

Telidon

CONTENT
DEVELOPMENT
PROGRAMME

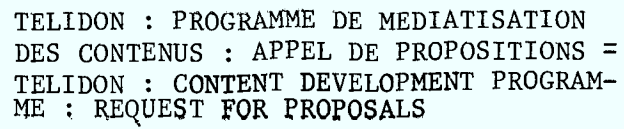
Request for
Proposals

Canada



Government of Canada
Department of Communications

Gouvernement du Canada
Ministère des Communications



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DEPARTMENT OF COMMUNICATIONS

← TELIDON :

CONTENT DEVELOPMENT PROGRAMME :

REQUEST FOR PROPOSALS /

Table of Contents

	<u>Page</u>
1. Background	1
2. Description	
Summary	2
Objectives	2
Mechanism	2
3. Eligibility	3
4. Terms and Conditions	
Proposals	3
Proposal Costs	4
Cancellation	4
Proposal Negotiations	4
Content of Proposals	4
Conditions for Payment	4
Audit	7
Project Monitoring	7
Ownership	7
Publicity	7
5. Evaluation Criteria	7
6. Guidelines for Submission	9
7. Tables	
Table 1	Project Summary 13
Table 2	Financial Analysis 14
Table 3	Eligible Costs 15
Table 4	Content Distribution 16
Table 5	Content by Category 17
Table 6	Content by Frequency 18
Table 7	Content by Language 19
Table 8	Information Providers 20
Table 9	Viewers 21
Table 10	Project Schedule 22

REQUEST FOR PROPOSALS

1. BACKGROUND

Telidon is an advanced information communications technology which is best known for its capabilities to enable business people, consumers and others to access graphical and textual information stored in data banks by using a normal telephone link and a decoder connected to a television set. At the heart of Telidon are the picture description instructions which permit the encoding of pictorial information in a very compact form. This code is ideally suited for accessing information in data banks not only by telephone, but also via other communication media such as: cable television systems; satellite links; and optical fibers. It is used for a variety of applications including:

- a) electronic messaging and mail services, especially for those containing graphics
- b) audio visual presentation systems
- c) computer aided learning systems
- d) transactional services for banking, shopping, or making reservations
- e) tourist and public information systems
- f) graphical presentation of information stored in alpha-numeric databases
- g) teleconferencing which involves the sharing of graphical images as well as voice.

The generic names for the above services are videotex and teletext. Videotex refers to a service where the information is transmitted in response to a user's request over a telephone link or other two way communication medium. Teletext refers to a broadcast version which is normally provided by inserting information into a television broadcast signal.

Telidon was developed by the Communications Research Centre of the Department of Communications. It was announced in August 1978 and since that time has become a vital part of the information technology which will be required in offices, homes, and industrial enterprises. Telidon has been recognized as the standard for videotex services in North America by both the Canadian Standards Association (CSA) and the American National Standards Institute (ANSI) in the USA. It is referred to as the Videotex/Teletext Presentation Level Protocol Syntax (North American PLPS). The CSA has assigned T500-1983 to this standard and ANSI has assigned X3.110-1983. However, Telidon, NAPLPS, T500, and X3.110-1983 are identical. It is also one of the standards recommended for videotex services by the International Telegraph and Telephone Consultative Committee (CCITT), the United Nations body with responsibility for telecommunications standards.

The true value of Telidon technology is measured by the information which is available to the user. Therefore, now that the basic hardware is available, a greater emphasis is being placed on the development of good and useful content for Telidon databases.

2. PROGRAMME DESCRIPTION

2.1 Summary

Under the Content Development Programme (CDP), the federal Department of Communications (DOC) will contribute towards costs incurred by projects which develop and create Telidon content for viable applications. The contributions will be made available as quickly as possible to eligible organizations in order to stimulate the immediate exploitation of Telidon technology. This Request for Proposals (RFP) invites proposals for the creation of content. It explains who can apply for CDP assistance and how to apply. It assumes that applicants know about Telidon and videotex; if not, additional information is available from DOC. Each project submitted will be evaluated on the basis of its ability to meet the objectives of the programme.

