KENYA FILM CLASSIFICATION BOARD

DIGITAL MEDIA MONITORING SOLUTION
SPECIFICATIONS

1. INTRODUCTION

Kenya Film Classification Board is mandated by Films and Stage Plays Act Cap 222, Laws of Kenya to regulate the creation, **broadcasting**, possession, distribution, and exhibition of films in the country with a view to protect children from age-inappropriate and potentially harmful content as well as promoting national values, culture and morality. Section 12 (2) of this Act states that "No film or class of film shall be distributed, exhibited or **broadcast**, either publicly or privately, unless the Board has examined it and issued a certificate of approval in respect thereof".

Further, the Board is empowered by Kenya Information and Communications Act, Cap 411A and through the Kenya Communication (Broadcasting) regulations 2009 Section 34 (1) (a) to ensure content which depicts, contains scenes or are of the language intended for adult audience are not aired during the watershed period (5a.m. to 10 p.m.)

In view of this mandate, and in enforcing compliance, the Board has a Compliance Department whose main function is to monitor broadcasters'/exhibitors' compliance with the regulatory requirements regardless of the exhibition/distribution platform. This is aimed at:

a. Indicating the broadcasters' level of compliance with the afore - cited laws above and other related legislation regarding the acquisition of filming licenses, content classification, exhibition of classified content bearing the right ratings and advisories and adherence to watershed period principle

b. Informing the compliance enforcement and enhancement strategy

Increased internet connectivity and affordable mobile telephony in the country has led to the upsurge of audio-visual content in the digital space and enhanced access to films. Consequently, the Board is required to enhance its capacity to monitor content on the various social media platforms for compliance.

The Board hereby desires to acquire a social media monitoring software/solution to enable effective monitoring of the online audio-visual content on the various online TV, radios and digital/social media.

OBJECTIVES

The objectives of the social media monitoring solution is to enable:
1. Monitoring, analyzing and evaluation of film content on the various social media platforms for compliance and enforcement.
2. Gathering data that would inform policy on audio visual content regulation.
3. The Board to collect information on its various consumer awareness campaigns.
4. The Board to enhance its public complaints resolution mechanisms.

DESCRIPTION OF THE SOLUTION

The proposed digital media monitoring solution system shall comprise a software that employs Artificial Intelligence-based algorithm to achieve media monitoring, social listening, social community management, social analytics, and subsequent reports generation.

The works to be carried out will include configuring and setting up social media monitoring solution as described in the technical specifications to enable monitoring of the different areas of interest on the following social media platforms:

1. Social media sites that include Facebook, Instagram, WhatsApp, TikTok, Twitter, YouTube, Vimeo and FlixU
2. Blogs and websites accessible within the country
3. Any other emerging social media Platforms

TECHNICAL SPECIFICATIONS

Parameters	Requirement	Bidders Response
Monitor/ View	Social Media monitoring for live and recorded audio- visual content	
	Ability to identify top performing audio – visual content and channels on the social media platforms i.e number viewers, subscribers and reactions	
	Combine data from all identified platforms in a single dashboard	
	Real-time multi-viewer display	
	Smart and simple Graphic User Interface	
Scope	Unlimited searches/monitoring across all major social networks including but not	

	limited to YouTube, Tiktok, Facebook, Twitter, LinkedIn, Telegram, Instagram, and YouTube	
Keywords Search and Tracking.	Unlimited keyword monitoring and results, including advanced search & filter capability.	
	Employ multiple simultaneous searches for spoken words, define keywords, and receive keywords alerts so as to automatically identify the number of times that specific words are used during the specified duration.	
	Search on keywords irrespective of language, location and author with Unlimited ad hoc keyword tracking	
	Perform advanced searching capabilities, content tagging, and metadata.	
	Results are instant - no data backfills	
	Ability to track brand name (KFCB mentions), stakeholders, projects and any topic of interest in real-time	
	Track actionable social metrics matter relevant to KFCB	
Access	Remote monitoring	
	Simultaneous remote access for real-time and recorded content	
	User Access via Desktop and Mobile Application or Web based.	
Share	Cross-channel content scheduling & publishing across Facebook, Twitter, LinkedIn, Instagram and YouTube	
	Simple, cost-effective and fast distribution	
	Content, reports can be shared across various platforms such as email and social media platforms, websites, newsfeeds, and newsletters with live links	
Workflow	Ability to customize the workflow of the system users.	
	Display data from all channels in a single dashboard	

