District	Dhaka	
6	Expression of Interest for Selection of	An individual consultant to analyse the feasibility to launch DSNG Van service, a central encryption service for television channels and a play-out service for television channels.	
7	EOI Ref No	14.39.0000.012.07.004.23-23(E)	
8	Date	30.10.2024	
KEY INFORMATION			
FUNDING INFORMATION			
9	Source of Funds	Company Own Fund	
10	Development Partners	N/A	
PARTICULAR INFORMATION			
11	Project / Programme Code	N/A	
12	Project / Programme Name	N/A	
		Date	Time
13	EOI Closing Date and Time	19.11.2024	12:00 PM
14	EOI Publication Date	01.11.2024	
INFORMATION FOR APPLICANT			
15	Brief Description of Assignment	Feasibility analysis and business case preparation to launch DSNG Van service, a central encryption service for television channels and a play-out service for television channels.	
16	Qualification and Experience	i. At least BSc. In Computer Science/Computer Science and Engineering, Electrical and Electronic Engineering, Telecommunication/Communication Engineering or Equivalent. ii. At least 05 (Five) years' experience in relevant fields.	
17	Other Details	i) Detailed Scope of Work is available on BSCL's website: www.bscl.gov.bd ii) Short listing will be made in accordance with the "Rule-115 of Public Procurement Rule (PPR)-2008" iii) EOI as well as attached forms/supporting documents shall be written in English. iv) Applicants will submit their response using the "Request for Proposal (RFP)" document (available on website) along with the following documents: (a) Expression of Interest (EOI) (b) Updated Curriculum Vitae (c) Experience Certificate(s)	



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		(d) Photocopies of all educational certificates v) EOI notice and forms of Expression of Interest (If Applicable), RFP documents are posted on BSCL website: www.bscl.com.bd and hard copy of the same are available from the office in the address given below. vi) Expression of Interest (EOI) shall be submitted in one original and one copy in a sealed envelope mentioning "Selection of Individual Consultants of BSCL" on top of the sealed envelope and shall be submitted to the following address before above-mentioned date and time.
CLIENT DETAILS		
18	Name of Official Inviting EOI	Rehenuma Tarannum
19	Designation of Official Inviting EOI	Senior Manager, Procurement
20	Address of Official Inviting EOI	Bangladesh Satellite Company Limited
21	Contact details of Official Inviting EOI	SEL Rose-N-Dale, Level-07, 116 Kazi Nazrul Islam Avenue, Dhaka-1000, Fax: 0241030091-93, E-mail: procurement @bscl.gov.bd
22	The Client reserves the right to reject all EOI's	

(Signed)
Rehenuma Tarannum
Senior Manager, Procurement
Bangladesh Satellite Company Limited.

Terms of Reference

Background and Objective

Bangladesh Satellite Company Limited (BSCL) is interested to launch 3 new services which are given below:

- (a) DSNG Van Service
- (b) Central encryption service for television channels and
- (c) Play-out service for television channels

BSCL is interested to procure 1 or 2 DSNG Van/s and rent it/them in commercial basis to interested TV channels or broadcasters who run operations in Bangladesh. But before that BSCL wants to conduct a feasibility study to come to a decision whether this new venture is business viable for the company or not. The individual consultant has to collect authentic information from market, analyze them and prepare a business case for BSCL.

BSCL is interested to procure a Central encryption service for television channels who run operations in Bangladesh and abroad. But before that BSCL wants to conduct a feasibility study to come to a decision whether this new venture is business viable for the company or not. The individual consultant has to collect authentic information from market, analyze them and prepare a business case for BSCL.

BSCL is interested to procure Play-out service for television channels. But before that BSCL wants to conduct a feasibility study to come to a decision whether this new venture is business viable for the company or not. The individual consultant has to collect authentic information from market, analyze them and prepare a business case for BSCL.

Structure:

The individual consultant will report to General Manager (Sales & Marketing). S/he will work closely with Senior Manager (Broadcast Services and Overseas Sales).

There is no need of regular desk job. The individual consultant has to share activity plan and share weekly status update in written form to General Manager (Sales & Marketing). The last report (business cases) will be in written form.

Minimum educational qualifications

At least BSc. In Computer Science/Computer Science and Engineering, Electrical and Electronic Engineering, Telecommunication/Communication Engineering or Equivalent.

Required experience

At least 05 (Five) years' experience in relevant fields.