2.2 Objectives

1. To increase the amount of good and useful content available in the Telidon format
2. To increase the number of viable applications using Telidon technology
3. To stimulate immediate investment and employment in the Telidon industry
4. To stimulate the sales of Canadian produced content and software for use with Telidon systems
5. To foster the acceptance of Telidon as the standard for image communications services in Canada
6. To stimulate the development of videotex services in Canada which recognize social needs and cultural and regional realities.

2.3 Mechanism

The Government will achieve these objectives by providing a percentage of the eligible costs for approved applications from the \$4.95M allocated for the Content Development Programme (CDP).

The CDP will proceed according to the following steps:

1. DOC issues this Request for Proposals (RFP)
2. Applicants for CDP assistance submit proposals to DOC
3. DOC evaluates the proposals
4. DOC decides which proposals to accept and the extent to which they will be funded
5. DOC and each accepted applicant negotiate and enter into a legally binding agreement.
6. DOC provides CDP assistance according to the terms of the agreement.

3. ELIGIBILITY

The following are eligible for assistance under the Content Development Programme:

1. Companies incorporated in Canada, including foreign owned or controlled companies incorporated in Canada adhering to the Principles of International Business Conduct issued by the Government of Canada
2. Provincial Crown Corporations
3. Not for profit corporations and organizations
4. Incorporated educational institutions
5. Canadian citizens or landed immigrants in Canada
6. Partnerships or joint ventures of two or more of the above.

4. TERMS AND CONDITIONS

4.1 Proposals

Address proposals and enquiries to:

Telidon - Content Development Programme
Department of Communications
Journal Tower South
365 Laurier Avenue West
Ottawa, Ontario
K1A 0C8
Tel: (613) 995-4376

Proposals must be received before the close of business on September 23, 1983. Should it be the case that due to mail disruptions, your submission will not arrive, a telegram which clearly states your intent and willingness to comply with the conditions of acceptance, will be accepted in lieu of the full submission.

If your telex/telegram has been received but your full submission has not been received by close of business on September 30, 1983, you will be notified at the return address provided and given five days within which to have a full proposal delivered.

NO PROPOSALS WILL BE CONSIDERED IF RECEIVED LATER THAN PERMITTED ABOVE.

Applicants will be immediately notified of receipt of their proposal and will be notified in writing of their proposal's acceptance or rejection within 3 months of the RFP closing date.

4.2 Proposal Costs

There will be no payment by the Crown for any costs incurred in the preparation and submission of proposals.

4.3 Cancellation

The Crown reserves the right to cancel and reissue this RFP at any time.

4.4 Proposal Negotiations

This is a Request for Proposals and NOT an invitation to Tender. The Crown reserves the right to:

1. accept a proposal without negotiations
2. negotiate changes in the content of a responsive proposal
3. reject a proposal.

4.5 Content of Proposals

To be considered for funding the proposal must include a complete business plan and a complete project description and project plan. The forms included in this RFP must be completed and returned with the proposal. Failure to comply will render the proposal ineligible for funding.

4.6 Conditions for the Payment of Contributions

1. The recipients of contributions will be required to enter into a formal agreement with the Department of Communications. This agreement will include a project plan based on the proposal received and as a minimum will include terms and conditions to cover the following items:
 - a) payment of the contribution;
 - b) conditions for dealing with situations where a recipient of funds is in default of the agreement;
 - c) provisions which will permit authorized representatives of the Minister of Communications to carry out audits to verify that conditions of the agreement have been kept;
 - d) provisions for supplying the Department of Communications with information which would permit a meaningful evaluation of this program to be carried out (for example progress reports, marketing reports, and societal and behavioural information);
 - e) provisions for modifications and termination of the agreement.