	Display various platforms on a single dashboard	
	Provide Internal Workflow management including notes, tags, collision detection, "marked as complete" & conversation history	
Analytics	Compare metrics across social channels and share with others as PDF, Word or Excel reports, and sharable dashboards	
	Identify top performing (trending) content and channels	
	Send automatic alerts on key words and images on email or on application	
	Ability to evaluate stakeholder-focused metrics like total number of followers, new followers and audience insights.	
Fingerprinting	Fingerprinting technology for automatic content, logo and ads detection	
Transcription	Ability to convert speech to text to facilitate key words monitoring and searches	
Compatibility	Should be compatible with IOS, Windows and Android	
System Health Alerts	Send real-time alerts on the health of system via dashboard, log, email, SMS	
Artificial Intelligence	Algorithm to achieve media monitoring, social listening, social community management, social analytics and subsequent reporting.	
Reports	Allows for customised reports for the analyzed content in the following categories: i. Content for a specific platform ii. Defined key words iii. Flag out monetized content iv. New program and film trailers alerts v. Information on a specific content creator vi. Most shared/ Most viewed/ Most liked content vii. Viral videos on trending topics across social media platforms	

	Flexible reports generator	
	Actionable reporting	
	Report on top-performing posts and optimize content using impressions, engagements, video views, etc.	
Storage	Configuration to allow for storage of data from digital media monitoring solution to cloud server or a Network Attached Storage	
Number of Users	A minimum of 20 user accounts	
Scalability	Scalability in terms of number of users, locations and social networks	
System Support	24/7 access to support service	
Other	Uncapped data - no restrictions on the volume	
Time Stamp	The system should date and time stamp recorded content	
Security	Provide a detailed information on the security of the system. Provide a 2FA for users log in.	
Networking	To be installed in a networked environment to enable remote configuration, monitoring and playback over a LAN and WAN environment.	
Content retrieval and display of played content	Recorded content is available locally and remotely for play-back & export	
	Remote playback over LAN and WAN or a secure URL	
	Desktop application-based player allowing for instant access to any part of the recordings by selecting, keying or scrolling to seconds, minutes, hour and days	
	Browser based web-player allowing for instant access to any part of the recordings on computers and mobile devices (IOS and Android), by selecting, keying or scrolling to seconds, minutes, hour and days	
Multi-viewer Display	The system should output to multiple displays (multi-viewer display) for the display Monitors	

Export of content	The system should provide for searching and selection of any part of content recorded, clipping of any sections required and exported complete with date and time stamp to local or external storage media	
	The clipped content should be exported in the following formats: Video: MPEG-TS, MP4, WMV Audio: AAC, MP3, WAV	
Accessories	Provide all the required accessories as required for the number of users	
System Brochure	Must attach brochure(s)/detailed datasheet. The brochure/datasheet should be in the original equipment Manufacturer's Format (Logo and Text) and should not be altered by the bidder.	
System Description	Provide detailed system architecture including diagram(s) for the design, setup, configuration and operation of the users and user manuals	
Features Recognition	The system should be capable of features (such as facial) detection and recognition allowing for searching of video content based on specified features as required.	
	The system should be able to search for features or combination of features appearing in one or more recorded video content.	
Reporting Tool	The reporting tool should have the capability to generate the following reports and features	
Reports	24-hour system Log report where each log should be automatically labelled and allow provision for scalability	
	Report on Keywords, frequency of occurrence and time as per the user request	
	Provision for frequent Custom reports by the User	
	Data reports - graphs, pie charts	
	Attach sample reports of the above and any other value addition reports	

	The reports should be able to be exported in at least PDF, and CSV file formats	
Training	At least 20 days for the initial and quarterly training for users of the system to be conducted at Headquarters for the users and ICT technical staff	
	Attach draft training schedules for each category of staff.	
Installation configuration and set up	Installation and set-up of the Social Media system to users' desktop computers, laptops or mobile devices	
Documentation	A complete user's manuals shall be supplied describing all the elements, operating and use of the system, including installation diagrams and connections.	
Compatibility	Should ensure Compatibility with the existing infrastructure	
Manufacturer's Authorization	Manufacturer's Authorization letters for the social media system in the format provided. Where the bidder is an agent of a manufacturer of the system to be supplied then, the manufacturer must fill in and sign the manufacturer's Authorization form(s).	
Warranty	A minimum of 12 months after installation and acceptance	
Delivery Period	Delivery Schedule for Installation within 90 days after contract signing.	
SLA	Attach a detailed sample SLA	
Remarks		

Digital Media Monitoring Solution