Duties and Responsibilities

Scope of Work and Deliverables for DSNG Van:

1. **Market Research and Feasibility Analysis:** The consultant should provide a comprehensive assessment of the Bangladesh market, including an analysis of the target audience, competitors, regulatory requirements, and potential demand for DSNG services.
2. **Technical Evaluation:** Conduct a thorough evaluation of the technical requirements and infrastructure needed for implementing DSNG in Bangladesh. This would involve assessing the compatibility of existing infrastructure, identifying necessary equipment and software, and recommending appropriate technology solutions.
3. **Business Plan and Strategy:** Develop a detailed business plan and strategy specifically tailored to BSCL's goals and objectives. This should include pricing models, revenue projections, marketing strategies, and recommendations for operational processes.
4. **Risk Assessment and Mitigation:** Identify potential risks and challenges associated with introducing DSNG in Bangladesh market and provide strategies to mitigate them. This may include regulatory hurdles, technological limitations, or competition analysis.
5. **Vendor Selection and Partnership Recommendations:** Assist in the selection of suitable vendors and partners for sourcing equipment, satellite services, or local support. The consultant may provide recommendations based on their industry connections and expertise.
6. **Training and Knowledge Transfer:** Conduct training sessions or workshops for BSCL's staff to ensure they have the necessary knowledge and skills to operate and maintain the DSNG solution effectively.

Scope of Work and Deliverables for Encryption System:

1. **Market Research and Feasibility Analysis:** The consultant should provide a comprehensive assessment of the Bangladesh television market, including an analysis of consumer behavior, existing subscription models, and potential demand for a digital encryption solution. This would help identify the target audience and quantify the market opportunity.
2. **Technical Evaluation:** Conduct a thorough evaluation of the technical requirements for implementing a digital encryption system. This would involve assessing encryption protocols, conditional access systems, subscriber management systems, and related infrastructure needed to implement the solution effectively.
3. **Business Plan and Revenue Model:** Develop a detailed business plan and revenue model for BSCL's digital encryption solution. This should include pricing strategies, revenue-sharing mechanisms, and recommendations for optimizing revenue distribution among BSCL, cable operators, and TV channels.
4. **System Design and Implementation:** Provide recommendations and guidelines for the design and implementation of the digital encryption system. This includes selecting appropriate encryption technologies, conditional access systems, and subscriber management systems. The consultant may also assist in vendor selection and oversee the system integration process.
5. **Compliance and Regulatory Compliance:** Ensure that the proposed solution complies with the relevant regulatory requirements of the Bangladesh broadcasting industry. This includes obtaining necessary licenses, adhering to content protection standards, and addressing any legal considerations.
6. **Training and Knowledge Transfer:** Conduct training sessions or workshops for BSCL's staff, cable operators, and TV channels to ensure they have the necessary knowledge and skills to operate and manage the digital encryption system effectively. This includes training on subscriber management, revenue tracking, and system security.

Scope of Work and Deliverables for Play Out Server:

1. **Market Research and Feasibility Analysis:** The consultant should provide a comprehensive assessment of the Bangladesh television market, including an analysis of feasibility report along with consumer behavior, content distribution models, and potential demand for a play out server solution. This would help identify the target customer and quantify the market opportunity.
2. **Technical Evaluation:** Conduct a thorough evaluation of the technical requirements for implementing a play out server system. This would involve assessing server

infrastructure, video encoding and decoding capabilities, content management systems, automation workflows, and integration possibilities with existing broadcasting equipment.

3. **Business Plan and Revenue Model:** Develop a detailed business plan and revenue model for BSCL's play out server solution. This should include pricing strategies, content monetization options, advertising integration possibilities, and recommendations for optimizing revenue generation.
4. **System Design and Implementation:** Provide recommendations and guidelines for the design and implementation of the play out server system. This includes selecting appropriate server hardware and software, content management systems, scheduling algorithms, and automation workflows. The consultant may also assist in vendor selection and oversee the system integration process.
5. **Compliance and Regulatory Compliance:** Ensure that the proposed solution complies with the relevant regulatory requirements of the Bangladesh broadcasting industry. This includes adhering to content censorship guidelines, advertising regulations, program scheduling guidelines, and any other legal considerations.
6. **Training and Knowledge Transfer:** Conduct training sessions or workshops for BSCL's staff to ensure they have the necessary knowledge and skills to operate and manage the play out server system effectively. This includes training on content scheduling, server management, content ingestion, and troubleshooting.

Selection/Evaluation Criteria

BSCL will follow Evaluation Criteria mentioned in Section 1. Information to the Applicants.