2. Contributions will be paid only towards eligible costs incurred for projects which are included in the agreement.
3. Except for projects which create all content in both official languages, contributions will not exceed 30% of the total eligible project costs which will be specified in the agreement. For completely bilingual content, contributions up to 40% will be permitted for salary and content costs as specified in 4b, 4c and 4d below.
4. Eligible project costs are:
 - a) the purchasing or leasing costs of Canadian produced software* which will be used for the creation and management of content in the Telidon format;
 - b) the salary costs** of persons directly involved in the development and creation of content in the format specified in CSA preliminary specification T500;
 - c) the purchase costs of content in the format specified in CSA preliminary specification T500 which has been produced exclusively for an approved project by a Canadian third party;
 - d) the salary costs** of persons directly involved in marketing of the content created for the project during the first eight months of the project; and
 - e) the direct costs for telecommunications for transferring the content created in the project to a data base.
5. Contributions will be paid on evidence of the costs incurred and results achieved according to the project plan included in the agreement.

* Eligible software is computer programs written expressly for the purpose of creation and management of content in the Telidon format. Such software must conform to the latest standards issued by the Canadian Standards Association (CSA) or the Department of Communications (DOC) for the provision of Videotex or Teletext services. At the present time, this software would be required to conform to CSA preliminary specification T500 and/or DOC Broadcast Specifications BS 14.

Eligible software would not include the operating systems software which is normally purchased from the computer manufacturer or from computer software houses not specifically written for videotex applications.

**Such salary costs may include an allowance for overhead for items such as the following: space and facilities, secretarial help and stationery supplies and materials. Overhead must not include the purchase or leasing of equipment.

6. The payment for the lease or purchase of software will not be made until the system is demonstrably operational.
7. No project costs incurred prior to 1 October, 1983 will be eligible for funding. No contributions will be paid prior to a signed agreement between the applicant and DOC. All contributions except for the final report holdback, will be paid before 31 March, 1985.
8. All contributions must be expended wholly within Canada.
9. Eligible project costs must not include any items which are funded by other federal government programmes.
10. Maximum amounts contributed to any one organization, or for any one project, will not exceed \$500,000.00.
11. Projects requiring a contribution of less than \$15,000 will not be eligible to receive funding from this programme.
12. 10% of all contributions payable by the Department of Communications will be withheld subject to the receipt of the final report.
13. Organizations receiving funding under this programme will be required to submit a final report which provides the following information:
 - (a) The overall project results
 - (b) The amount of content produced during the funding period
 - (c) A description of the ongoing content which is expected to be available
 - (d) The total value of content produced during the funding period
 - (e) The value of the content in the data base which will be available on an ongoing basis
 - (f) The number of users who have accessed the content during the funding period
 - (g) The number of users expected to access the content on an ongoing basis
 - (h) The number of terminals with access to the content
 - (i) The number of page hits
 - (j) The number of jobs created in this project
 - (k) Other relevant market information as available
 - (l) Other relevant information on the social factors relating to the use of Telidon technology as available
14. The Minister will be in no way responsible for any costs incurred in anticipation of funding for any project should a decision be made not to fund that project.

4.7 Audit

Conditions will be included in the agreements with recipients of funds for the Department of Communications to have access to records for the purposes of verifying that all payments have been used in accordance with the agreed upon project plan.

4.8 Project Monitoring

The Department of Communications reserves the right to access all content created within the project to verify that all conditions of the project plan have been met.

4.9 Ownership

All content created in the project will remain the property of the applicant.

4.10 Publicity

All those who are granted contributions must agree to acknowledge the contribution of the Department of Communications to their project. This will form a clause in the agreement.

5. EVALUATION CRITERIA

While considering the objectives of the program, all proposals will be evaluated by taking into account seven major factors which are outlined below. Recommended proposal guidelines are provided in the section entitled "Guidelines for Submitting a Proposal".

5.1 Applicant Investment

Since one of the main objectives of the program is to stimulate new investment in the videotex and related industries, the evaluation will consider the investment in the project to 31 December, 1985 by the applicant.

5.2 New Employment

As in the case of new investment, the creation of new jobs is an objective and will be taken into account in the evaluation of proposals.

5.3 Value of the Content

The value of the content will be evaluated by consideration of the following factors:

- a) price at which content will be available
- b) cost of creation of the content
- c) how soon the content will be introduced into the marketplace
- d) number of terminals with access to the content
- e) number of people viewing the content
- f) export potential.

5.4 Viability

It is important that the projects proposed have on-going value. Factors such as the following will be taken into account:

- a) economic viability
- b) breakeven point
- c) suitability of Telidon to the project
- d) previous investment in Telidon.

5.5 Timing Factor

In relation to the objective of stimulating immediate investment and employment in the Telidon industry, the sooner a project starts, the more valuable it is deemed to be.

5.6 Innovation

In accordance with the objectives of increasing the number of applications of Telidon and the sale of Telidon content, the following factors will be considered:

- a) new applications and/or markets for Telidon
- b) placing Telidon in a new environment
- c) merging Telidon with other technologies

5.7 Social, Cultural and Regional Value

Following the objective of ensuring that the program helps to meet Canada's social and cultural needs, to recognize regional disparities, factors such as the following will be considered:

- a) new information services using Telidon in underserved areas of the country
- b) contribution to bilingual databases
- c) accessibility of content created to special needs groups
- d) contribution of the project to the collection of socio-economic data for programme evaluation.

6. GUIDELINES FOR SUBMITTING A PROPOSAL

6.1 Introduction

Each proposal must contain complete and comprehensive information so that the Department of Communications can select the projects which have the best chance of succeeding.

The information provided must be organized into four sections: the Tables, the Executive Summary, the Business Plan and the Project Plan.

6.2 The Tables

All parts of tables 1-10 must be completed and returned. A list of these tables appears on page 12. Proposals submitted without completed tables will not be considered.

6.3 The Executive Summary

Provide an executive summary which gives a concise description of the project. Table 1 is the companion table to this section.

6.4 The Business Plan

1. Financial Analysis

Provide the following data as background information relating to Table 2:

- A. Income/Revenues:
1. Your proposed price list, including unit prices for software, page creation, distribution, communications, updating, and storage;
 2. the quantities of each product you plan to sell and/or lease in 1984, 1985 and 1986.
- B. Costs:
- A breakdown into:
- (1) materials, including all hardware
 - (2) salaries including part-time and overtime
 - (3) overhead attributable to the project
 - (4) administrative costs including financial and sales expenses
 - (5) capital investment costs
 - (6) research and development costs exclusive of the above (1) to (5).

In cases where the content is distributed by your organization without any value being assigned to it, a value must be calculated which is the total of direct and non-direct costs incurred.

All operational costs included must be clearly attributable to the project.

The Crown reserves the right to request complete documentation on sources of funding and financial information for a project if necessary to evaluate the project.

State any assumptions made and methods of calculation relating to Table 2.

2. Eligible Costs

Provide the following supporting data as background information relating to Table 3:

- a) names and addresses of suppliers of software, pages and telecommunications
- b) country where software developed
- c) current price lists relating to all eligible costs
- d) the calculations and assumptions made to arrive at costs. This must include the quantity of person-months in each quarter and the rates of pay used in each quarter. All overhead attributable to the project must also be specified.

6.5 The Project Plan

1. Objective

State the main objective(s) of the project.

2. Description of Content

Describe the content proposed for this project. Include table(s) of contents, diagrams, flow charts, drawings, scenarios, or storyboards. Tables 4, 5, 6 and 7 are the companion tables to this description.

If your organization has already produced content prior to establishing this project, please describe it.

3. Description of the System

This is the technical description of the system for this project which can include:

- a) software and/or firmware technical specifications
- b) host computer technical specifications
- c) page creation terminal(s)/type and quantity
- d) access or user terminal(s)/type and quantity
- e) communications system, including the configuration and location(s) of host and terminal(s).

4. Markets and Marketing

Provide the following supporting data as background information to Tables 8 and 9:

- a) overall marketing strategy
- b) market(s) targeted, indicating size and geographical location(s)
- c) expected market share and penetration rate
- d) export markets.

5. Project Organization

Provide an organization chart and a brief job description for each member of the project team, including part-time and short term personnel. Indicate the expected duration of each job, and the names and background of the project manager(s).

6. Address for Proposals

Address proposals and enquiries to:

Telidon - Content Development Programme
Department of Communications
Journal Tower South
365 Laurier Avenue West
Ottawa, Ontario
K1A 0C8
Telephone: (613) 995-4376

7. THE TABLES

The following section contains the tables which must accompany your Request for Proposals.

Please print or type all the information and include all that is applicable to your proposal.

Table 1	Project Summary
Table 2	Financial Analysis
Table 3	Eligible Costs
Table 4	Content Distribution
Table 5	Content by Category
Table 6	Content by Frequency of Update
Table 7	Content by Language
Table 8	Information Providers
Table 9	Viewers
Table 10	Project Schedule

TELIDON - CONTENT DEVELOPMENT PROGRAMME**TABLE 1 - PROJECT SUMMARY**

Name of Applicant: _____

Address: _____

Postal Code: _____

Project Contact Name: _____

Telephone No(s): _____

ELIGIBILITYCanadian controlled firm ☐Foreign controlled firm ☐Provincial Crown Corp. ☐Not-for-profit ☐Organization ☐Educational Institution ☐Partnership/joint ☐venture ☐Canadian citizen or ☐Landed immigrant ☐**INDICATORS**

Proposed Start Date: _____

REQUESTED
GOVERNMENT CONTRIBUTION\$ PROJECT
INVESTMENT\$

TO DEC 31 1985 (from Table 2)

ELIGIBLE

PROJECT COSTS

\$

(from Table 3)

As of:	Dec. 31st 1983	Dec. 31st 1984	Dec. 31st 1985
Pages:			
Viewers:			
Viewer terminals:			
Info. Providers:			
Revenues:			
Costs:			

Signing Authority:

Name: _____

Title: _____

Telephone No: _____

Authorized signature _____

Date _____

CONTENT DEVELOPMENT PROGRAMMETable 2 - FINANCIAL ANALYSIS (\$000's)

		O-D 1983	1984	1985	TOTAL 83/85	1986	TOTAL 83/86
Section A	Income/Revenue	_____	_____	_____	_____	_____	_____
	Costs	_____	_____	_____	_____	_____	_____
	Gross Profit/ Surplus or Deficit	_____	_____	_____	_____	_____	_____

Notes: 1. Please fill in values which cover the period 1st October, 1983 to 31st December, 1986. The values in each column must cover 12 month calendar year periods beginning January 1st and ending 31st December except for 1983 which covers October through December only.

2. Include all project capital investment and project on-going operational costs in "Costs".

3. Please put the 1983/85 "TOTAL COSTS" as "PROJECT INVESTMENT TO DEC 31, 1985" in Table 1.

Section B

1. PROJECT CASHFLOW IS EXPECTED TO SHOW POSITIVE VALUES IN _____/_____
month year

2. PROJECT BREAK-EVEN POINT IS EXPECTED TO OCCUR IN _____/_____
month year

Note: All types of applicants must complete this section basing it on the information prepared for Section A.

Section C

1) Is your project being funded by other Federal departments or agencies? Yes ☐ No ☐

2) If the answer to (1) is Yes, indicate:

2.1 The department(s) or agency(ies): _____

2.2 The percentage of project costs being funded by the above organization(s): _____%

CONTENT DEVELOPMENT PROGRAMMETABLE 3 - ELIGIBLE COSTS PLAN (\$000)

TYPE OF ELIGIBLE COSTS*	ELIGIBLE COST PLAN/BY QUARTERS							
	1983	1984				1985		REQUESTED GOV. CONTR.
	O-D	J-M	A-J	J-S	O-D	J-M	TOTALS	
1. Software Purchase/ Lease								
2. Salaries								
3. Overhead (Specify below)								
4 Content Purchase								
5. Telecommunications								
For insertion in Table 1								

* See the Conditions for Payment section for definition of eligible costs.

Overhead

Please provide a list of all items included in the overhead and the percentage of salary costs which each item represents. Note that to be included in the eligible project costs, overhead must not include the purchase or leasing of equipment.

Overhead Item% of Salary

CONTENT DEVELOPMENT PROGRAMMETABLE 4 - CONTENT DISTRIBUTION

	NUMBER OF PAGES* AVAILABLE		
	Dec. 31st 1983	Dec. 31st 1984	Dec. 31st 1985
1. VIDEOTEX			
2. VBI TELETEXT			
3. FULL CHANNEL TELETEXT			
4. OPEN CHANNEL TELETEXT			
5. OTHER MEANS OF DISTRIBUTION (Specify: _____)			
TOTALS			

*Page means the quantity of computer information which may be transmitted in Telidon format to display an image on a screen.

CONTENT DEVELOPMENT PROGRAMMETABLE 5 - CONTENT BY CATEGORY

PAGE CATEGORIES	NUMBER OF PAGES AVAILABLE		
	Dec. 31st 1983	Dec. 31st 1984	Dec. 31st 1985
<u>PAGES</u>			
1. Advertising			
2. Education			
3. Community Information			
4. News, Weather, etc.			
5. Government			
6. Banking			
7. Shopping			
8. Messaging			
9. Games			
10. Other (Specify: _____ _____ _____))			
TOTALS			

Number of Above Pages Created for a Closed User Group			
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CONTENT DEVELOPMENT PROGRAMMETABLE 6 - CONTENT BY FREQUENCY OF UPDATE

FREQUENCY OF UPDATE	NUMBER OF PAGES UPDATED		
	Dec. 31st 1983	Dec. 31st 1984	Dec. 31st 1985
1. DAILY			
2. WEEKLY			
3. MONTHLY			
4. QUARTERLY			
5. LESS OFTEN THAN QUARTERLY			
TOTALS			

CONTENT DEVELOPMENT PROGRAMMETABLE 7 - CONTENT BY LANGUAGE

LANGUAGE	NUMBER OF PAGES AVAILABLE		
	Dec. 31st 1983	Dec. 31st 1984	Dec. 31st 1985
1. English			
2. French			
3. Other (Specify:)			
TOTALS			

CONTENT DEVELOPMENT PROGRAMMETABLE 8 - INFORMATION PROVIDERS

INFORMATION PROVIDER CATEGORIES	NUMBER OF INFORMATION PROVIDERS		
	Dec. 31st 1983	Dec. 31st 1984	Dec. 31st 1985
1. Business Services			
2. Advertising Agencies			
3. Retail Outlets			
4. Education			
5. Community Groups			
6. Federal Government			
7. Provincial Government			
8. Municipal Government			
9. Others (Specify: _____ _____)			
TOTALS			

CONTENT DEVELOPMENT PROGRAMMETABLE 9 - VIEWERS

VIEWER CATEGORIES	NUMBER OF VIEWERS		
	Dec. 31st 1983	Dec. 31st 1984	Dec. 31st 1985
1. Manufacturers			
2. Retailers			
3. Business Services			
4. General Public Using Public Terminals			
5. General Public at Home			
6. Elementary and/or Secondary			
7. College or Univeristy			
8. Job Training or Extension			
9. Federal Government			
10. Provincial Government			
11. Municipal Government			
12. Special Interest Groups			
13. Associations			
14. Specify: _____ _____ _____ _____			
<u>TOTALS</u>			
Number of Above Viewers In a Closed User Group			

TABLE 10 - PROJECT SCHEDULE*

PROJECT MILESTONES	INDICATE KEY EVENTS WITH AN "X" BELOW																							
	1983			1984												1985								
	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S
1. Software operational																								
2. Host operational																								
3. Page creation terminals operational																								
4. Access or user terminals operational																								
5. Expected 1st payment																								
6. 1st Sale																								
Specify other milestones as appropriate:																								
7.																								
8.																								
9.																								

* These milestones will be considered during the evaluation process. DOC reserves the right to negotiate them upon funding approval.

